

SEO Specialist Job Description

I. GENERAL INFORMATION

Position title:	SEO Specialist
Work area:	Fulfillment
Reports:	SEO Manager
Positions directly supervised:	None
Positions indirectly supervised:	None
Date of creation:	
Date of update:	

II. POSITION'S GOALS

SEO Specialists manage clients' SEO Accounts. Your primary role is to create, launch, optimize and analyze SEO campaigns strategies for each client while inputting data into our Project Management system. Your ultimate goal is to deliver our clients **quality leads** and develop a long-lasting relationship with them. Specialists handle more SEO accounts than Associates and have a deeper knowledge of our Playbooks. You are also the back up for Communication in your team.

III. KEYFUNCTIONS AND RESPONSABILITIES

DAILY

<u>Tasks</u>
Monitor and manage up to 40 client accounts, ensuring campaigns remain on track and aligned with client goals.
Optimization/Strategy - Ensure the best practices are used in SEO campaign management to provide clients with the best return on investment possible.
Client communication via phone / email / zoom when needed
Taking the initiative to go above and owning the accounts
Be on time to meetings & check in's
Be a team player and be willing to put the team's needs before your own comfort.

Maintain a positive attitude and focus on solutions and not problems.
Provide constructive criticism with potential solutions to challenges you see within your job and the company.
Build daily successful habits and routines to help yourself and your team.

WEEKLY

Provide weekly updates to the SEO Manager on account performance and key tasks completed.
Modify SEO strategies based on performance data and feedback from the SEO Manager.
Review and optimize client website content to align with SEO goals and best practices.
Conduct competitor analysis to refine client strategies and identify growth opportunities.
Data Input & Analyzation in Docs, Sheets and ClickUp
Level 10 Department meetings

MONTHLY

Perform detailed audits of assigned accounts to identify opportunities and potential risks.
Compile and deliver detailed monthly performance reports to the SEO Manager for client review.
Suggest strategy refinements based on monthly performance trends and new SEO opportunities.
Identify accounts at risk of churn and proactively recommend retention strategies to the SEO Manager.
Collaborate with other SEO Specialists to share insights, strategies, and best practices.
Continued Education and Training with Webinars/Master Classes

QUATERLY

Attend & Participate in all Quarterly EOS Meetings
Quarterly Reporting
Rocks

ANNUALLY

Work with team members to establish long-term career growth plans and opportunities.
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Receive annual performance evaluations.
Attend & Participate in Annual EOS Meeting

AS NEEDED

HighLevel Build Outs
Gathering Information from Clients
Google support

NOTE: This list does not encompass all your tasks and is a guideline for best practices and minimum standards for your position. This may be updated at a future time.

IV. BIGGEST CHALLENGES FOR THIS POSITION

Time Management / Time Blocking
Client is not responsive
Getting Assets from clients / Poor Assets
Balancing high need clients with workload
Clients that are not tech savvy
Poor offer, poor website, issues with schedule
Clients that are upset with results and/or do not take recommendations
Be receptive and open to constructive feedback and idea exchanges in any given interaction

V. SOFT SKILLS

<i>Company's requirement</i>
● Discipline ● Authentic ● Passionate ● Team player ● Proactive ● Communicatives
<i>Position's requirement</i>
● Detailed note keeping ● Organization

- Time management
- Urgency
- Problem Solving
- Handling Criticism
- Continuous and updated learning
- Proactivity, collaboration and willingness
- Oral and written communication
- Providing Effective Feedback
- Compiling and Analyzing data

VI. HARD SKILLS

<i>Hard skills required</i>	<i>Level</i>
High Level	Intermediate
Google Search Console	Advanced
Google Analytics	Advanced
Google Drive, Sheets, Docs	Intermediate
Click Up	Intermediate
Google Meet	Basic

EDUCATION AND AREAS OF EXPERTISE

Formal Education:	Preferred but not required - Bachelor's Degree in Marketing, Advertising, Communications, Business or related.
Complementary studies	Preferred but not required - Sales or Marketing related postgraduate studies.
Internal tests:	Cultural Fit Technical Interview DISC Assessment
Languages:	Spanish Fluent English