

**Job Title:** SEO Analyst



**Reports To:** Range Marketing Partners

**Job Summary:**

The SEO Analyst will provide strategic Internet marketing services for clients in a variety of industries. This role will manage all aspects of a comprehensive SEO and Pay-Per-Click (PPC) strategy for our clients. This individual will be responsible for researching and implementing emerging industry tactics on a regular basis. SEO Analyst is a client-facing position that requires strong written and verbal communication skills. Candidate must be highly organized with a proven ability to coordinate simultaneous projects. This position requires proficiency in website analytics and PPC advertising. Performance will be evaluated based on organic and paid traffic improvements on client sites.

**Essential Functions:**

- Design strategic SEO campaigns and implement on-site and off-site tactics
- Develop and maintain strategic PPC campaigns
- Monitor client web presence and develop conversion-focused strategy
- Manage client relationships and represent Range Marketing in a professional manner
- Research and test industry trends to develop new tactics
- Perform other related duties as assigned

**Experience Required:**

A minimum of one year of experience in Internet marketing or related BA/BS Degree required. Experience with SEO and PPC required. Experience with Google Products and web development is preferred but not required. Candidate must have strong written and verbal communication skills, and the ability to multitask and coordinate simultaneous projects.

**Additional Skills:**

Strong communication, computer, and organizational skills are required for this position. Proficiency in Excel, Word, HTML, CSS, Wordpress, Moz Analytics, Google Analytics, Google Search Console, and Bing Webmaster is strongly preferred. Experience with social media, copywriting, Joomla, Drupal, JQuery, Javascript, FTP, and PHP is preferred but not required.