

**Job title: SEO Strategist**

Reports to: SEO Manager

## Why work for Avalanche:

Avalanche Creative is a small but growing SEO agency that is committed to getting great results for our clients. We take a different approach to SEO that ensures that our customers feel educated and cared for and that they get the results they are looking for. This position will play an essential role in driving SEO strategies for our clients and managing the quality of the work we put out. It will provide the opportunity to make a meaningful contribution to the growth and longevity of a team-oriented company. We work hard and care deeply about our customers, but we also prioritize a healthy work/life balance and a fun environment. At Avalanche, you will get the benefits of a small team as well as the opportunities of a growing company.

**Compensation:** \$45,000 - \$60,000

## Benefits:

- Starting at 20 days of PTO
- Paid holidays (including your birthday!)
- Paid parental leave
- Flextime and remote-friendly work environment
- Health, dental, and vision insurance
- Retirement match
- Bonus program

## 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 and off-site SEO](#)
- [Technical SEO audits](#)
- Ability to conduct in-depth competitor analysis
- 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

## 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 [hire@avalanchecreative.com](mailto:hire@avalanchecreative.com).