



SEO Specialist

Job Description

Scope: This job is a full-time salaried position.

Want to work for an amazing company, with high-growth, award-winning creativity and great opportunities? How about a company that was voted one of Kansas City's "2009 Best Places to Work"? If you want to contribute to a team, are a self-starter and have the right requirements (read on), then you should consider this job. It could very well be the best decision you've ever made.

SPIDERTel has been providing transformational web solutions since 1996. Our mission is to help our clients achieve their objectives through the creative and strategic use of the Internet. During our history, we have developed hundreds of web sites for clients across the United States, many in the Kansas City area. Our proven capabilities span across multiple industries in both the profit and not-for-profit sectors. We support entrepreneurs and individuals, as well as major corporations.

This position will assist with the management, development and implementation of internal and client Search Engine Marketing (SEM) and in particular Search Engine Optimization (SEO) campaigns. This includes providing expert knowledge of Link Building and Social Media. The work environment is fast-paced and will involve working on and supporting several campaigns at any given time.

Qualifications:

We are seeking an individual that is self motivated with 3-5 years experience in marketing, with a minimum of 3 years having direct responsibility for websites and digital marketing activities; proven knowledge of digital marketing practices. This individual should be passionate about creating campaigns that increase client's web and search engine visibility as well as brand awareness. The individual must be able to professionally represent this firm, have strong oral and written communication skills, think creatively, and have a focused attention to detail. This candidate must be a team player and should also have a strong sense of urgency, the ability to problem solve independently, and a willingness to learn a diverse variety of skills. This person will have the Ability to be self directed, highly motivated and have fun while working hard in a small business with a casual work environment.

We require knowledge of SEO techniques and tactics that drive long term success, and an acute awareness of techniques that might damage customer success for local, national and international clients. Knowledge of technical aspects of SEO, including HTML, CSS, JavaScript, HTTP, URL structures, keyword analysis, content optimization, search engine spiders, indexes and algorithms, and other factors that can impact SEO. At least three (3) years experience growing a link building campaign, generating high quality inbound links from industry related websites. Proven track record of implementing successful, white-hat link development campaigns and an understanding of Social Marketing opportunities with knowledge of how to best utilize those for company website advantage. This role requires a creative problem solver and lifelong learner intent on becoming and staying an expert in the field.



SEO Specialist

Duties / Responsibilities:

Following is an incomplete list of job responsibilities:

- Create and implement link development campaigns.
- Continual Search Engine Optimization (SEO) strategy and tactic improvement and implementation across all websites.
- Support search engine optimization and programmatic improvements.
- Project management and oversight of program specific small and large initiatives.
- Consistently audit websites for technical SEO issues.
- Work with upper-level management to develop comprehensive campaigns focused on sales and lead generation.
- Provide regular program performance reports, projections and reviews.
- Other duties as assigned.

Desired Knowledge

- Track record executing and maintaining paid search (PPC) search marketing programs and techniques. Knowledge and/or experience with web design, content maintenance, and project management a plus.
- Google AdWords, Yahoo! Search Marketing and Microsoft adCenter certified.

Salary & Benefits

This position includes a salary range from \$30K to \$42K, depending on the individual's skill set and experience. The company has a complete set of employee benefits and guidelines that must be agreed to upon employment. Other benefits include:

Paid Vacation
Health Insurance Stipend
Cellular Phone Stipend

Home Internet access Stipend
Personal Days
Profit Sharing

All applicants applying for U.S. job openings must be authorized to work in the United States.

Start Date / Interviews

The position is available for immediate start. Interested candidates please send resume, cover letter, Twitter, LinkedIn, and Facebook IDs to iwant2work@spidertel.com . All replies and interview requests will be sent via email.