**SEO professional**

@Worthy is looking for an SEO professional to join our marketing team. In this role, you will work closely with the rest of the Marketing team (including Content, Digital and Creative), Product and Engineering teams to provide SEO guidance and ensure positive SEO performance for site changes and improvements.

The ideal candidate has excellent problem-solving skills and an expert understanding of SEO best practices to clearly and effectively articulate complex ideas to a non-SEO audience.

Responsibilities:

* Develop optimization strategies that increase the company's search engine results rankings.
* Write and update content and website links for maximum optimization and search engine rankings independently
* Work with the in-house content team to develop compelling and high-quality website content, including landing pages, blog posts and page descriptions.
* Research SEO keywords to use throughout the company's website and marketing materials
* Set measurable goals that demonstrate improvement in marketing efforts and efficiently communicate with other marketing professionals to align those goals.
* Monitor daily performance metrics to understand SEO strategy performance as well as analyze and problem solve for sudden and ongoing issues.
* Present time-based reports on SEO performance.
* Work closely with Content Marketing and development to ensure consistency in SEO strategy and implementation across multiple properties.
* Build backlink strategy to optimize domain reputation and increase organic traffic
* Analyze multiple data sources to inform content creation
* Monitor digital marketing trends and developments, share new techniques with the team, and provide SEO education and training to the broader group.

Qualifications:

* 3+ years of SEO experience
* Understanding of search engine algorithms and ranking methods
* Experience with SEO industry tools such as Google Analytics, Moz, Ahrefs, etc
* Knowledge of keyword research and data mining tools
* Able to complete competitive analysis of other companies within the industry
* Mastery of the English language, both written and verbal (email, phone, etc.)
* Comfortable analyzing high volumes of data on a daily basis
* Good understanding of WordPress and familiar with other content management systems
* Experience with other aspects of marketing, such as customer growth and promotion, is a plus
* Strong analytical and mathematical skills are required, preferably with experience in Microsoft Excel or similar applications.
* Ability to execute on multiple projects while closely measuring each project's impact and changing course when needed