



Job Title: SEO Specialist

Department: Marketing

Reporting to: Director of Marketing

Location: Tbilisi, Georgia, on-site

Position Summary:

We are seeking a highly experienced SEO Specialist to join our dynamic digital marketing team. The SEO Specialist at Bloomex plays a key role in driving organic growth by optimizing search engine visibility and enhancing our online presence. This position requires a strategic thinker with a deep understanding of SEO best practices, keyword research, content optimization, and technical SEO. The ideal candidate will be analytical, detail-oriented, and able to develop and implement comprehensive SEO strategies that drive traffic, engagement, and conversions.

Key Responsibilities:

- **SEO Strategy & Implementation:** Develop and execute a comprehensive SEO strategy to improve organic search rankings and drive qualified traffic to Bloomex's websites.
- **Keyword Research & Optimization:** Conduct in-depth keyword research to identify opportunities and optimize existing content to improve search performance.
- **Technical SEO:** Work closely with the development team to ensure websites are optimized for crawling and indexing, implementing structured data, improving page speed, and resolving any technical SEO issues.
- **Content Strategy & Optimization:** Collaborate with content teams to create SEO-friendly content, including blog posts, category pages, and product descriptions, ensuring alignment with search intent.
- **Analytics & Performance Monitoring:** Track, analyze, and report on key SEO performance metrics using tools like Google Analytics, Google Search Console, and third-party SEO platforms. Use insights to optimize strategies continuously.
- **Link Building & Outreach:** Develop and implement a white-hat link-building strategy to increase domain authority and improve search rankings.
- **Competitive Analysis & Trend Monitoring:** Stay up to date with search engine algorithm changes, industry trends, and competitors' SEO strategies, making recommendations for continuous improvement.



- **Trend Analysis & Best Practices:**

Stay up-to-date on the latest trends, tools, and best practices in paid advertising, particularly on Google Ads, Meta Ads, and other relevant platforms, ensuring Bloomex remains competitive in the digital landscape.

Qualifications and Skills:

- Proven experience in SEO, with a track record of improving search rankings and organic traffic growth.
- Strong knowledge of on-page, off-page, and technical SEO best practices.
- Experience using SEO tools such as Google Analytics, Google Search Console, SEMrush, Ahrefs, Screaming Frog, or similar platforms.
- Understanding of HTML, CSS, and JavaScript as they relate to SEO (basic knowledge required; coding skills are a plus).
- Familiarity with content management systems (CMS) and e-commerce platforms.
- Excellent analytical and problem-solving skills, with the ability to make data-driven decisions.
- Strong communication skills, both written and verbal, with the ability to explain complex SEO concepts to non-technical stakeholders.
- Bachelor's degree in Marketing, Business, Communications, or a related field is preferred.