



## *SEO Assistant*

We are looking for an SEO/SEM expert to assist in managing all search engine optimization and marketing activities.

You will be responsible for managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks. You will also manage all SEM campaigns on Google, Yahoo and Bing in order to maximize ROI.

### **Responsibilities**

- Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Track, report, and analyze website analytics and PPC initiatives and campaigns
- Build, Optimize copy and landing pages for search engine marketing
- Perform ongoing keyword discovery, expansion and optimization
- Research and implement search engine optimization recommendations
- Research and analyze competitor advertising links
- Develop and implement link building strategy
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code
- Work with editorial and marketing teams to drive SEO in content creation and content programming
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.

### **Requirements**

- Proven SEO experience
- Proven SEM experience managing PPC campaigns across Google, Yahoo and Bing.
- Solid understanding of performance marketing, conversion, and online customer acquisition
- In-depth experience with website analytics tools (e.g, Google Analytics, ahrefs, moz, majestic, semrush and others)
- Experience with bid management tools (e.g., Click Equations, Marin, Kenshoo, Search Ignite, Mantis)
- Experience with A/B and multivariate experiments
- Working knowledge of HTML, PHP, CSS, and JavaScript development and constraints
- Knowledge of ranking factors and search engine algorithms

- Up-to-date with the latest trends and best practices in SEO and SEM
- Not required: BS/MS degree in a quantitative, test-driven field
- Experience with Google and Bing's services, including Analytics and Webmaster Tools
- Experience with Google's Keyword Tool
- The ability to work with back-end SEO elements such as .htaccess, robots.txt, metadata, site speed optimization, and related skills
- Proven success in link building and viral strategies
- The ability to deploy an effective local and long-tail search strategy
- A deep understanding of mobile strategy and how it relates to SEO
- A solid grasp of how blogging, press releases, social media, and related strategies go hand-in-hand with SEO
- Experience in building inbound organic search traffic and improving SERPs
- A background in creating reports showing web analytics data and site evaluations
- An up-to-date, working knowledge of current, past, and projected trends in the SEO industry
- Familiarity with the best tools in the trade
- **Supplementary skills:** PHP, UX, IA, CRO, SEM, Content Strategy, Social Media

## In-House SEO

An in-house SEO works as a full-time employee for Hempgenix and all umbrella companies. You'll be able to become specialized within a niche industry, have greater ownership over the projects at hand, and will be able to take full credit for your brilliant successes (or failures) along the way. Do a great job, and you'll earn a solid income with commission incentives.

This is a part-time position, about 20-30 hours per week, with potential for full time. Wage is \$11 to \$13 per hour DOE.

Job Type: Part-time

Salary: \$11.00 to \$13.00 /hour

Job Location:

- Sandy, Utah