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# Example of Manager, SEO Job Description

Our growing company is looking to fill the role of manager, SEO. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for manager, SEO

* Work in concert with paid search to ensure programs are synergistic and complimentary – , holistic overall search program
* Designing and conducting rigorous A/B experiments on the effectiveness and efficiency of different SEO actions that will inform long term strategy
* Contributing with the rest of the pan EU SEO team to improve SEO performance pan EU and in the UK, moving quickly to implement ideas and delivering results
* Running our weekly and quarterly performance review for the UK and running cause and effect analysis to derive action plans
* Trouble-shooting complex site issues and fixing them directly or managing projects to fix them through other teams
* Lead efforts to optimize net new and existing CIBC.com pages with the objective of improving SEO rankings, click-throughs, and conversions
* Proactive assessment of CIBC’s SEO health in comparison with key competitors
* Assist in the migration of all international websites to our proprietary CMS
* Provide SEO requirements for new site implementations, replatforms or redesigns and ongoing recommendations for ecommerce clients
* Provide QA for implementation projects

## Qualifications for manager, SEO

* Linkbuilding
* Industry-specific software/applications (Google Analytics, Search Console, Majestic, BrightEdge, Screaming Frog, Moz Pro)
* Data analysis (spreadsheets, SQL)
* Business intelligence software (Looker, Tableau, ) = a plus
* Programming languages (Python, PHP, ) = a plus
* Working knowledge of on-page SEO, technical SEO and search engine ranking factors