

Search Marketing Manager

*The Search Marketing Manager reports directly to the CMO and works collaboratively with Email & Affiliate Marketing, Media Buying, Social Media and Public Relations departments. Holds weekly meetings to review milestone progress and owns overall project management responsibilities. **Is a genius with web analytics.***

Technical SEO Specialist

- ✓ Monitors Webmaster Tools
- ✓ Configures HTML & XML Sitemaps
- ✓ Handles canonical URLs
- ✓ Monitors & fixes broken links
- ✓ Insures crawlers can navigate
- ✓ Improves WebsiteTest.org scores
- ✓ Improves PageSpeed scores
- ✓ Optimized mobile version of site
- ✓ Makes desktop version responsive
- ✓ Builds and deploys link bait
- ✓ Adds Schema.org coding
- ✓ Makes it easy to edit content
- ✓ Integrates social media widgets
- ✓ Verifies ALT tags

PPC Account Specialist

- ✓ Manages cross-publisher accounts
- ✓ Designs account architecture
- ✓ Performs keyword research
- ✓ Optimizes sitelinks extensions
- ✓ Experiments with other extensions
- ✓ Separates search & display
- ✓ Crowdsources ad-writing
- ✓ Works with Tech & Content departments on landing pages
- ✓ Runs keyword query reports
- ✓ Manages bids and bidding
- ✓ Insures tracking is accurate
- ✓ Increases conversions
- ✓ Reduces cost-per-conversion

Content Marketing Lead

- ✓ Optimize individual webpages
- ✓ Get keywords from PPC Specialist
- ✓ Get keywords from manager
- ✓ Get questions from Zenya
- ✓ Write sales copy that converts
- ✓ Write blog posts that get shared
- ✓ Write power content for link bait
- ✓ Write outreach templates
- ✓ Tell the story of the brand
- ✓ Embrace and voice of the company
- ✓ Come up with Infographic ideas
- ✓ Create simple videos
- ✓ Write contest rules & copy
- ✓ Write link bait page copy

Off-Page SEO Specialist

- ✓ Setup Buzzstream
- ✓ Research link opportunities with Buzzstream, Ontolo, Link Prospector, OpenSiteExplorer, ahrefs, and Majestic SEO (tag and then import into Buzzstream)
- ✓ Work with PR to increase brand search & brand links
- ✓ Work with social media team to increase brand and product search
- ✓ Work with social media team to create ego-bait for influencers
- ✓ Work with sales team to perform outreach using link bait content