

SEO Executive

Location: Costock, near Loughborough, Leicestershire

Hours: Full Time

Champions (UK) Plc is one of the UK's leading award-winning brand agencies, boasting an enviable portfolio of clients, regionally, nationally and internationally.

A family-owned business with traditional family values, Champions has grown over the past 15 years and has evolved significantly.

Proudly, we continue to invest in our staff and new technology, to ensure we are at the cutting edge of providing our clients with the most up to date services that achieve results.

Today, with over 90 highly-skilled staff and still expanding, Champions' continued success is creating additional and exciting employment opportunities.

We are looking for an enthusiastic candidate with at least one year's experience within the web industry. Experience in both the technical and non-technical sides of SEO would be beneficial, but a can-do attitude and passion for the web are more desirable.

They'll be able to take command of their journey and think outside of the box. However, they must also be able to spot an opportunity and quickly act upon it through self-initiative.

The successful candidate should have the willingness to learn and a proven passion for dealing with websites; they must have a sound knowledge of basic website concepts and an analytical mindset. This role will be to support the SEO Team in their day to day activities.

They will conduct various testing methods in design, layout and advertising techniques in order to gain the most organic and paid traffic.

They will have in-depth knowledge of keyword research, SEO copywriting and the behaviours of search engines. SEO is an ever-changing landscape, so an SEO Executive needs to be continuously learning and evolving.

Responsibilities

- Reviewing and analysing client sites for areas that can be improved and optimised
- Identifying powerful keywords to drive the most valuable traffic and keyword analysis
- Running PPC and Link artwork campaigns
- Writing powerful calls-to-action to convert visitors
- Filling websites and other content with effective keywords
- Writing effective SEO content
- Developing link building strategies
- Analysing keywords and SEO techniques used by competitors
- Keeping updated on both white hat and black hat SEO strategies to avoid stay within search engine guidelines
- Compiling and presenting SEO guidelines
- Using SEO strategies to manage and improve brand awareness
- Website optimisation and site analysis (title tags, meta descriptions, etc.)
- Generating updates and progress reports to the team manager and other key stakeholders
- Identifying and implementing new revenue driving opportunities
- Suggesting technical improvements

Experience, Qualification and Skills Required

- Prior experience in content marketing, content growth and SEO
- Working knowledge of search engine optimisation practices
- Outstanding ability to think creatively, strategically, and identify and resolve problems
- Ability to work within a team and independently
- Familiarisation with Google analytics;
- Experience with website optimisation tools;
- Strong organisational, time management, and analytical skills;
- Fluent written and spoken English is essential
- Basic knowledge of website design
- Good understanding of content writing
- Impeccable attention to detail with the ability to spot gaps
- Proactive and professional 'can-do' attitude to work
- Able to work in a fast-paced environment
- Knowledge of WordPress

Closing date: Friday 15th January 2019

If you are interested, please send a convincing covering letter, stating why you believe you are suitable for this position and your present salary, along with an up to date CV to: careers@championsukplc.com