

Job Title:	SEO & SMM Specialist	Job Category:	Entry Level / Contract
Location:	Remote	Level/Salary Range:	Per project
HR Contact:	info@yourwebcompanion.com	Date Posted:	2017-12-21
Applications Accepted By:			
EMAIL TO: info@yourwebcompanion.com Attachment(s): Resume , Portfolio		We are looking for a talented and brilliant SEO Specialist to join our growing team! This position requires working knowledge of all current SEO, SMO, SEM and SMM best practices as well as expertise in using data from analytics to improve page ranking. Our ideal candidate is a rock star at creating effective SEO campaigns, strong analytical skills, and proven A/B testing and conversion optimization skills. We have a big business to build, and we need someone with perseverance who will hustle to get things done, has a strong work ethic, is an extreme multitasker, and has the great integrity to see all projects through to the end. Sounds like you? Great, we'd love to hear from you!	
Job Description			
WHAT YOU WILL DO <ul style="list-style-type: none"> • Assess and develop marketing plans • Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns • Track, report, and analyze website analytics and PPC initiatives and campaigns • Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies. • Optimize copy and landing pages for search engine marketing • Perform ongoing keyword discovery, expansion and optimization • Research and implement search engine optimization recommendations • Research and analyze competitor advertising links • Develop and implement link building strategy • Work with the development team to ensure SEO best practices are properly implemented on newly developed code • Work with editorial and marketing teams to drive SEO in content creation and content programming • Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords. 			
QUALIFICATIONS AND EDUCATION REQUIREMENTS <ul style="list-style-type: none"> • 2+ years' experience in SEO, product management, project management, SEM, software development and analytics related roles • Strong verbal and written communication skills • Experience gathering requirements and writing technical requirements specifications • Metrics driven with the ability to create reports to track and analyze SEO performance • MUST have experience with Google Analytics, Google AdWords, YouTube SEO, and SEO tools • MUST have experience with SMO and SMM (Facebook, Yelp, Instagram, Tweeter, ...) 			

- Ability to keep ahead of the latest search industry trends and algorithm changes, and align current and future projects with those developments
- Understand how site architecture affects SEO
- Capable of working with content management systems
- Must be able to manage multiple accounts/projects
- Good web framework knowledge and must be able to manage WordPress
- Team player, positive energy, and high work ethic
- BS or BA degree preferred
- Bilingual (English/French)