Downloaded from <https://www.velvetjobs.com/job-descriptions/seo-consultant>

# Example of SEO Consultant Job Description

Our company is searching for experienced candidates for the position of SEO consultant. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for SEO consultant

* Collaborate with business units to identify gaps and optimise content strategies
* Collaborate with paid search responsible to optimise ROI on all search
* Consult with campaign teams on ambitious projects to boost traffic and increase conversions
* Review and optimise the technical configuration of our global website portfolio
* Reviewing and analyzing internal client site sections for areas that can be improved and optimized
* Working with our SEO solution and strategic partner to prioritize work, implement deliverables, perform research and analysis
* Preparing detailed strategy reports
* Identifying powerful keywords to drive the most valuable traffic
* Writing powerful calls-to-action to convert visitors
* Prioritize and develop relevant, effective and engaging content

## Qualifications for SEO consultant

* High experience with on-page SEO (Meta Tags, website URLs/structure optimization), with all technical SEO elements and optimizations, and off-site SEO
* Success in optimizing large web sites with content management publishing systems a plus
* Minimum 2 years experience in a related role
* Agency background with digital marketing experienced preferred
* Good ability to prepare materials and and present in English
* Ability to contribute to increasing the level of innovation in data, analytics and CRM at the agency