



Title of Position: Search Engine Optimization Specialist

Department: Marketing

Reports to: Jason Dambrauskas

Description: The employee will be apart of all aspects of SEO marketing to maximize search engine visibility for clients. The main function for the SEO specialist is to convey technical information in a clear and convincing way to meet the client's needs and other objectives.

Key Areas of Responsibility:

- Analyze conversion strategies for clients
- Increase traffic to client websites
- Exchange resources with a variety of companies
- Build links for the purpose of search engine optimization
- Build websites to become more attractive to search engine spiders
- Collaborate on site appearance, content, and navigation

Consults With:

- Different companies that seek SEO services
- Webmasters that control website content
- All levels of management

Terms of Employment: Full Time

Qualifications:

- Excellent oral and written communication skills
- Working knowledge of SEO indexing methods and ranking capabilities
- Broad understanding of web analytics
- An understanding of search engines and website audit/design