

HIRING: SEO SPECIALIST

About Us

Most small 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

- Develop and implement local SEO and reputation management strategies for our clients
- Use keyword research and SEO tools to make content recommendations that align with desired customer experiences
- Monitor and research SEO trends, Google algorithm updates, and new tools to create and implement cutting-edge strategies to increase online visibility for clients
- Review and update local listings like Google Business for consistency, post local content, and optimize according to best practices
- Identifying opportunities and optimizing site infrastructure, sitemaps, robots.txt file, pagination, titles, description, content, page response codes, meta data, internal linking, schema markup, core web vitals, redirects, and other factors.
- Identify technical local SEO problems, utilize proper tools for research and discovery, and be able to provide recommendations and solutions
- Implementation and troubleshooting of tracking codes such as Google Analytics & Tag Manager
- Analyze and monitor local listings, organic search traffic, competitors, keyword rankings, and pages performance, extract insights, identify relevant trends and provide well-developed, proactive recommendations to exceed overall business search marketing goals and objectives
- Enhance existing reporting and monitoring tools to track progress and identify key opportunities
- This role will have the opportunity to wear many hats and learn many skills

Expected Outcomes

- **Within 30 Days**
 - Fully understand daily operations and project workflow
 - Become familiar with clients and typical requests
 - Implement SEO process for our clients
- **Within 45 Days**

- Showcase improvements with customer satisfaction and project timeliness
- Improve efficiency of client requests and internal project management
- Understand all products and services specific to our client base
- **Within 60 Days**
 - Provide input and assist with internal marketing projects
 - Assist with the development of additional product offerings
 - Provide feedback on and help improve SEO processes
 - Manage internal SEO projects for clients

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
- 2+ years of professional experience with SEO & in local search with Google Business Profile
- Advanced knowledge of search engines, 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
- Intermediate knowledge of HTML, JavaScript, and CSS
- Associate's degree in related field
- Located in United States

Nice to Have

- Bachelor's degree in related field
- Digital marketing experience
- Project management experience
- Google Ads Experience

Our Core Values

- Integrity
- Excellence
- Customer Centered
- ROI for clients

Schedule

- Monday-Friday
- Flexible working hours
- **Part time**
- Remote

Compensation

- \$20-26 per hour pending experience