

## **Middle Search Engine Optimization (SEO) Specialist**

A successful online marketing company “TechMedia4U” is looking for Search Engine Optimization (SEO) Middle specialist

### **Requirements:**

1+ years of relevant SEO experience;  
Basic Knowledge of HTML, CSS and WordPress /Yii/ModX and knowing their side-specials;  
Knowledge of PHP, Javascript  
English - upper intermediate+;  
Experience with the website development process from scratch and elaboration of its promotion strategy (installation of CMS, content order, keyword plan elaboration, competitor analysis and strategy selection);  
In-depth keyword research  
Studying traffic and analytics  
Building natural backlinks  
Researching the latest SEO practices  
A full understanding of the Link Building process, own experience in working with different types of links;  
Owning top 1-3 with Highly competitive keys (before RankBrain)  
Experience with High-Traffic projects  
Automatization of SEO-processes.  
KeyCollector/ Scrape Box/ Screaming Frog work experience.  
Good knowledge of Google analytics, Google search console, and different SEO tools;

**Is a plus:** knowledge of difference between Grey/Black SEO.

Multitasking, ability to manage few projects at the same time.

### **Responsibilities:**

Set up sites (on- and off- page optimization);  
Ensure websites are filled with optimal keywords  
Place keywords appropriately in copy to gain most search engine traffic.  
Effectively use header tags  
Research keywords and elaboration of SEO strategy;  
Implementing SEO strategies by obtaining backlinks to the sites  
Analyze competitors strategies;  
Monitor and report results.