



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, organized SEO Marketing Specialist to help our Content Marketing team update and maintain client websites across all things SEO. This role will include an estimated five hours per week and is on a contractor basis.

The ideal candidate is self-confident and decisive, with the ability to work independently across several clients each week. This person should be able to prioritize tasks, execute them, and document efforts. The ideal candidate is comfortable in a creative work environment and can provide feedback to the content marketing team when tasks require more work. This role will primarily monitor and correct SEO errors found on websites through SEMrush, conduct keyword research, and manage 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.

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QUALIFICATIONS

SKILLS

- Familiar with WordPress and Elementor
- 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

This role is a 1099 contractor role. Contractors are paid on an hourly basis. Hourly rates are determined by experience and expertise. The number of hours for this position currently varies between 5-10 hours per week.

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