

## Job title: **SEO Strategist**

Reports to: Co-Owners, Lance and Rayanne Beaudry

### Duties and responsibilities:

- Execute tests, collect and analyze data and results, identify trends and insights to achieve maximum ROI in organic search campaigns
- Optimize copy and landing pages for search engine marketing
- Ability to follow a process but get creative within that process
- Perform ongoing keyword and user research
- On-site, off-site, and technical SEO tactics
- Ability to understand and empathize with the searcher
- Research and implement search engine optimization recommendations
- Identify areas of opportunity and inefficiency that can lead to a greater increase in KPIs (Key Performance Indicators) while maintaining budget efficiencies
- Manage 10-20 accounts and strategies at a time
- Keyword optimizations and refinement
- Conduct analysis to measure performance and drive strategy and discussion
- Stay up-to-date on changes to organic search digital space
- Work with team members to execute ad hoc requests as needed
- Other duties, as assigned

### Required skills and attributes:

- 3-5 years of organic SEO experience (both local and national)
- Agency experience preferred
- Excellent Analytical skills
- Experience working with SEMRush and Google Products (GMB, Google Analytics, Google Tag Manager)
- Understanding of paid search/organic search
- Quality written and verbal communication skills are a necessity
- Strong time management
- Initiative and ability to work independently.
- Ability to adapt in a fast-paced environment
- Passionate about SEO
- Bachelor's degree (or equivalent level) required

**Benefits:** Generous PTO and paid holidays, remote-friendly work style, flexible schedules, retirement match, and health insurance.

## Hours and Schedule:

- Approximately 40 hours per week
- Exempt position which may require additional hours worked beyond 40 hours per week based on workload and projects
- Expected to be available and working from 10:00 am - 4:00 pm Monday - Friday EST
- Remaining hours may be completed at any time throughout the week
- Fully or partially remote optional
- If not located in Grand Rapids, some travel may be required for possible onsite client meetings and company events
- Authorized to work in the U.S.

**How to apply:** Send resume, cover letter, and any available examples of your work with SEO, website management, and/or content writing to [rayanne@avalanchegr.com](mailto:rayanne@avalanchegr.com)