

SEO Specialist Associate

Hi there!

We're looking for an experienced, strategic, data-driven SEO marketer to join Enilon's performance marketing team.

Working as an experienced team member on the Performance Marketing team, the SEO Specialist Associate will be responsible for hands-on execution of general, technical, and local SEO.

If you're interested in driving your career at a fast-growing and profitable company, read on.

About Enilon

Enilon is a digital agency located in Fort Worth, TX and founded in 2005, which provides digital marketing, strategy, design & development to a wide variety of clients ranging from non-profits and start-ups to Fortune 500 companies. We take our work seriously and want to build really cool digital experiences that perform at the highest levels for our clients. But we also have a lot of fun and care about your life outside of the office. If you want to work with a small team of intelligent people that care about the work we're doing and each other, here we are.

How we work

Freedom and flexibility. All of us work wherever we'd like—reliable internet access is our only requirement. We sign into Slack and communicate asynchronously, work autonomously, and take ownership of our work.

About You

You know SMB and enterprise customers. You have 2+ years of experience in an agency setting and 3+ years of experience in SEO. You've had clear success solving SEO problems for clients in a variety of industries.

You're a problem solver at heart. You are able to solve SEO problems you may not have had direct experience with before. You have great technical communication skills and can clearly articulate what you need with developers. You know how to pull insights from data and communicate those insights clearly and with confidence.

You're committed to being an awesome teammate. You love to work with cross discipline marketing and stakeholder teams to drive planning, customer focused marketing mix, and deliver world class programs. You can effectively build relationships across the organization as an advocate for customers.

You're always learning. You have a passion for learning new things and sharing what you know. You're honest about what you don't know and aren't afraid to ask for direction when you get stuck on something.

Things You'll Need to Understand

- General SEO
 - Title tags, meta descriptions, and content optimizations.
 - Keyword research
 - Internal linking
 - Site architecture
 - Backlink analysis
 - Reporting on rankings, traffic, and organic conversions
- Technical SEO
 - Indexation and crawlability issues
 - Page speed optimizations
 - Schema.org / semantic markup
 - International SEO including hreflang & ccTLD's
 - Diagnosing SEO and Javascript conflicts
 - Technical site migrations
- Local SEO
 - Google My Business
 - Reputation and reviews management
 - Maintaining NAP consistency
 - Management of directories
 - Reporting on GMB insights
- Tools
 - SEMRush
 - Moz
 - Screaming Frog
 - Nightwatch
 - Google Search Console
 - Google Analytics
 - Excel Pivot Tables

Example Divisions of Labor

- You may be responsible for diagnosing crawlability issues, while a web developer may be responsible for executing fixes.
- You may be responsible for keyword research, but content execution may belong to a team of writers.

How to Apply

- <https://www.cultureindex.com/c/AA6F27>