



Title: SEO Coordinator

Department: Digital

Reports to: Digital Manager

Job Summary:

Strong is on the hunt for an experienced, idea-driven team member to fill the position of **SEO Coordinator**.

As a search engine guru, you'll help our clients gain top-level rankings and perfect their online presence. The SEO Coordinator is responsible for keeping us ahead of the game with new strategies, as well as keeping up with the pace of daily execution.

As SEO Coordinator, you will work as part of the larger SEO team. We love collaboration here, so you'll have plenty of crossover with Paid Search, Social Media, and leadership divisions. These teams work together to communicate on goals, project development, timelines and results.

You'll be the main point of contact for your clients and account managers when it comes to automotive SEO. And if you like solving problems, you're in the right place. A big responsibility of the SEO Coordinator is the ability to troubleshoot issues on the client end and in SEO overall.

Research plays an important role in the SEO Coordinator's day-to-day. Our team uses programs like Google Analytics, Google Search Console, and call tracking mechanisms to see what's working and what needs improving. Software like Moz, Ahrefs and SEM Rush help us research new opportunities to put our clients ahead of the competition. Optimizing and reviewing on-site content and blogs is also a responsibility of this position.

To prove what we do, we like to keep up with results. The SEO Coordinator will generate weekly and monthly client reports for all major metrics, goal tracking, task tracking and other organic search initiatives.

More than anything, this position requires a fast pace, strong drive and openness to change. We're always moving, so if you're ready for a chance to grow your career at lightning speed, send us your application today.

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

To apply, send your resume and cover letter to humanresources@strongautomotive.com