

HIRING: SEO & GEO STRATEGIST

About Us

Most businesses lack the time and expertise to build marketing that gets results. At Mountaintop Web Design, we craft digital marketing solutions so our clients can get more leads that turn into customers.

We founded Mountaintop Web Design because we were tired of seeing people wasting money on bad marketing. We do digital marketing the right way by providing top tier marketing services combined with amazing customer service, integrity, and an emphasis on bringing our clients a return on their investment.

We focus on delivering solutions that produce tangible results for our clients.

Do you thrive in a fast paced & collaborative environment, love wearing multiple hats, and want to be on the ground floor of a growing company? If so, keep reading.

About the Role

- Plan, develop, and execute advanced search engine optimization strategies tailored to client needs, ensuring top-tier results within the allocated budget and timeframe.
- Measure and report on SEO performance including traffic, rankings, quality of conversions and other trends to our clients through email and in-person meetings.
- Collaborate with your immediate team and cross-departmentally on digital marketing strategies that are aligned with your client's business goals.
- Demonstrate knowledge and understanding of client's business priorities and how they translate into SEO strategies to deliver qualified leads and/or sales for your clients.
- Conduct in-depth competitor analysis to identify industry trends, best practices, and opportunities for improvement in key business areas.
- Exemplify strong communication skills, instilling confidence in clients through trust-building interactions to strengthen and maintain client relationships.
- Strategically plan and collaborate with your Account Manager and with other teammates across the organization to manage scopes, workloads, budgets, and client priorities.
- Stay passionate about staying "in-the-know" on the latest digital marketing trends, including Google algorithm shifts, AI trends, and industry updates.
- Utilize appropriate SEO tools such as Screaming Frog, Ahrefs, or related tools to enhance, develop and evaluate optimization strategies & effectiveness.
- Meet expectations of timelines, communication, results and meaningful deliverables to contribute to company and team retention goals.
- Excellent creativity and adaptability. Must be self-motivated and independent, well organized, able to do hands-on work with minimum supervision, and work well with all staff levels.

Expected Outcomes

- **Within 30 Days**
 - o Fully understand daily operations and project workflow
 - o Become familiar with clients and action typical requests
 - o Understand all products and services specific to our client base
- **Within 45 Days**
 - o Showcase improvements in customer deliverables
 - o Improve efficiency of client requests and internal processes
 - o Develop and implement client-specific SEO and GEO strategies
- **Within 60 Days**
 - o Provide feedback on and help improve SEO processes
 - o Independently action internal SEO projects for clients
 - o Establish ROI frameworks for each client
 - o Proactively drive client growth through SEO & GEO

Must Have

- Embodiment of our core values (see below)
- Excellent communication skills – written and oral
- Track record of dependability and accountability
- Highly organized and has the capacity to manage multiple projects simultaneously
- Demonstrated ability to learn quickly
- Experience with website content management platforms such as WordPress
- 7+ years of professional experience with SEO & in local search with Google Business Profile
- Advanced knowledge of search engines and LLMs, how they work, and the factors involved in rankings
- Knowledge of SEO tools including Ahrefs, SEMRush, Bright Local, Google Analytics, Google Webmaster/Search Console, Screaming Frog, etc
- Associate's degree in related field
- Located in the United States

Nice to Have

- Bachelor's degree in related field
- Digital marketing experience
- Project management experience
- Certifications

Our Core Values

- Integrity
- Excellence
- Customer Centered
- ROI for clients

Schedule

- Monday-Friday

- Flexible working hours during regular US hours
- Full time
- Remote

Compensation

- \$30-36 per hour depending on experience

Applications

To apply, please fill out our application here: <https://mountaintopwebdesign.com/careers/application-seo-specialist/>