

 SocialSEO	JOB DESCRIPTION
Title:	SEO Analyst
Reports to:	SEO Manager

JOB DESCRIPTION:

A SEO Analyst is directly out of the SocialSEO training program and is an entry level account manager and SEO practitioner. They will be tasked with handling mostly silver and some gold client accounts and managing up to \$10,000 in client accounts.

The primary function is to learn and assist. Their number one goal should be to learn as much as possible and progress to SEO Specialist I.

*After a 180-day review – the person in this position is eligible to move into the SEO Specialist position, as approved by their manager. Must meet all checklists items for SEO Specialist I to be promoted. If after the 180-day review they are not ready, then a monthly review thereafter will be given to help achieve forward movement.

SCOPE:

The SEO Analyst possess the confidence and knowledge to conduct phone calls with clients while speaking competently about the project. They will also attend face-to-face meetings with the assistance of more senior team members. In their daily job duties, SEO Analysts will need to be able to use Salesforce to track tasks, phone calls and emails. They must manage and maintain their assigned client base and handling monthly reports. Additionally, SEO Analysts complete all delegated tasks from their team within reasonable assigned times and assist with special projects as directed.

KEY DUTIES AND RESPONSIBILITIES:

- Furthering SEO knowledge and skills
- SEO theory and understanding
- SEO best practices, comprehension and adherence
- Assisting other team members with client account tasks
- Assisting DOO, DOS and Sales with Projects
- Maintaining their own client account base (consisting of Bronze, Silver & Gold Clients)
- Monthly reports and phone calls to clients
- Sales Force Compliancy

ABILITY TO:

- Learn and lower level self-teach
- Assist on higher level accounts
- Report
- Maintain client base
- Report monthly to clients
- Have good team work and cooperation
- Understanding of basic SEO theory

KNOWLEDGE OF:

- Basic SEO Practices and Theory
- Local SEO Tactics
- KWA
- Baseline KWM
- Competitive Analysis
- Basic Word Press and other CMS Platforms
- Basic Sales Force
- Reporting Structure to Clients
- Basic SEO Audit