

Job title: SEO Strategist

Reports to: SEO Lead

How to apply: Applicants must complete the application linked below in order to be considered

Application: <https://forms.gle/X9Fw1iHMQdRGJqvv8>

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 package: \$60,000 - \$65,000 (base salary range of \$56,000 - \$59,000 plus quarterly profit-sharing bonuses)

Benefits:

- Start at 20 days of PTO
- Paid holidays (including your birthday!)
- Paid parental leave
- Paid volunteer time off
- Flextime and remote-friendly work environment
- Home office stipend
- Health, dental, and vision insurance
- Short- and long-term disability insurance
- Retirement match
- Quarterly profit-sharing bonuses
- Annual raise

About you:

- You have 3+ years of organic SEO experience (both local and national, agency experience is highly preferred) and the ability to effectively manage multiple accounts simultaneously
- You have proven experience working successfully on a team and thrive in a heavily collaborative environment
- You see feedback as opportunities to improve and grow in your work, rather than as criticisms

- You have excellent analytical skills and data-driven insights
- You are passionate about SEO and have experience working with SEMRush and Google Products (GBP, Google Analytics, Google Tag Manager)
- You have a natural curiosity and desire to find and learn about the latest trends in SEO, AI, etc. in order to stay knowledgeable and innovative in your work
- You possess a solid understanding of paid search/organic search
- You are skilled in both written and verbal communication
- The ability to follow a process but get creative within that process excites you and you're always looking for ways to increase quality and efficiency
- Strong time management skills are seamlessly integrated into your workflow
- You have the initiative and ability to work independently
- You are able to use critical thinking and tap into your bank of previous experience to navigate tasks where you've been given little direction, you are comfortable with "gray space"
- You naturally adapt in a fast-paced environment and understand how to thrive despite the constant ebbs and flows of your work demands
- You want to work for a close-knit team who supports each other and works together to advance the company's mission, while having fun along the way!
- You have a Bachelor's degree (or equivalent level of experience)

As SEO Strategist, you will...

- Conduct A/B testing, collect and analyze data and results, and identify trends and insights to achieve maximum ROI in organic search campaigns
- Perform ongoing keyword and competitor research
- Conduct [on-site and off-site SEO and technical SEO audits](#)
- Conduct in-depth competitor analysis
- 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
- Work on 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 OptimMonster
- Set up automations
- Optimize copy and landing pages for search engine marketing

- Be involved with 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
- Communicate with clients
- Troubleshoot issues for the team
- Work on other duties, as assigned

Hours and schedule:

- Approximately 40 hours per week
- Exempt position which may require occasional 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 ET
- Remaining hours may be completed at any time throughout the week, but a consistent schedule is expected
- Full or partially remote optional
- If not located in the Grand Rapids, MI area, some travel may be required for possible on-site client meetings and company events
- Authorization to work in the U.S. is required
- Must reside in the United States, residents of Michigan, Wisconsin, Tennessee, and Florida strongly preferred