



As Outpace continues to expand our core optimization team, we are seeking an experienced SEO Specialist (Content). The role is responsible for optimizing websites for multiple Outpace clients.

You'll be expected to develop and implement content related SEO processes to generate organic traffic and identify new lead generation opportunities via organic rankings. You must be passionate about digital marketing, especially search engine optimization (SEO). This role will be a crucial part of our website optimization efforts.

Core Responsibilities

- Develop and implement content-related SEO strategy
- Optimize web pages in various CMS as required
- Research and identify SEO lead generating opportunities through content optimization
- Analyze websites for on-page opportunities
- Implement and manage on-page optimization
- Implement and manage advanced keyword research
- Perform competitive analysis and use findings to inform SEO strategy
- Work closely with Head of SEO to develop and innovate SEO strategies
- Utilize SEO knowledge to conduct keyword research, on-page optimization, competitive analysis, etc.
- Use metrics related to website performance and SEO to identify and execute content opportunities for continuous improvement.
- Identify and report on key performance indicators and opportunities for improvement on a monthly basis.
- Other SEO duties as assigned

Experience

- Minimum of 2 years of SEO experience
- Minimum of 2 year of content writing experience
- Proficient in WordPress CMS and Yoast SEO plugin
- Proficient using analytics tools like Google Analytics and Search Console
- Proficient in performing content audits
- Proficient in documenting recommendations for optimization
- Proficient in using SEO tools like Keyword Planner, Screaming Frog, etc.
- Proficient in SEO and website performance reporting
- SEO knowledge and the desire to continually research and extend your knowledge in this area.

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.