



# Senior SEO Specialist - Job Posting for POP INC

**Company:** POP INC

**Job Title:** Senior SEO Specialist

**Direct Supervisor:** Kimberly Biggs

**Employment Type:** Full-Time

**Location:** POP INC Headquarters or Remote Work Options

**Salary:** TBD

## About POP INC

At the core of POP INC, we deeply value human connection and a fervent passion for SEO and digital marketing. We are looking for an individual who mirrors our enthusiasm for marketing and is eager to contribute their unique insights and perspectives to our team. The ideal candidate is passionate about the intricacies of SEO, possesses an ability to grasp the "big picture," and maintains meticulous attention to detail. This role requires a relentless pursuit of knowledge and self-motivation. We highly value innovative thinkers who stay abreast of the latest marketing trends and are versatile enough to adapt their expertise to a variety of contexts, whether corporate, humorous, or informational.

## Key Responsibilities

- Analyze SEO ranking factors and develop action plans to improve client rankings.
- Utilize tools like SEMrush, Ahrefs, and other SEO technologies proficiently.
- Create strong content strategies that drive revenue.
- Explain the importance of links and Technical SEO in ways that are understandable to marketers.
- Create strong Local search action plans.
- Conduct detailed technical SEO audits, identify technical issues affecting organic search performance, and implement fixes.
- Optimize website architecture, URL structures, and internal linking strategies to enhance SEO.
- Manage and enhance sitemap submissions, robot.txt files, and other technical SEO elements.
- Monitor and report on search rankings, analyze performance data, and adjust strategies to improve rankings.
- Ensure website compatibility with SEO best practices across different browsers and devices.
- Work closely with web developers and marketing teams to ensure SEO best practices are properly implemented on newly developed code.
- Have at least two years of active experience using Google Analytics, including an understanding of GA4.
- Comfortably lead client relationships while also delving deep into analytics to drive strategy.

## Qualifications

- Passion for digital marketing with a solid understanding of interactive marketing channels (search, paid media, website development, etc.) and brand principles.
- 5+ years of experience in search engine optimization, with extensive experience handling multiple clients in an agency or consultancy setting.
- Expert technical SEO knowledge and experience, including implementation of SEO methodologies.
- Proficient in managing project timelines.
- Experience with Google Analytics, Google Ads, Adobe Analytics, Google Search Console.
- Familiarity with various CMS systems and some coding skills (JavaScript, CSS, HTML) are a plus.
- Expertise in competitive analysis, international search optimization, local search, search + social integration, and semantic search.
- Proven track record in on-page optimization and improving key performance metrics.

## Additional Desired Skills

- 5+ years of progressively responsible roles in SEO, preferably in a high volume local SEO clients.
- 3+ years of leadership and team management, with a focus on team development and mentoring.
- Strong analytical skills, resourcefulness, and creativity.
- Excellent communication and written skills in both English and **French**.
- Ability to work independently and in teams, handling multiple projects under tight deadlines.

## Benefits at POP INC

- Work remotely or at POP INC headquarters
- Group plan and insurance after 3 months of service
- Flexible work arrangements.
- 3 weeks of official holidays + all other leaves necessary in the life of a human.
- Exciting and engaging clientele.
- Policies supporting work-life balance.
- Regular social events and participation in community business conferences.
- Opportunities for humanitarian travel with [humanstohumanity.com](http://humanstohumanity.com).

Join our dynamic team and contribute to our engaging, innovative environment where you can grow both personally and professionally. We look forward to hearing how you can bring your SEO expertise to POP INC and help us drive success for our clients.

Start date: Mai 2024

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