



Example of SEO Analyst Job Description

Powered by www.VelvetJobs.com

Our innovative and growing company is searching for experienced candidates for the position of SEO analyst. 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 analyst

- Provide recommendations and execute strategies for content development in coordination with editorial team goals – general and keyword specific
- Administer search engine software and tools (keyword and traffic analysis, webmaster tools, competitive ranking) for the purpose of reporting and informing strategies
- Support identifying and creating marketing content for website publishing and social media purposes such as blog content, infographics, eBooks
- Implement link building campaigns across internal and external channels
- Monitor and administer web analytics dashboard, report and key reporting tools to identify strengths, opportunities and issues to be resolved
- Monitor and evaluate search results and search performance across major search channels
- Communicate to the team and stakeholders on project development, timelines, and results
- Establish a SEO and content marketing competency that obsesses over understanding audience, brand awareness and how to maintain and grow our position as a market leader
- Be a self-starter and be constantly seeking opportunities for professional development
- Proactively engage across distributed Editorial, UX, Product and Technology teams, ensuring collective understanding of SEO strategies, goals, and accomplishments

-
- General understanding of the SEO space, eCommerce and industry trends
 - Clearly communicate complex technical and marketing SEO concepts to co-workers
 - Strong ability to identify what's working, what's not working, and why
 - Experience in paid search organic search
 - You have 5+ years in-depth knowledge and experience developing and executing Search Engine Optimization and Content Marketing strategies
 - You have 5+ years applying SEO analysis methods to content rich websites and consumer facing digital experiences