SEO Analyst

Job Description

*The SEO Analyst will manage discovery and performance trending of the in-house managed SEO program, and work with a team in a cross-functional and fast-paced environment to improve the search experience for customers.*

# Job Responsibilities

* Plan tests, collect and analyze data and results identify trends and insights
* Work closely with internal teams to build a Search data and Search Experience driven approach
  + Work with the Product team to ensure SEO best practices are properly implemented on newly developed code and build a terrific search experience for end users
  + Work with Brand and PR teams to help identify opportunities through Search data
  + Work with SEO team to uncover insights from data that highlight areas of issues and opportunities for Enterprise
* Prepare and develop weekly reporting insights for team and stakeholders
* Contribute to cross-departmental strategy and tactics (SEO / PR, SEM, Social and Creative)
* Integrate and evangelize SEO into client site/product launches, brand campaigns, site dev roadmap, site architecture, UX and more

# Qualifications

* 4-year college degree or equivalent experience
* 2 - 3 years of SEO experience
* Solid understanding of performance marketing, conversion, and online customer acquisition
* Have a data-driven, analytical mind, and strong math skills
* Knowledge of HTML required - javascript, PHP, .net, JSP, regex a huge plus
* Previous digital agency or digital marketing experience a plus
* Additional online marketing experience a plus (SEM, social, email, display, analytics)
* Strong Excel skills as well as other MS Office Suite applications (Word, PowerPoint, Visio, MS Project)
* Experience with SEO analytics tools (SEO Clarity, aHrefs, Majestic SEO, Moz, etc.) a huge plus
* Google Search Console required