

## **Search Engine Optimization (SEO) Strategist**

Fusebox Marketing, a digital marketing and lead generation company based in Carroll, Iowa is looking for a Search Engine Optimization (SEO) Strategist. The correct person for this career will be high-energy, goal oriented, exceptional attention to detail, and interpersonal skills. This role entails working closely with SEO team, develop SEO strategies for clients, communicate with clients about SEO results, set SEO goals, and develop reports.

### **Key Areas of Responsibility**

- Define requirements, tasks, and resources associated to SEO strategy
- Manage and execute implementation of SEO strategy
- Communication to clients, team, and management on strategy/project development, timelines, and results
- Collaborate on client strategy and goal definition for success
- Keep pace with SEO, search engine, social media and internet marketing industry trends and development

### **Key Functional Areas of Responsibility**

- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- Provide recommendations and execute/manage strategies for content development in coordination with SEO goals – general and keyword specific
- Develop and implement link building campaigns
- Develop, manage and execute communication/content strategies via social communities in coordination with client goals
- Implement and administer search engine programs and software
- Monitor and evaluate search results and search performance across the major search channels in order to improve rankings
- Monitor and evaluate web analytics dashboards and reports in order to develop and recommend SEO strategies
- Communication to team and management on project development, timelines, and results

### **Other Skills & Qualifications**

- A passion for SEO and digital marketing
- Ability to think creatively, strategically, and be able to resolve problems
- Communicate effectively to clients and SEO team
- Having high-energy and positive attitude
- High levels of integrity and self-motivation
- Excellent analytical, organizational, project management and time management skills
- Experience in SEO and/or digital marketing, using SEO software, HTML and Website CMS (WordPress), Google Analytics.

### **Compensation**

- Competitive salary
- Paid vacation
- Paid holidays
- Paid telehealth, discount prescription program
- Opportunity for career advancement