



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 optimize on-page copy and blog posts. 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. This is a non-client-facing role.

RESPONSIBILITIES

- Reviewing site health and correcting errors across client websites
- On-page copy optimizations for client websites
- Reviewing new blog posts for content optimizations
- Keyword research and competitive research
- Link building
- Creating and submitting sitemaps
- Monthly reporting on organic traffic trends

SUPERVISORY RESPONSIBILITIES

None at this time.

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QUALIFICATIONS

SKILLS

- 2-3 years of experience implementing SEO strategies
- Familiar with WordPress and Elementor
- Familiar with SEMRush and/or Moz
- Experience with Google Analytics and Google Search Console
- Comfortable submitting and updating sitemaps
- Experience with on-page copy optimizations, including metadata, header tags and copy
- Comfortable adding schema markup
- 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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