

Job Posting for SEO Specialist

Company: SEO Ann Arbor

Position: SEO Specialist

Summary

Manage SEO Ann Arbor's paid advertising and search engine optimization programs through research, strategy, execution, optimization, analysis and reporting. Requires excellent attention to detail, organizational, analytical, and communication skills as well as strong problem-solving skills.

Visit <http://seoannarbor.com> to learn more about us.

Key Responsibilities:

- Client Management & Strategy: Work with clients to develop goals-oriented search strategies including paid advertising, search engine optimization and conversion/landing page optimization
- Account Management: PPC and SEO research, strategy, execution, analysis and optimization
- Thought Leadership: Staying on top of the latest trends in search marketing and social media optimization while providing recommendations on ways to better serve SEO Ann Arbor clients

Required Experience and Skill-set:

- Strong analytical skills and the ability to translate and present results to the client
- Using analytics tools (Google Analytics) to interpret data and build insightful reporting
- Very accurate and detail oriented
- Strong working knowledge of Excel (formulas, formatting, reporting, export data)
- Excellent organizational skills - ability to self-organize and prioritize tasks
- Proven time management skills - ability to work independently and in a team environment while handling multiple ongoing tasks with rapidly changing priorities.
- Excellent, concise written communication skills
- Strong relationship-building skills

Bonus Points for:

- Google AdWords Professional Certification
- Experience successfully managing and growing multiple paid advertising accounts
- Conducting keyword research for PPC or search engine optimization purposes
- Developing search engine optimization strategies and implementing both on-page and off-page initiatives
- Knowledge of new media and experience using social networking platforms
- Web development
- Basic HTML and CSS, Dreamweaver, Photoshop or graphic editing software
- Content creation (blogging, web writing, social media)

What it takes to be successful at SEO Ann Arbor:

We have a high competence entrepreneurial culture. We value your expertise and expect you to set high standards for yourself and others. We encourage debate, but we don't believe we must have consensus on all decisions. To be successful here, you should be someone who:

- Does whatever it takes to do the job and works to be on top of their game.
- Is focused; can turn off distractions and socializing, but still likes to have fun.
- Is motivated to go above and beyond the call of duty without being told.
- Can produce error-free work under tight deadlines.
- Is comfortable working on their own and can quickly learn expectations.

Interested candidates should submit their resume in PDF format via email to jobs@nsgroupllc.com.

Qualified candidates will be contacted to arrange a time for an interview.

Please do not call to inquire – all questions should be directed to jobs@nsgroupllc.com.