

## Job Description: SEO PPC Specialist



Search Engine Experts is the fastest growing Search Engine Marketing company in Cincinnati. Due to our growth we are in need of a search engine optimization/pay per click specialist to help take the company to the next level.

### JOB OVERVIEW

Company: Search Engine Experts

Location: Cincinnati, OH

Base Pay: Compensation based on experience

Employee Type: Flexible Part-Time possibly extended to Full-Time

Manage Others: No

Job Type: Search Engine Marketing, including Search Engine Optimization and Pay Per Click

Industries: All types

### Responsibilities

The Search Engine Optimization/Pay-Per Click Specialist will work closely with the Founder/President of the company. This person needs to be organized, understand business drivers, and possess effective communication skills to develop and maintain close relationships with clients and the top-tier search engines and other advertising channels. This person will be responsible for implementing methods to improve clients' websites organic search rankings (SEO). This includes keyword research, analyzing clients' websites, documenting SEO changes, and communicating changes to the client. In addition, the Search Engine Specialist will develop and optimize every aspect of clients' pay-per-click campaigns. This includes managing keyword research and bids, formulating and managing the PPC budgets of clients, analyzing results, and reporting results to the owner of the company.

## **Essential Duties and Responsibilities:**

- Conduct keyword research and selection for pay-per-click campaigns and SEO projects.
- Analyze websites and document changes required for SEO.
- Monitor, on an on-going basis, clients' SEO results and manage projects to ensure continued high rankings.
- Provide ongoing support of all SEO initiatives including reporting, analysis and optimization recommendations.
- Proactively make strategic PPC campaign recommendations.
- Utilize bid management tools and data modeling to maximize the effectiveness of PPC campaigns.
- Monitor campaign results, analyze key metrics, and optimize click-through and conversion rates.
- Optimize landing pages for search engine quality score.
- Serve as liaison with paid search engine contacts.
- Web development experience is a plus.

## **Job Requirements**

- Minimum of 3 years of search engine optimization and pay-per click experience.
- Must have knowledge of Google Adwords, Yahoo Search Marketing and MSN AdCenter.
- Ability to perform research, analyze websites, document changes, and make decisions regarding optimization approach.
- Ability to compile and analyze search data and metrics and make decisions regarding campaign direction.
- Ability to perform click through rate, conversion, spend and creative analysis to identify growth/optimization opportunities.
- Excellent Microsoft Office skills.
- Web programming skills are a plus but not required.
- Minimum of an Associates degree; Bachelors preferred.
- Strong oral and written communication skills.
- Excellent analytical skills.
- Comfortable interacting with C-level executives.
- Outstanding customer service skills.
- Ability to work independently and within a team environment.
- Strong independent decision-making, organizational, planning and problem-solving skills.
- Sales experience is preferred.

## **Contact**

Qualified candidates only, please send resume to [Jobs@SearchEngineExpertsLLC.com](mailto:Jobs@SearchEngineExpertsLLC.com)