

 SocialSEO	JOB DESCRIPTION
Title:	SEO Specialist I & II
Reports to:	SEO Manager

JOB DESCRIPTION:

The SEO Specialist is an intermediate SEO practitioner and rudimentary problem solver. They can conduct professional level phone calls with higher level clients, including the occasional C Level executive or group of clients, and conduct off site meetings on their own. An SEO Specialist can effectively manage \$15,000 - \$25,000 in clients, including multiple Platinum or Diamond level accounts paying in excess of \$2,500/mo (SEO Specialist II). This includes national based businesses and Ecommerce clients.

This role requires an intermediate understanding of SEO theory and application working towards more advanced SEO techniques.

The role of SEO Specialist II will also be to help the SEO Manager assist and train less advanced team members as well as assist DOO, DOS and Sales with projects.

*After at least 180 days in the SEO Specialist I position – the person in this position is eligible to move into the SEO Specialist II position.

*After 1 Year as an SEO Specialist II the employee is eligible to move into the role of SEO Manager.

SCOPE:

In their daily job duties SEO Specialists can implement more advanced SEO techniques, including those within the HTML level, the file editor section of WordPress and basic Joomla and Drupal. This will also include recommendations and solutions for technical issues like indexing, site speed and URL/site architecture. SEO Specialists will also be required to complete all higher level assigned tasks with the appropriate time frames, assist with large projects and be able to teach and train other team members.

SEO Specialists will also be able to play a large role in providing solutions for client conflicts, repairing relationships and resolving issues. They will be the first line of help and defense for an SEO Analyst and an additional asset for peers. In the capacity, the SEO Specialist will be able to use their judgment and experience to provide acceptable solutions for clients.

This will include, but not be limited to;

- Expectation evaluation and realignment
- Perceived unsatisfactory results.
- Dissatisfaction with timeline/progress
- Communication issues
- Reporting grievances.
- All client issues that do not require the involvement of the billing department.

KEY DUTIES AND RESPONSIBILITIES:

- Responsible for all reports & calls with their clients each month.
- Primary AM on Platinum & Diamond Level accounts.
- Webmaster Tools comprehension and effective use for SEO.
- Hosting issue resolution & troubleshooting.
- Understanding and use of Microdata schema and JSON-LD for basic use.
- Setting the example for new team members and peers
- Conflict resolution and situational deescalation with clients.
- Innovative thinking & solutions.
- Ability to conduct a technical audit including site speed, robot's txt, site map & indexing issues.
- Advanced Google Analytics configuration including segments & goals.
- Resolution of HTML issues including image pathway changes, htaccess files and css issues.
- Ability to perform a through site evaluation for a Platinum level prospect.
- Ability to handle \$15k - \$25k in accounts
- Punctuality and attentiveness
- Troubleshooting and problem solving, exhausting all available avenues.
- Continued positive contribution to the group
- Link evaluation and remediation.
- Campaign strategy for national brands and ecommerce retailers.
- Keyword Planner proficiency and KWA abilities
- Ability to speak confidently and competently about how Social Media and PPC play into SEO and upgrade clients into these services.
- Understanding of site and file structure, why it's important, how it factors into SEO & what to do with it.
- Professionalism in all situations with clients
- Self-teaching and continued learning
- Ability to bring up a problem with multiple proposed solutions at the same time.

- Ability to teach and assist less advanced team members

MINIMUM QUALIFICATIONS FOR SEO SPECIALIST I & II:

Qualifications	Senior SEO Manager	SEO Manager	SEO Specialist II	SEO Specialist I	SEO Analyst	Trainee
Bright Edge Certification	✓	✓	✓			
Google Analytics Certification	✓	✓	✓	✓	✓	
Google Ad Words Certifications - Search & Display	✓	✓				
Ability to handle \$30,000 in business	✓	✓				
Ability to handle \$25,000 in business	✓	✓	✓			
Ability to handle \$15,000 in business	✓	✓	✓	✓		
Ability to handle \$10,000 in business	✓	✓	✓	✓	✓	
Effective Reporting for Clients	✓	✓	✓	✓	✓	
Keyword Planner Proficiency & KWA Abilities	✓	✓	✓	✓	✓	
KWM Abilities	✓	✓	✓	✓	✓	
Successful Creation & Optimization of G+ Pages	✓	✓	✓	✓	✓	
Campaign Strategy for Local Clients	✓	✓	✓	✓	✓	
Campaign Strategy for National Brand & Ecommerce	✓	✓	✓	✓		
Hosting Issue Resolution & Trouble Shooting	✓	✓	✓			
Ability to Successfully Upgrade Clients	✓	✓	✓	✓		
Web Master Tools Comprehension	✓	✓	✓	✓	✓	
Basic Google Analytics Knowledge & Performance	✓	✓	✓	✓	✓	
Advanced Google Analytics Configuration: Segments & Goals	✓	✓	✓			
Understanding of Site File Structure & How it Relates to SEO	✓	✓	✓	✓		
Word Press Knowledge	✓	✓	✓	✓		
Joomla Knowledge	✓	✓	✓			
Drupal Knowledge	✓	✓	✓			
FTP Knowledge	✓	✓	✓	✓		
Advanced Knowledge of a wide variety of CMS Platforms	✓	✓				
Advanced Knowledge of FTP & HTML	✓	✓				
Understanding of DNS, MX Records & Email Set Up	✓	✓	✓			
Knowledge of Domain Transfer	✓	✓	✓			
Ability to Change DNS	✓	✓	✓			
Can Fix Broken Images in HTML	✓	✓	✓			
Can Perform an Advanced SEO Audit for Platinum & Diamond Clients	✓	✓	✓			
Ability to Perform Technical Site Audit: Site Speed, Robots TXT Site Map, Indexing Issues	✓	✓	✓			
Can Perform a Competitive Analysis & Citation Analysis	✓	✓	✓	✓	✓	
Can Create New WP User or Password Reset from C-Panel/PHP My Admin	✓	✓	✓			
Can Install & Configure Caching Function in Word Press	✓	✓	✓			
Use of WMT for 301 redirects, sitemaps & diagnosis	✓	✓	✓	✓		
Mastery of JSON-LD and Microdata	✓	✓	✓			
Link Evaluation & Remediation	✓	✓	✓			
Run & Build Reports in Sales Force	✓	✓				
Speak in front of C-Level Executives & Lead Meetings	✓	✓	✓			
Speak at Conferences & Workshops	✓	✓				
Can Follow Direction	✓	✓	✓	✓	✓	✓
Demonstrates Leadership Abilities	✓	✓				
Positive Attitude	✓	✓	✓	✓	✓	✓
Good Communication	✓	✓	✓	✓	✓	✓
Punctuality & Attentiveness	✓	✓	✓	✓	✓	✓
Assists when asked on projects	✓	✓	✓	✓	✓	✓
Exceeds Minimum Expectations on Attendance	✓	✓	✓			
Meets Deadlines	✓	✓	✓	✓	✓	✓
Displays Continued Learning & Self Teaching	✓	✓	✓	✓	✓	✓
Innovative Thinking & Solutions	✓	✓	✓			
Trouble Shooting, Problem Solving & Exhausting all Available Resources	✓	✓	✓	✓	✓	✓
Takes Initiative	✓	✓	✓	✓	✓	✓
Help Instruct Team Mates & Peers	✓	✓	✓			
Confidence in Speaking with Clients	✓	✓	✓			
High Level Problem Solving	✓	✓				
Ability to Diffuse Client Conflicts	✓	✓				
Ability to Diffuse Team Conflicts	✓	✓				
5 hours of leadership training	✓	✓				
10 hours of leadership training	✓					
5 hours of personal growth	✓	✓	✓			
10 hours of personal growth	✓	✓				
15 hours of personal growth	✓					

ABILITY TO:

- Teach and assist
- Work on higher level clients (Platinum & Diamond, National & Ecommerce)
- Display knowledge and application of more advanced techniques such as schema, hosting resolution,
- More advanced SEO audits and analysis including technical issues
- Display deeper knowledge and ability to resolve technical issues and client concerns or conflicts
- Ability to upgrade clients into higher package levels and other service offerings

KNOWLEDGE OF:

- Website hosting and interworking's
- Basic social media and PPC – enough to upsell
- More advanced SEO theory and application
- SEO trends and news
- Microdata Schema and JSCON-LD
- Site speed
- Robot's TXT
- Site map optimization
- Indexing Issues
- Strategy construction for higher end and more advanced clients
- Back linking and link remediation