

Job title: SEO Contractor

Reports to: SEO Lead

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 ensuring that deliverables are achieved in a timely, high-quality manner.

Rate: \$35 - \$50 per hour, based on experience and skill level

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
- 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:

- 2+ years of organic SEO experience (local or national)
- Agency experience strongly preferred
- Excellent Analytical skills
- Experience working with Screaming Frog, Google Sheets, 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 experience) preferred

Hours and Schedule:

- Minimum weekly time commitment will be mutually agreed upon
- Ability to be occasionally accessible during business hours
- Remote position
- Must be willing and able to use your own technology
- Authorized to work in the U.S.

How to apply: Complete [this application](#). In addition to the application, candidates will be prompted via email to complete two SEO assessments within one week of application submission. Applications submitted without completed assessments will not be considered.