

Job Title	Web and SEO Specialist
Short Description	<p>ole:</p> <p>The Web and SEO Specialist will coordinate continuous enhancements to the website including changes to content, page layout, and design features using the CMS. They will also conduct on/off-site SEO and keyword research. Their goal is to ensure content is search-engine friendly and optimized to drive website traffic and product conversions.</p> <p>Additionally, the specialist will be responsible for ensuring the website meets all web accessibility standards and creating wireframes for continuous improvements to UX.</p>
Full Description	<p>Major Duties and Responsibilities:</p> <p>SEO Strategy and Implementation: Develop and implement effective SEO strategies to improve website visibility and organic search rankings. Direct off-page and technical SEO projects (e.g., link-building, schema markup). Stay up-to-date with industry trends and algorithm updates to continuously improve SEO strategies.</p> <p>Keyword Research and Content Optimization: Conduct keyword research and analysis to guide content teams. Optimize website content, landing pages, and paid search copy. Collect data and report on traffic, rankings, and other SEO metrics. Conduct regular website audits to identify areas for improvement and implement necessary changes.</p> <p>Content Management and Publishing: Utilize content management systems (CMS) to upload, format, and publish content on the website. Regularly audit and review content for accessibility barriers, such as alt text for images, proper semantic structure, and text readability.</p> <p>Design and User Experience Collaboration: Collaborate with the graphic design team to ensure visual components complement and enhance user experience. Create wireframes to continuously enhance design and functionality of the website. Provide recommendations for website architecture, URL structure, and site navigation to enhance user experience and search engine crawlability.</p> <p>Web Performance Analysis and Accessibility: Monitor and analyze website performance using Google Analytics and other SEO tools. Maintain a strong understanding of web accessibility guidelines (e.g., WCAG) and ensure all website content adheres to these standards. Collaborate with development team to implement website enhancements.</p> <p>Knowledge and Skills</p> <p>Experience</p>

Three years to five years of similar or related experience, including preparatory experience.

Education/Certifications/Licenses

A college degree.

Interpersonal Skills

Courtesy and tact are essential elements of the job. Excellent communication skills to collaborate with cross-functional teams and stakeholders. Ability to work collaboratively in a fast-paced, deadline-driven environment. Strong communication and organizational skills

Other Skills

- Advanced knowledge of web development technologies (HTML, CSS) and content management systems (Kentico 13 experience is a plus)
- In-depth knowledge of SEO techniques, best practices, and industry trends
- Working knowledge of Google Analytics, SEMrush, and other SEO tools
- Analytical mindset with numerical aptitude
- Strong analytical skills to analyze website performance data and draw actionable insights
- Knowledge of conversion optimization principles and techniques
- Experience with Google Tag Manager is a plus
- Familiarity with web accessibility guidelines and compliance (WCAG) is a plus

Physical Requirements

Is able to bend, sit, and stand in order to perform primarily sedentary work with limited physical exertion and occasional lifting of up to 10 lbs. Must be capable of climbing / descending stairs in an emergency situation. Must be able to operate routine office equipment including computer terminals and keyboards, telephones, copiers, facsimiles, and calculators. Must be able to routinely perform work on computer for an average of 6-8 hours per day, when necessary. Must be able to work extended hours or travel off site whenever required or requested by management. Must be capable of regular, reliable and timely attendance.

Working Conditions

Must be able to routinely perform work indoors in climate-controlled shared work area with minimal noise.

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Education

Bachelors

Additional Comments	
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