

Job title: SEO Consultant

Role: SEO Consultant

Location: London

Salary & Benefits: [SALARY HERE]

Person Specification

Quality	Essential	Desirable
Education	- Educated to degree level or higher.	Degree in Marketing with Online Marketing experience
Experience	At least 2 years experience managing a website, updating content, and images. SEO and PPC plays key role in delivery. Copywriting skills essential.	Experience of working with large dynamic websites. Able to specify technical changes to technical / development teams Has worked in e-commerce SEO
Specialist Knowledge	An in depth understanding of search engines, search engine optimisation and factors that influence high rankings in Google	Other online marketing activities that impact on SEO, eg. SMO. Experience with PPC Can demonstrate successful linkbuilding campaigns that result in the acquisition of large volumes of inbound, high quality links
Skills	A high standard of written English. A highly analytical mind, comfortable manipulating and analysing large amounts of data using excel 2007. Experience of web analytics tools. Experience of using a CMS and an understanding of the impact they have on SEO. Basic HTML skills.	Experience in managing small projects. Advanced use of Microsoft Word and Excel. Ability to handcode W3C compliant XHTML Understanding of ASP.net, IIS, ISAPI rewrite, how to setup and test for 301 redirects, duplicate content,

		url canonicalisation
Personality	Friendly and confident with excellent communication skills.	Ability to present very clearly and explain complex subjects to board level audience, or desire to do so.

Job Specification

Reporting directly to the Marketing Manager your main duties will include:

- Producing regular audits of the performance of the website making recommendations using your SEO skills / Knowledge to grow traffic on the site
- Produce ideas for new initiatives based on your keyword research data with an estimation of the likely impact to enable prioritisation of the work
- Working closely with key stakeholders in the company to support projects and make sure their delivery is “SEO friendly”
- Producing detailed SEO reports on a monthly basis detailing the impacts made by your work.
- Maintain a record of all SEO implementations made on the site
- You will be expected to stay upto date in new developments in SEO and actively researching, testing and proposing new approaches to improving search engine rankings.