

## SEO Strategist



[www.tkg.com](http://www.tkg.com)

- Meet deadlines
- Communication with clients (in a timely manner)
- Work a full 8 hour day (40 hour week)
- Open communicate regarding any issues, problems, schedule changes, etc to manager
- Work with SEO members & others to answer questions, fix problems, etc
- Conference calls & face-to-face meetings with clients/potential clients
- Analyzing on-page & off-page optimization factors & providing recommendations for future strategies
- Implementation of SEO tactics within sites using DreamWeaver & Content Management Systems
- Monitoring & reporting Search Engine Rankings
- Monitoring & reporting link popularity & search engine saturation data
- Tracking & reporting website statistics
- Analyzing past website stats/data and creating SEO recommendations based on data collected
- Managing & analyzing pay per click data and making PPC recommendations based on data collected
- Familiarity with Google Analytics or ClickTracks Analytics software
- Diagnosing problems with current and potential SEO client