

# SEO Expert



Xgrid SEO Experts are skilled and talented professionals, who are responsible for analyzing, reviewing, and implementing websites that are optimized to be picked up by search engines. You will enjoy being part of an extremely talented and motivated team interacting with both business and development counterparts to capture key marketing requirements and translate them into websites designed for our customers.

The successful candidate will be an enthusiastic self-motivator, which is an absolute MUST in a startup environment. They will have a high customer and product delivery orientation, with the ability to both, understand the “big picture” issues and to drill down to detail.

## Job Requirements

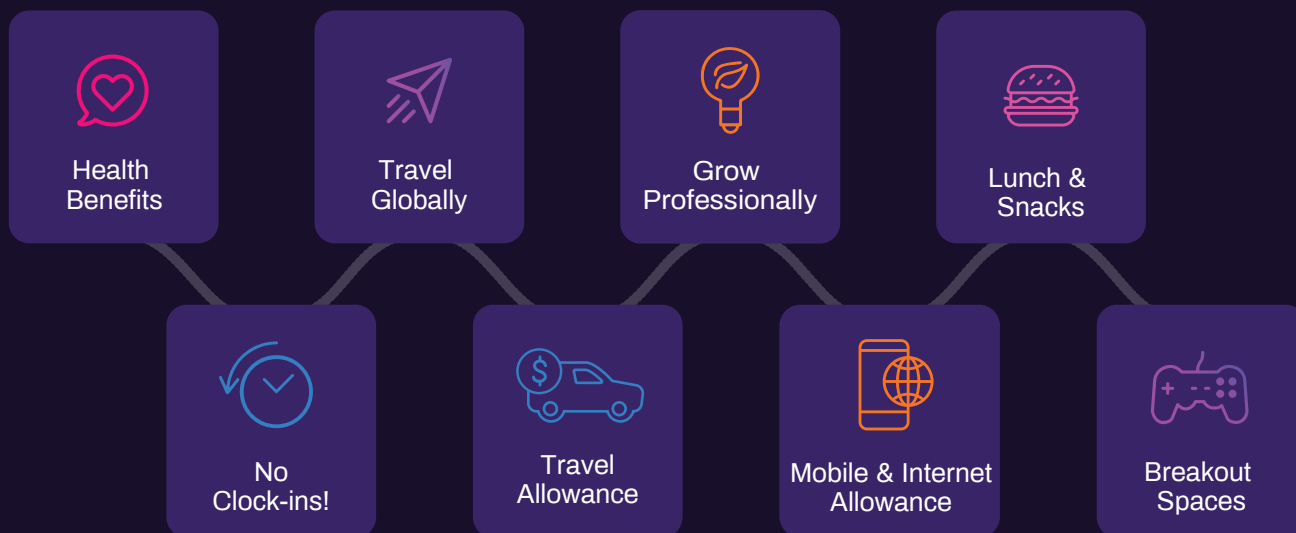
You will be expected to

- ▶ Reviewing and analyzing client sites for areas that can be improved and optimized
- ▶ Developing optimization strategies that increase the company's search engine results' rankings
- ▶ Identifying powerful keywords to drive the most valuable traffic
- ▶ Preparing detailed strategy reports
- ▶ Running Pay-Per-Click (PPC) campaigns for relevant clients & customers
- ▶ Running Google AD Word campaigns with a data-driven focus
- ▶ Writing and recommending powerful Call-to-Action (CTA) content to convert visitors
- ▶ Drafting website content with a primary focus on effective keywords, including meta-tags and meta-descriptions for web pages
- ▶ Developing link-building & back-linking strategies
- ▶ Setting measurable goals that demonstrate improvement in marketing efforts
- ▶ Monitoring daily performance metrics to understand SEO strategy performance
- ▶ Efficiently communicating with other marketing professionals to align goals
- ▶ Collaborating with others within the marketing department to manage SEO strategy
- ▶ Writing effective SEO content for blogs and social media-based campaigns
- ▶ Updating content and website links for maximum optimization and search engine rankings
- ▶ Analyzing keywords and SEO techniques used by competitors
- ▶ Keeping updated on both white hat and black hat SEO strategies to stay within search engine guidelines
- ▶ Compiling, documenting & presenting SEO guidelines for future customer needs of Xgrid

# Job Qualification

- ▶ 2-to-3 years of experience in successfully developing and executing SEO campaigns
- ▶ Understanding of search engine algorithms and ranking methods including, but not limited to, Google, Bing, and DuckDuckGo
- ▶ Experience with SEO industry programs, such as Google Analytics, PageSpeed, and Keyword Planner. Additional tool knowledge & recommendations will be a plus
- ▶ Knowledge of keyword research and data mining tools
- ▶ Able to complete competitive analysis of other companies within the industry
- ▶ Excellent written and verbal communication skills (email, phone, etc.)
- ▶ Comfortable analyzing high volumes of data on a daily basis
- ▶ Familiarity with WordPress or other content management systems
- ▶ Ability to think creatively, strategically, with a positive attitude of identifying and resolving problems
- ▶ Ability to work both within a team and independently. Having a professional work from home (WFH) environment will be a plus
- ▶ Experience with other aspects of marketing, such as customer growth and promotion, is a plus

# Employee Benefits



To apply, drop us an email at: [hr@xgrid.co](mailto:hr@xgrid.co)