

JOB POSTING REQUEST FORM

JOB DETAILS	
Reference #	CP-276-2022
Company Name	CIGN Agency
Industry	Marketing
Vacancy	SEO specialist
Number of vacancies for that position	1
Job Type (<i>FT, PT, Contractual, Seasonal</i>)	FT
Major(s)	Majoring in marketing with focus on social media management, digital marketing, data analytics or any related field
Degree	Degree in a quantitative, test-driven field
Years of Experience	Minimum 3-years' professional in successfully developing and executing SEO campaigns
Location	Remote
Remuneration & Benefits	800USD
Currency (LBP, Dollar, Lollar)	Dollars
Tasks & Responsibilities	<ul style="list-style-type: none"> • Responsible for planning, developing and implementing company's overall SEO strategy • Work towards organic search optimization and ROI maximization • Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns • Track, report, and analyze website analytics and PPC initiatives and campaigns • Identify and monitor redirects, click rate, bounce rate, and other key SEO KPIs • Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies. • Optimize copy and landing pages for search engine marketing and suggest improvements for process and productivity optimization • Perform ongoing keyword discovery, expansion and optimization

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- Prepare and present reports regularly
- Identify our buyer persona to better target identified audiences
- Identify problems and deficiency and implement solutions in a timely manner
- Work with web developers and marketing teams to properly implement SEO best practices
- Stay up to date with the latest SEO and digital marketing latest trends and best practices
- Familiar with Google analytics
- Outstanding ability to think creatively, strategically, and identify and resolve problems
- Excellent verbal and written communication skill
- Ability to work within a team and independently
- Experience with website optimization tools
- Research and implement search engine optimization recommendations
- Research and analyze competitor advertising links
- Develop and implement link building strategy
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code
- Work with editorial and marketing teams to drive SEO in content creation and content programming
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.