

Associate SEO Strategist

Reports To: Senior SEO Strategist

Role Responsibilities:

- Creation of client deliverables: decks, title tags/meta descriptions, link targets, etc
- Report creation
- Assist with higher level projects
- Attend all team meetings and actively contribute
- Manage personal workflow to achieve on time delivery of project and reports
- Conduct basic research using industry tools
- Appropriately communicate findings from research within the team
- Compose simple, professional emails
- Contribute to team-wide projects and productivity
- Take notes on all client calls
- Apply & retain learnings for self growth
- Share findings within the agency (Sharing of articles, conducting team training, etc.)

Role Abilities:

- Visual recognition of HTML/CSS source code
- Understanding of goal funnels and traffic conversion, components of back end systems – ie CMS – and search engine functionality and algorithms
- Ability to understand and make content optimization techniques for SEO
- Competency with basic keyword research tools
- Basic awareness of SEO industry and digital marketing
- Working knowledge of front end code tagging hierarchy, third party reporting and analytics platforms, and Google Webmaster Tools
- Advanced computer skills (Word, Excel, PowerPoint)
- Strong organizational skills and detailed orientation
- Adaptable to change and ability to multi-task
- Ability to successfully manage personal workflow and to achieve on time delivery of projects and reports, to work autonomously and demonstrate self-started qualities, and research SEO issues and formulate solutions
- Demonstration of resourcefulness, the initiative to participate in advanced projects, and basic professionalism
- Ability to speak and write clearly and persuasively
- Client/phone presentations
- Team training presentations
- Ability to build & maintain strong internal relationships
- Must be able to take and apply all forms of constructive criticism
- Develop an understanding of SEO, independent of direct client goals and initiatives
- Proactively taking on responsibilities and client deliverables, and exploring the digital space (blogs, forums, webinars, etc)
- Start becoming an expert in a sub-category of SEO (Link building, etc)
- Continually learn/gather information about SEO