

Note: Click File -> Make a copy to clone this template for yourself. You can see a full write-up of how this role scorecard is used and how it fits into the recruiting process at this page - <https://specialist.ph/hire-ecommerce-seo-specialist>

SEO Specialist Scorecard

Role Mission

SEO - Increase and drive relevant organic traffic for ecommerce stores

Outcomes

These are the outcomes expected from the SEO Specialist at [Company Name]

1. Improve keyword ranking
 - a. Audit and optimize ecommerce stores to improve keyword ranking to page 1
2. Grow relevant organic traffic
 - a. Increase traffic by 1-3% each month

Skills Required

The skills required to help the team member achieve the outcomes above are -

- SEO - Keyword research & reporting
- SEO - On page SEO
- SEO - Link building
- Ecommerce Experience
- Technical SEO
- Ecommerce SEO
- Copywriting a plus

Competencies

These are the core skills required to accomplish the outcomes required for this role and to be a good company culture match for [Company Name]

- Efficiency
- Organization / Planning
- Technical

- Attention to Detail
- Proactivity
- Problem Solver

Additional Notes

Additional benefits would be someone that understands link building and the value behind relationships and what to do with those relationships. Initially they would need to learn the industry and business partners, but then be able to reach out and build high quality links that both make sense and match with clients and brands.