

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:

- A/B testing, collect and analyze data and results, identify trends and insights to achieve maximum ROI in organic search campaigns
- Perform ongoing keyword and competitor 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
- 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
- Develop campaigns for conversion rate optimization both on-site and with OptinMonster
- Set up automations
- Optimize copy and landing pages for search engine marketing
- Content planning
- Content templates and publishing
- Manage multiple accounts and strategies at a time
- Work with team members to execute ad hoc requests, as needed
- Create monthly reports for clients
- Client communication, as needed
- Troubleshoot issues for the team
- Other duties, as assigned

Required skills and attributes:

- 1-3 years of organic SEO experience (both local and national)
- Interest and ability to grow into a leadership role
- 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
- Ability to follow a process but get creative within that process
- 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@avalanche-gr.com.

Please follow the [One-Way Video Interview Instructions](#). Please note that your application will not be considered complete until we receive a video.