



Example of Web Content Editor Job Description

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Our innovative and growing company is looking for a web content editor. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for web content editor

- Analyzing web data and trends to make necessary recommendations for upgrades to web properties
- Staying on top of industry and web best practices to help inform decisions to web properties
- Provide CMS support to verticals as required
- Generate reports on content volume, technology, author and editor contribution, page views
- Collaborate with regional and global content providers and users to identify requirements and provide solutions for future development that promotes use and effectivity for all users
- Conduct light data analysis and benchmarking to collaborate on content decisions
- Produce requirement documents as needed including quality mockups and prototypes
- Conduct content development or document procurement for delivery on external- and internal-facing websites
- Perform quality assurance tests to ensure development meets the specification
- Utilize best practices in navigation, keyword assignment, and building an intuitive taxonomy to minimize future maintenance efforts

Qualifications for web content editor

- Knowledge of Moz, Google Analytics and other SEO tracking solutions
- Experience with SEO keyword research and understanding of SEO and inbound marketing best practices
- Ability to contribute individually and to participate in cross-functional teams
- Interested in technology and how it can impact and improve business performance
- Ability to synthesize and incorporate input from different stakeholders to create a final product that represents the best of the collective contributions