As Outpace continues to expand its core business of SEO, we are developing websites to provide users with a meaningful and optimized experience during their search. The role is responsible for designing, coding, and modifying websites. This includes everything from layout to functionality. This will be a hybrid role that creates the overall design and then implements content (images and text) into the actual website once the theme/template is built. This role will be working closely with our development and content teams to ensure each campaign is successful.

The ideal candidate is an expert in custom coding SEO-optimized websites for high conversions. This includes websites that achieve 90+ Google PageSpeed scores (both mobile and desktop) and pass Google Core Web Vitals. This person will be highly collaborative, detail-oriented, and a strong communicator. To be successful, this candidate should be comfortable with ambiguity, enjoy problem-solving, have analytical and logical skills, a POV, and a clear vision.

Core Responsibilities

- Design modern and engaging websites using XD or Figma
- Build websites and user interfaces using standard HTML/CSS/JS practices
- Code and develop custom WordPress website themes from scratch
- Troubleshoot technical issues of the website
- Optimize client websites for page speed across various platforms like WordPress, HubSpot, BigCommerce, and Shopify
- Monitor and resolve issues from Search Console related to page indexing, core web vitals, page experience, etc.
- Ensure website design, layout, and coding is optimized for search & conversions
- Plan website optimization contingencies for problems that may arise
- Implement content across websites
- QA and provide the dev team with design suggestions to enhance conversions
- Other web development duties as assigned

Required Experience

- A minimum of 2 years of experience in custom WordPress theme development
- A minimum of 2 years of experience in PHP frontend development
- A bachelor's degree in computer science, programming, or web development
- Solid understanding of the web design process and general SEO principles
- A minimum of 2 years of experience in XD or Figma
- Excellent communication skills and the ability to multitask multiple projects under deadlines
- Comfortable using ACF, WP Rocket, and WooCommerce
- Certification in SEO or Google Analytics is a plus
- Experience with BigCommerce, Shopify, HubSpot, and other platforms is a plus