

## JOB DESCRIPTION

**Job Title:** SEO Executive

**Department:** Operations and Communications Team

**Reporting to:** Digital Operations Manager

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### **Purpose of the job:**

A SEO Executive is responsible for analyze, review and implement changes to websites so they are optimized for search engines. This means maximizing the traffic to a site by improving page rank within search engines. An SEO Specialist will develop original content to include keyword or phrases that will increase traffic to a site. They may also test and implement testing various search engine marketing techniques, web site layouts and advertising for search engine optimization.

### **Key duties and responsibilities:**

- Review and analyze client sites for areas that need to improved, deleted, or revised.
- Prepare detailed strategy reports.
- Identify the least expensive but most powerful and profitable keywords for client sites.
- Improve a company's organic search results.
- Write effective headlines, body copy, and websites.
- Ensure websites are filled with optimal keywords.
- Place keywords appropriately in copy to gain most search engine traffic.
- Write original, powerful SEO content for blogs and websites.
- Implement off-page SEO content strategies such as coding.
- Keep abreast of white hat and black hat tactics so as not to violate search engine guidelines.
- Strategize ways to improve and track site performance.
- Compile and present SEO performance reports.
- Consult with independent web designers to improve the navigation of a site to enhance its search engine ranking.
- Utilize basic programming and web design skills to enhance SEO.
- Create advanced SEO strategies.
- Evaluate product offering, traffic, landing page quality, content, design, security, payment options, shipping options, demographics of prospective customers when determining keywords and campaigns.

### **Remuneration:**

- Basic Salary – 10K -15K
- Corporate Number
- B.Y.O.D ( Bring Your Own Device) allowance

*Since job descriptions cannot be exhaustive; the post holder may be required to undertake other duties, which are broadly in line with the above key responsibilities*

*The post holder is expected to observe and comply with all Company's policies and regulations, for example Health and Safety, Data Protection etc.*