

# SEO Specialist

<b>Location:</b>	Johannesburg
<b>Education level:</b>	Diploma
<b>Job level:</b>	Mid/Senior
<b>Type:</b>	Permanent
<b>Company:</b>	#HelloYes Marketing

## Role summary

An SEO specialist is a digital marketing professional responsible for improving a website's ranking in search engine results pages (SERPs). They achieve this by implementing strategies that make the site more attractive to both search engines and users.

## Key responsibilities

### Audits and health checks

- Know how to perform in-depth SEO audits for both technical and marketing departments
- Regularly reviewing and analysing client sites for areas that can be improved and/or optimised
- Able to supply clear and compelling competitor audits/analysis
- Supply complete audit documents with supporting material like segmented URL lists

### Strategies

- SEO-specific strategies for client brands including but not limited to ranking, content, backlinking or KWR strategies
- Supply clear and well-prepared optimisations, recommendations and/or proposals
- Supporting digital strategy with research, competitor analysis and campaign strategy

### Research

- Keyword research: Identifying powerful keywords to drive the most valuable traffic
- Analysing keywords and SEO techniques used by competitors
- Proactively researching best practices and the most up-to-date thought leadership available to provide thought leadership and training to others

### Implementation

- Create SEO content when required i.e. URL Naming Conventions, Metadata, H1 Tags etc. Assist with writing, testing and/or improving powerful calls-to-action to convert visitors
- Writing and/or editing websites and other content with effective keywords when required
- Assisting and/or inputting to website structures like Site Maps, User Journeys and/or Wire Framing
- Ability to reach out to toxic back-linking sites to resolve and improve the quality ranking
- Work well with development, IT, and Social departments for effective implementation
- Good understanding of the SEO limitations of the most common CMS platforms and workarounds thereof

### Reporting

- Reporting skills and data analysis
- Preparing detailed strategic reports that contain clear insights and actions
- Regular visibility reports for existing clients and liaise with relevant IT departments for effective resolution and/or implementation
- Escalate urgent issues with regards to ranking, channel updates, competitor activity or site malfunctions affecting SEO visibility

### Key requirements

- Three years' experience in SEO (at the agency level – organic preferred)
- Understanding of digital marketing best practices
- Prior experience in content marketing, content growth and SEO
- Working knowledge and/or training of search engine optimisation practices
- Working well in high-pressure situations and thinking on the fly
- Outstanding ability to think creatively and strategically along with the ability to identify and resolve problems
- Excellent verbal and written communication skills
- Ability to work within a team and independently
- Experience with the latest tools, apps and systems relevant to the role i.e. Screaming Frog, SEMRush, Woorank, Search Console GA4 and Google AdWords
- Relevant Google certifications are an advantage
- Strong organisational, time management, and analytical skills

Get in touch!

This position at #HelloYes Marketing offers the opportunity to work in a dynamic digital marketing agency that prioritises adaptability and integration in serving clients' evolving needs. If you meet the qualifications, have a curious mind and are ready to excel in the fast-paced world of social media management, we invite you to apply. Send your CV to [hr@helloyes.co.za](mailto:hr@helloyes.co.za)

### Company Description

At #HelloYes Marketing, we are a globally recognised brand, a powerhouse of creativity, and a trailblazing agency at the intersection of digital and technology. We are on the lookout for exceptionally talented individuals who crave the opportunity to fuel their curiosity and thrive in an environment that champions innovation

Posted on 03 Apr 15:49, Closing date 2 Jun

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