



Title: SEO Coordinator

Department: Digital

Reports to: Digital Manager

Job Summary:

The SEO Coordinator is responsible for overseeing all aspects of Search Engine Optimization for dealership websites

Overview:

- Responsible for the overall strategy and execution of SEO efforts
- The main point of contact for communication on SEO
- Identify and address the needs/concerns for clients based on Google Analytics, Search Console & Call Tracking
- Troubleshoot client issues as needed
- Review onsite content added to the websites and blogs
- Generate weekly and monthly client reporting for all major metrics, goals tracking, task tracking and other organic search initiatives
- Communicate and collaborate with SEO, Paid Search and Social teams and management on goals, project development, timelines, and results
- Leverage software (Moz, Ahrefs, SEM Rush, etc.) to research opportunities and improve results

Qualifications:

- College degree in Marketing or related field
- 2+ years' experience
- HTML experience a plus
- Proficiency in MS Excel, PowerPoint, and Word
- Experience working in Google Analytics, WordPress, Website Platforms and Search Engine Optimization Tools