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# Example of SEO Consultant Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of SEO consultant. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for SEO consultant

* Timeline development for search projects
* Following KPI progress & making recommendations for optimizations
* Consulting clients regarding search landscape, new trends & proposing course of action
* Excellent knowledge & usage of google analytics, you tube insights, adwords, youtube ads & google display network
* Running google ads campaigns using adwords, you tube ads & google display
* Creating progress & final campaign reports for clients
* Partner with key stakeholders to support SEO efforts such as page audits, link building strategies, technical review and keyword research (partnering w/ SEO vendor)
* Educate internal stakeholders on SEO best practices and influence development of site content to maximize SEO value
* Run monthly SEO health checks and report back with necessary recommendations
* Oversee all aspects of the SEO program and maximize the value of organic search across various lines of businesses

## Qualifications for SEO consultant

* Manage campaign expenses and search budgets
* Optimize ad copy and landing pages
* Develop and implement best practice SEO strategy and ensure adoption with digital agencies and website developers
* Oversee and critique agency search proposals, include new technology platforms and other search best practices
* Establish and share search best practices and benchmarks across brands
* Manage performance of search programs in partnership with agency and ensure plans/buys and content are optimized as needed