

 SocialSEO	<p style="text-align: right;">JOB DESCRIPTION</p>
Title:	SEO Manager/ Senior SEO Manager
Reports to:	Director of SEO and Director of Operations

JOB DESCRIPTION:

The SEO manager is an advanced SEO practitioner and has a high ability to solve problems on an independent level. They are responsible for managing and leading their team and ensuring that all clients under their umbrella are well taken care of. Their primary goals include assisting their team with client problems that arise, doing client audits for their team, teaching higher level SEO to the team and reporting to both the director of operations and the director of SEO.

The SEO Manger is responsible for the planning and execution of high level and intricate SEO strategies for their own clients and those within his/her while helping team members to learn and apply the same strategies.

The role of SEO Manager will also to be to provide assistance to the Director of Operations, Director of SEO and the sales department as needed.

*After a minimum of 1 years in the role of SEO Manager, the employee is eligible for promotion to Senior SEO Manager. The promotion requires executive level approval and must meet all check list requirements.

SCOPE:

In their daily duties, the SEO Manager will serve as an extension of the both the Directors of SEO and Operations. They will be able to perform high level technical, on site and off site SEO techniques for a wide range of CMS' and site configurations. This includes, but is not limited to full link profile risk assessments, server level configurations, HMTL restructuring and W3 Validation.

Additionally, the SEO Manager will serve as the client issues resolution expert for his/her team. Barring extenuating circumstances, the SEO Manager will be able to resolve all client conflicts and will be granted dominion to do so. They will meet regularly with their managerial peers, their team and with executive leadership to discuss, issues, solutions and KPI's. As part of these meetings, the SEO Manager will be responsible for tracking their teams KPI's as set out by the Directors of SEO and Operations.

They will also be in charge of leading group projects and assigning out tasks in a fair and efficient manner. That responsibility also includes making sure the team's deadlines are met. They have a good understanding of high client retention and strive to help their team accomplish the retention and gap goals laid out by the company.

KEY DUTIES AND RESPONSIBILITIES:

- Responsible for call and report audits, retention reports and Google analytics reports for their team - due to the Director of Operations and Director of SEO
- Primary AM on advanced Platinum & Diamond Level accounts.
- Advanced use and comprehension of both Google Analytics and Web Master Tools.
- Hosting issue resolution & troubleshooting assistance for team.
- Ability to lead a client all the way through a website redesign process with reduced traffic or ranking loss
- Advanced Understanding and use of Microdata schema and JSON-LD for basic use.
- Ability to lead group audits and provide expertise to accounts other than their own.
- Ability to fix site speed issues independently
- Resolution of HTML issues including image pathway changes, htaccess files and css issues.
- Advanced understanding of the difference between the needs of a local SEO client and the needs of a national or ecommerce client
- Advanced understanding of conversion rate optimization techniques
- Can independently resolve issues causing a website to go down
- Advanced use and performance in multiple CMS' such as Joomla, Drupal, Big Commerce, Square Space, Wix, Go Daddy Site Builder as well as HTML or PHP built websites
- Advanced use and performance of SEO Tools
- Advanced understanding of both PPC and SMM and how they can benefit the overall digital marketing strategy of the client. Also the ability to pass down this knowledge to the team.
- Advanced understanding of site and file structure, CSS files, Java Script etc.

MINIMUM QUALIFICATIONS:

Qualifications	Senior SEO Manager	SEO Manager	SEO Specialist II	SEO Specialist I	SEO Analyst	Trainee
Bright Edge Certification	✓	✓	✓			
Google Analytics Certification	✓	✓	✓	✓	✓	
Google Ad Words Certifications - Search & Display	✓	✓				
Ability to handle \$30,000 in business	✓	✓				
Ability to handle \$25,000 in business	✓	✓	✓			
Ability to handle \$15,000 in business	✓	✓	✓	✓		
Ability to handle \$10,000 in business	✓	✓	✓	✓	✓	
Effective Reporting for Clients	✓	✓	✓	✓	✓	
Keyword Planner Proficiency & KWA Abilities	✓	✓	✓	✓	✓	
KWM Abilities	✓	✓	✓	✓	✓	
Successful Creation & Optimization of G+ Pages	✓	✓	✓	✓	✓	
Campaign Strategy for Local Clients	✓	✓	✓	✓	✓	
Campaign Strategy for National Brand & Ecommerce	✓	✓	✓	✓		
Hosting Issue Resolution & Trouble Shooting	✓	✓	✓			
Ability to Successfully Upgrade Clients	✓	✓	✓	✓		
Web Master Tools Comprehension	✓	✓	✓	✓	✓	
Basic Google Analytics Knowledge & Performance	✓	✓	✓	✓	✓	
Advanced Google Analytics Configuration: Segments & Goals	✓	✓	✓			
Understanding of Site File Structure & How it Relates to SEO	✓	✓	✓	✓		
Word Press Knowledge	✓	✓	✓	✓		
Joomla Knowledge	✓	✓	✓			
Drupal Knowledge	✓	✓	✓			
FTP Knowledge	✓	✓	✓	✓		
Advanced Knowledge of a wide variety of CMS Platforms	✓	✓				
Advanced Knowledge of FTP & HTML	✓	✓				
Understanding of DNS, MX Records & Email Set Up	✓	✓	✓			
Knowledge of Domain Transfer	✓	✓	✓			
Ability to Change DNS	✓	✓	✓			
Can Fix Broken Images in HTML	✓	✓	✓			
Can Perform an Advanced SEO Audit for Platinum & Diamond Clients	✓	✓	✓			
Ability to Perform Technical Site Audit: Site Speed, Robots TXT Site Map, Indexing Issues	✓	✓	✓			
Can Perform a Competitive Analysis & Citation Analysis	✓	✓	✓	✓	✓	
Can Create New WP User or Password Reset from C-Panel/PHP My Admin	✓	✓	✓			
Can Install & Configure Caching Function in Word Press	✓	✓	✓			
Use of WMT for 301 redirects, sitemaps & diagnosis	✓	✓	✓	✓		
Mastery of JSON-LD and Microdata	✓	✓	✓			
Link Evaluation & Remediation	✓	✓	✓			
Run & Build Reports in Sales Force	✓	✓				
Speak in front of C-Level Executives & Lead Meetings	✓	✓	✓			
Speak at Conferences & Workshops	✓	✓				
Can Follow Direction	✓	✓	✓	✓	✓	✓
Demonstrates Leadership Abilities	✓	✓				
Positive Attitude	✓	✓	✓	✓	✓	✓
Good Communication	✓	✓	✓	✓	✓	✓
Punctuality & Attentiveness	✓	✓	✓	✓	✓	✓
Assists when asked on projects	✓	✓	✓	✓	✓	✓
Exceeds Minimum Expectations on Attendance	✓	✓	✓			
Meets Deadlines	✓	✓	✓	✓	✓	✓
Displays Continued Learning & Self Teaching	✓	✓	✓	✓	✓	✓
Innovative Thinking & Solutions	✓	✓	✓			
Trouble Shooting, Problem Solving & Exhausting all Available Resources	✓	✓	✓	✓	✓	✓
Takes Initiative	✓	✓	✓	✓	✓	✓
Help Instruct Team Mates & Peers	✓	✓	✓			
Confidence in Speaking with Clients	✓	✓	✓			
High Level Problem Solving	✓	✓				
Ability to Diffuse Client Conflicts	✓	✓				
Ability to Diffuse Team Conflicts	✓	✓				
5 hours of leadership training	✓	✓				
10 hours of leadership training	✓					
5 hours of personal growth	✓	✓	✓			
10 hours of personal growth	✓	✓				
15 hours of personal growth	✓	✓				

ABILITY TO:

- Instruct, grow, mentor and lead a team.
- Track executive set KPI's.
- Bring innovative solutions to problems.
- Defuse conflict, both internally and with clients.
- Talk on their feet and be able to speak about any client with minimal insight.
- Conduct thorough and exhaustive site evaluations as part of the sales or teaching process.
- Create and assign initiatives based on a given goal.
- Speak knowledgeably and confidently on how PPC and Social Media play into the SEO world and specifics of how they can be leveraged.
- Speak expertly on SEO to groups, team trainings or publicly as a representative of SocialSEO.
- Continually develop their own SEO skills.

KNOWLEDGE OF:

- All common CMS platforms.
- HTML, CSS and php.
- Site redesign strategy and consulting for minimal traffic loss.
- Hosting and Cpanel configurations and functions, including
 - phpMyAdmin
 - WHM
 - DNS Zone file
 - A Record
 - Cname
 - MX Record
- Strategy for local, National, multi-location and Ecommerce sites.
- Site rendering, indexing and architecture issues and resolutions.
- Penalty assessment and remediation.