

StackUnited

SEO Specialist

Department: Compliance

Location: Remote

Job Type: Full time

Salary: Negotiable based upon experience

Plus; Competitive benefits plan including healthcare, vision, dental and 401K plan with corporate matching in the USA.

Company Overview

StackUnited is a full-service technology and design company specializing in web development, digital content storage, distribution and streaming. We are presently contracted as the development team for a rapidly growing platform in the exciting, fast paced, multi-billion-dollar adult technology industry, the StackUnited team is composed of open minded, ethical, passionate people committed to expanding the utilization of applicable technologies today, and in the future to propel the needs of business and consumers alike.

We firmly believe our success stems from the desire to empower our teammates to believe anything is possible and deliver exceptional results. As Steve Jobs once said, "...while some may see them as the crazy ones, we see genius, because the ones who are crazy enough to think that they can change the world, are the ones who do." If you are ready to join a life changing team, we are ready to hear from you!

Position Summary

As our SEO Specialist will be responsible for our overall search strategy to ensure great organic traffic and exposure for our platform. More specifically, you will; Monitor search algorithms set by search engines to keep up with changes in the SEO landscape. Develop and integrate content marketing strategies. Use social media to distribute content and encourage external sites to link back to our platform. Drive targeted and loyal traffic to the website through effective community-building. Employ user experience (UX) and conversion rate optimization methods to turn visitors into more active users. Continually check search terms, rankings and analytics to monitor the performance of our platform and make recommendations for improvement.

We are seeking experienced persons who want to advance their skill set, have a strong work ethic, perform well in a fast-paced environment, are able to multitask, and work in harmony with others.

Responsibilities

- Develop optimization strategies that increase the company's search engine result rankings
- Research SEO keywords to use throughout the company's website and marketing materials

- Set measurable goals that demonstrate improvement in marketing efforts
- Monitor daily performance metrics to understand SEO strategy performance
- Efficiently communicate with other marketing professionals to align goals
- Collaborate with others within the marketing department to manage SEO strategy
- Work with our team to write compelling and high-quality website content, including blog posts and page descriptions
- Update content and website links for maximum optimization and search engine rankings

Requirements

- Excellent understanding, great written and proficient verbal English
- BS in Marketing, Computer Science, Business Administration or related field
- Master degree in Marketing, Computer Science, Business Administration preferred
- 4+ years of experience in successfully developing and executing SEO campaigns
- Understanding of search engine algorithms and ranking methods
- Expert with SEO industry programs, such as Google Analytics
- Knowledge of keyword research and data mining tools
- Able to complete competitive analysis of other companies within the industry
- Excellent written and verbal communication skills (email, phone, etc.)
- Comfortable analyzing high volumes of data on a daily basis
- Familiarity with WordPress or other content management systems
- Experience with other aspects of marketing, such as customer growth and promotion, is a plus
- You possess excellent analytical skills and leverage data, metric, analytics and consumer behavior trends to generate creative ideas
- You are open minded, curious and a strong problem solver
- Excellent work ethic
- Able to work well under pressure
- Ability to work independently and with others