

Search Engine Optimization Analyst

Job Description

Intrepid Digital is on the lookout for an aspiring SEO Analyst with a foundational understanding of technical aspects to support and learn in the coordination of SEO efforts. This includes assisting in onsite technical optimizations, offsite SEO strategies, basic competitor and market analysis, as well as content gap identification.

In this entry-level role at Intrepid Digital, you will have the opportunity to collaborate with our clients' Content, Marketing, Product Management, Design, and Engineering teams. Your role will be crucial in supporting strategic growth through organic traffic. You will learn to identify opportunities, assist in project planning, and support projects throughout their lifecycle. This includes helping to manage project schedules, learning to identify potential risks, and aiding in communicating goals and results to project stakeholders. As part of your development, you will be involved in website development and optimization tasks, contributing to content strategy discussions, and gaining an understanding of website code hygiene and web architecture. Your role will be essential in supporting the team to keep all project aspects coordinated, including priority setting, tracking progress, meeting deadlines, and understanding the impact of these projects.

In this position, you'll be contributing to the oversight of organic search campaigns, supporting their success. We are looking for an analytical thinker who is keen to develop their communication skills and ability to collaborate with various teams. A basic knowledge of current SEO practices and techniques is essential for this role. Your primary objective will be to support our clients in growing and improving their organic search presence in a way that adds real value to their business.

This role offers flexibility in working hours and the opportunity to work alongside some of the most knowledgeable individuals in the online tech and SEO industry.

About Intrepid Digital

Intrepid Digital is a leading digital marketing agency with a specialization in SEO (Search Engine Optimization) and Performance Marketing. Our team is dedicated to driving results with innovative strategies that maximize ROI for our clients. We pride ourselves on leveraging cutting-edge approaches to enterprise-level challenges.

Location: Fully remote

Responsibilities

- Execute successful SEO strategies
- Manage client account relationships

- Conduct in-depth content gap and keyword analysis
- Provide market sizing and opportunity analysis
- Review technical SEO issues and recommend fixes
- Run and analyze complex crawling of large-enterprise websites
- Optimize website content, landing pages, and SEO copy
- Partner with internal and external content, product, marketing, technical, and offshore teams to track and report on SEO efforts
- Direct off-page optimization projects (e.g. inbound link marketing including data-driven PR)
- Collect data and report on traffic, rankings, and other SEO aspects using data visualization tools like Google Data Studio
- Work with social media and PPC teams to optimize campaigns
- Keep abreast of SEO and integrated marketing trends

What you will get from day 1:

- A personalized learning and development path and the space to learn and grow, based on where you are in your career and where you'd like to be
- Support from an excellent, experienced team of professionals, most of whom have over 15 years of experience in the SEO space
- Opportunity to grow in your role
- Opportunity to work with exciting US-based enterprises and household brands
- A pretty neat compensation & benefits package

Skills

- Proven experience as a technical/analytical SEO marketer
- Knowledge of standard, complex, and current SEO practices
- Knowledge of HTML, CSS, Javascript, and page-caching technologies
- Experience with SEO reporting
- Familiarity with relevant tools (e.g. Stat Search Analytics, SEO Clarity, Screaming Frog, AHREFS, SEMRush, Botify, Deep Crawl, MOZ) and web analytics tools (e.g. Google Analytics, WebTrends) and data visualization tools (e.g. Google Data Studio, Tableau)
- Excellent communication skills
- Strong organizational and leadership skills
- Analytical mindset with numerical aptitude
- BSc/BA in Marketing, Business, or related field preferred

Qualifications

- 2-3 years of experience running SEO/Organic search campaigns at the enterprise level
- Strong attention to detail especially when it comes to data and numbers
- Self-starter with the ability to lead and manage multiple projects from beginning to end
- Flexibility to work in a constantly evolving environment required
- A self-directed individual that can prioritize multiple functions and tasks as needed
- Clear communicator with strong executive-facing written and verbal skills
- Experience with social media strategies and best practices

- Strong written and verbal communication and presentation skills required

Benefits:

- Competitive salary with performance-based bonuses.
- Opportunity to work with a dynamic and innovative team.
- Continuous learning and development opportunities.
- Leadership training programs.
- Health and wellness initiatives.

Intrepid Digital is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.