

Search Engine Optimization Specialist

July 2010

Located in Durham Region, our company is looking for a self-motivated Search Engine Optimization Specialist to join our team. The main responsibility in this position is to develop keyword strategies and search engine optimization initiatives for clients. Additional responsibilities may include minor website maintenance and updates. The ideal candidate is a self-motivated problem solver with excellent communication skills.

Main responsibilities include:

- Develop Keyword Strategies
- Support search engine optimization initiatives (SEO).
- Implementing link development strategies.
- Tracking of and reporting on traffic and search engine rankings in regards to relevant properties and keywords
- Monitoring of the product space on the web to determine trends and identify or modify targets for search engine optimization
- Directory submissions
- Maintaining detailed documentation about specific activities.
- Website maintenance and updates.

Applicant's Qualifications

- Strong understanding of Social Media & Search Engine Marketing
- Outstanding written and verbal communication skills
- Strong attention to detail and organizational skills
- Knowledge of HTML and related web-based technologies
- Understand the major factors that influence search crawlability, indexing and keyword ranking.
- CSS, Flash, PHP, ASP & Javascript an asset but not required
- Knowledge of best practices for organic search engine optimization
- Ability to work independently and within tight deadlines
- Ability to manage and prioritize multiple projects simultaneously
- Ability to discuss complex SEO concepts with clients of less expertise
- Google Certification an asset

- Hours: 20 – 30 hours/week
- Compensation: (depends on experience)
- Principals only. Recruiters, please don't contact this job poster.
- Please, no phone calls about this job!
- Please do not contact job poster about other services, products or commercial interests.

Please send resume with applicable portfolio and a cover letter to marketingjobsdurham@gmail.com