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# Example of SEO Manager Job Description

Our innovative and growing company is searching for experienced candidates for the position of SEO manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for SEO manager

* Work with copywriters, information architects and designers to develop “search engine friendly” website architecture with the proper balance between keyword density, form and function
* Develop SEO research analysis identifying, keywords, site architecture, competitive landscape, and search landscape
* Manage website and directory submissions
* Oversee advanced search term tracking and analytics provided by BridgeTrack
* Develop and execute the SEO strategy, coordinating with regional SEO team across all channels to ensure its effectiveness and maximizing organic rankings and related performance metrics
* Own and manage local and regional SEO projects
* Determining and prioritizing SEO content and link building activity spend and performance levels relative to budgets and expected monthly KPI's on organic revenue and organic traffic
* Analyse, review, and report on effectiveness of activity in an effort to maximize results
* Identify areas for on-site improvements in site structure, internal linking, page code, and content
* Collaborate and build processes with marketing, product, commercial and other functions cross-company

## Qualifications for SEO manager

* Previous hands on SEO experience in agency or another brand, ideally within retail
* Competent use of SEO tools including Google Webmaster Tools, Google Business Manager, web crawl tools, rank performance tools, web analytics
* Excellent understanding of measuring the impact of SEO, tracking KPIs and deriving insight
* Excellent knowledge of the latest best practice link and social share earning strategies, tactics and processes
* Excellent understanding of website IA, URL structure and schema, able to leverage tools to analyse website taxonomy and provide recommendations
* Technical SEO