

Digital & SEO Strategist (*Immediate Opening*)

Shoreline is looking for an in-house Organic SEO Strategist to help organize and implement the latest **Search Engine Optimization** assets for our clients. This is a role that is interacting with clients as well as working closely with the company team to make sure that the goals of the client are achieved. The candidate will work directly with our SEO team to give clients recommendations and be sure each strategy is being delivered as needed.

The SEO candidate is responsible not only for coordinating but also for implementing Search Engine Marketing tasks and suggestions for clients in multiple industries. You must be goal-oriented, possess exceptional attention to detail, and have outstanding interpersonal skills.

Key Areas of Responsibility Are:

- A+ communication skills
- Define SEO strategy requirements
- Manage and execute SEO tasks
- Communication to clients, team, and management
- Collaborate on client strategy and goals
- Keep pace with SEO industry trends
- Monitor all SEO work being done for clients
- Perform keyword research
- Provide SEO analysis and recommendations
- Monitor and evaluate search results
- Monitor and evaluate client traffic
- Help organize correct reporting

Expectations Include:

- Reporting to our main office
- Passion for SEO and overall digital marketing
- Outstanding ability to think & resolve problems
- Ability to foster strong client relationships
- Attention to detail and the ability to effectively multi-task in a deadline-driven atmosphere
- High levels of integrity, and self-motivation
- Excellent analytical, and organizational skills
- Excellent analytical time management skills

Experience Is a Must Please – 3 years minimum in:

- Experience in Search Engine Optimization
- STRONG understanding of the SEO process
- Experience working with tools (*Google Analytics, SEMRush, SpyFu, Keyword Discovery, etc.*)
- Experience working with CMS (*WordPress etc.*)
- Experience with Google Analytics
- Experience with Search Consoles
- Experience with SEO audit tools
- Experience with reporting & Data Analysis a must

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