



SEO Specialist Job Description

(Remote, Contract/Project-Based)

At Digital Marketing Maven & Associates, we are passionate about providing creative marketing solutions that drive business growth for our clients. As a full-service agency, we are committed to enhancing digital presence and improving the way businesses connect with their audiences online. We are seeking a detail-oriented and strategic SEO Specialist to join our dynamic team. If you have a deep understanding of search engine optimization and love to develop strategies that improve visibility and performance, we'd love to hear from you!

Position Title: SEO Specialist

Location: Remote

Position Type: Contract/Project-Based

Salary: Competitive; based on experience

Why Join Us?

- Flexible Work Environment: Work remotely with a flexible schedule.
- Creative Team: Be part of a supportive team that values innovation and professional development.
- Impactful Work: Contribute to meaningful projects that help businesses grow their digital presence.

Key Responsibilities:

- Develop and implement effective SEO strategies to improve organic search rankings, drive traffic, and increase conversions for clients.
- Conduct thorough keyword research and competitive analysis to identify opportunities for content optimization and growth.
- Optimize on-page elements such as meta tags, headings, content, and internal linking structures.
- Collaborate with content creators to ensure SEO best practices are properly integrated into all website content.
- Perform regular SEO audits of client websites to identify and address technical SEO issues.
- Monitor and analyze website performance using tools like Google Analytics, Google Search Console, and SEO software.
- Stay up to date with the latest industry trends, algorithm updates, and SEO best practices.

- Prepare and present regular reports on SEO performance, strategy adjustments, and recommendations for improvement.
- Coordinate with the development team to ensure SEO strategies are properly implemented and technical issues are resolved promptly.

Required Skills:

- Proven experience as an SEO Specialist or similar role, with a track record of improving search engine rankings and increasing site traffic.
- Strong knowledge of standard and current SEO practices, including on-page, off-page, and technical SEO.
- Proficiency in using SEO tools such as Google Analytics, Google Search Console, Ahrefs, SEMrush, Moz, or similar platforms.
- Excellent analytical skills and experience in using data to drive SEO strategies.
- Strong understanding of HTML, CSS, and website administration.
- Ability to stay organized, manage multiple projects, and meet deadlines.

Desired Characteristics:

- Detail-oriented with a focus on delivering high-quality results.
- Strong problem-solving skills and the ability to adapt to changing algorithms and SEO landscapes.
- Self-motivated and proactive, with the ability to work both independently and as part of a team.
- Excellent verbal and written communication skills.
- Creative thinker with a growth mindset and a passion for digital marketing.

How to Apply:

Ready to boost our clients' digital presence with your SEO expertise? [Apply online here](#) by submitting your resume and a brief cover letter detailing your experience and success in SEO. We look forward to learning how you can make an impact at Digital Marketing Maven & Associates!