OUTPACE

As Outpace continues to expand our core business of SEO, we are developing websites in an effort to meaningfully provide users with an optimized experience during their search. The role is responsible for designing, coding, and modifying websites. This includes everything from layout to functionality. This role will be a crucial part of our web development and SEO optimization efforts.

The ideal candidate is an expert in creating SEO-optimized websites for high conversions. This person will be highly collaborative, detail-oriented, and a strong communicator. The position requires working across SEO and programming teams on strategic vision and resource allocation. To be successful, this candidate should be comfortable in ambiguity, enjoy problem-solving, have analytical and logical skills, a POV, and a clear vision.

Core Responsibilities

- Code and develop custom websites in various CMS platforms like WordPress, HubSpot, Shopify, BigCommerce, etc.
- Build websites and user interfaces, using standard HTML/CSS/JS practices
- Ensure website design, layout, and coding is optimized for search & conversions.
- Collaborate with the SEO team to ensure consistent standards of SEO.
- Troubleshoot technical optimization issues for the website.
- Research the latest SEO guidelines and implement them on clients' websites.
- Plan website optimization contingencies for problems that may arise.
- Other web development duties as assigned.

Experience

- A bachelor's degree in computer science, programming, or web development.
- A minimum of 2 years' front-end development and web design experience.
- Proficiency in programming languages, such as HTML, CSS, and JavaScript.
- Solid understanding of the web design process and general SEO principles.
- Knowledge of CMS software, markdown, graphic design, website architecture, and integrations.
- Certification in SEO or Google Analytics is a plus.
- Experience with back-end programming languages is a plus.

Company information

Outpace is an SEO agency with calculated strategies, strengthening businesses with long-term vision. We leverage our understanding of the search engine algorithms and business objectives to focus on metrics that matter the most.