



## SEO Marketing Specialist

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 Marketing Specialist to assist our Content Marketing team in updating and maintaining client websites in all things SEO. This role will include an estimated five hours per week and is on a contractor basis.

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 content marketing 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 Marketing Specialist will work alongside the Content and Digital Marketing teams 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 and 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 CEO.

### COMPENSATION & BENEFITS

Part-time employees are paid based on an hourly rate that is determined based on experience and expertise. The amount of hours for this position currently varies between 5-10 hours per week. Orchard members are asked to log their hours each week and are paid bi-weekly.