



Open Position:

SEO Specialist

About the Opportunity:

The Search Engine Optimization (SEO) Specialist's main goal is to maximize New Roads Auto Loans/CPS presence in search results and ultimately drive quality traffic to the companies' web properties. This includes publishing original content and implementing technical changes so websites are optimized for search engines, as well as implementing off-site activities such as social media to increase traffic and improve ranking signals

The Ideal Candidate:

This person should have in-depth knowledge of industry trends and ranking factors, and have hands-on experience executing integrated SEO programs with proven success. The candidate needs to be self-starting and able to think creatively, generate new test ideas, and problem solve

Responsibilities:

- Recommend and execute integrated SEO strategy/programs across Google, Bing and Yahoo
- Optimize search results for key words and generic terms for the auto industry
- Manage Pay Per Click (PPC) budget
- Perform keyword research and competitive analysis
- Provide cost analysis results for PPC
- Suggest/expand the content of New Roads Auto Loans to maximize search results (meta tag content)
- Coordinate and manage social media strategy and content—Facebook, LinkedIn, Google+
- Coordinate and manage blog(s)
- Prepare dashboards and regular reporting for management
- Research and keep pace with SEO industry trends and developments that relate to auto loan application generation
- Generate positive reviews on Yelp and other product evaluation/rating sites
- Develop geo targeting strategies to drive traffic from direct lending licensed states
- Monitor page "usage" reports from the New Roads site to determine fall off points and suggest site page improvements

- Daily review of desk top, mobile and pad functionality to ensure optimal operation
- Explore/recommend/oversee development of New Roads to an “app” (review process of adding New Roads to the Apple App Store)

Qualifications:

- Experience executing and managing SEO programs at local, and national levels
- Deep understanding of ranking factors for Google’s algorithm, both past and present
- Experience with Google services, including AdWords, Search Console (Webmaster Tools), and Google Analytics
- A functional understanding of back-end elements such as HTML, CSS, robots.txt, metadata, etc.
- Experience with technical SEO analysis, site analysis, and reporting
- Experience selecting words/phrases and effectively managing a PPC budget