

## JD For SEO Analyst

Job Title: SEO Analyst

Company: [Company Name]

Location: [City, State]

### Job Description:

As an SEO Analyst, you will be responsible for identifying and implementing strategies to improve the search engine rankings and visibility of the company's website. You will work closely with the marketing team and other stakeholders to drive traffic and revenue through organic search.

### Key Responsibilities:

- Conduct keyword research to identify high-value target phrases
- Optimize website content, meta tags, and other on-page elements for search engines
- Monitor and analyze website traffic and rankings
- Identify and resolve technical SEO issues
- Create and implement link building strategies
- Use analytics tools to track and report on performance metrics
- Stay up-to-date with the latest SEO trends and best practices

### Technical Competency Requirements:

- Strong understanding of search engine algorithms and ranking factors
- Experience with SEO tools such as Google Analytics, SEMrush, and Ahrefs
- Experience with website optimization techniques such as meta tags, header tags, and alt tags
- Experience with link building strategies such as guest blogging, broken link building, and link reclamation
- Understanding of website architecture and how it impacts SEO
- Experience with website content management systems such as WordPress and Shopify

### Behavioral Competency Requirements:

- Strong problem-solving skills

- Strong analytical and data interpretation skills
- Strong attention to detail
- Strong communication and collaboration skills
- Ability to work independently and manage time effectively

## Qualifications:

- Bachelor's degree in Marketing, Computer Science or related field
- At least 2 years of experience in SEO
- Strong portfolio of past SEO projects