



## SEO Analyst - Contract Position

Are you an SEO guru who is committed to making a website as healthy and search-friendly as possible? Green Apple Strategy is looking for a driven and organized SEO Analyst to assist our Digital team in updating and maintaining client websites in all things SEO. This role will be 5 to 10 hours per week in our Orchard Team of contractors.

The ideal candidate is a self-confident and decisive individual with the ability to work independently across several clients on a weekly basis. This person should possess the ability to prioritize tasks, execute, and document efforts. The ideal candidate would be comfortable in a creative work environment and comfortable with providing feedback to the digital team when tasks require more work. This role will predominantly monitor and correct any SEO errors found on websites through SEMRush, do keyword research and link building. The SEO Analyst should have a positive attitude with the flexibility to work alone or as part of a team.

### POSITION SUMMARY

The SEO Analyst will work alongside the Digital Marketing team and the Digital Marketing Strategist to manage SEO for all client accounts.

### RESPONSIBILITIES

- Reviewing site health and correcting errors across client websites
- Writing metadata for client websites
- Doing keyword research
- Link building
- Isolating and removing toxic links
- Submitting sitemaps

### *SUPERVISORY RESPONSIBILITIES*

None at this time.

## QUALIFICATIONS

### *SKILLS*

- Familiar with WordPress
- Familiar with SEMRush or Moz
- Comfortable submitting and updating sitemaps
- Comfortable with SEO writing and editing
- Comfortable updating a website markup
- Comfortable creating and editing MetaData
- Comfortable updating websites in accordance with SEO best practices
- Familiar with Link Building

### EDUCATION AND/OR EXPERIENCE

- A college degree in marketing, communications, journalism, or a related field; and/or equivalent education or experience in job-related activities is required.
- Agency experience is preferred.

### WORK ENVIRONMENT

This position offers a flexible, remote work environment and will report to the Digital Marketing Strategist.

### COMPENSATION & BENEFITS

This position is contract-based with an opportunity for a full-time when the need arises.