

# IMPROOVE

## / SEO Analyst

### **Summary:**

We are looking for an SEO Analyst to contribute and support our operations in the US. As a successful European consultancy, we are seeking someone to help grow new accounts and support our already established client base in North America.

### **We are looking for an SEO Analyst with:**

- 1+ years SEO experience
- Understanding of the most important success factors in SEO
- Ambition to become excellent in SEO and learn how to connect SEO with content writing, product development, conversion rate optimization, and technical website optimization
- Desire to do more than just agency work - connect tactical SEO work to results and see the fruit of our labor come to life = drive meaningful changes for our clients
- Passion to collaborate in teams - enjoys working across several websites, clients, and cultures
- Ability to clearly and effectively articulate thoughts and points
- Curiosity to learn something new every day
- Excellent analytical skills - turn data into actions
- Prioritization Skills - attention to detail and the ability to effectively multi-task
- High levels of integrity, autonomy, and self-motivation

### **Key Responsibilities:**

Work with industry-leading SEO and CRO experts at Improve; play an active role in the team and help drive results that matter

- Perform comprehensive keyword research, analysis, and selection
- Map Search/User intent to Content/Articles: utilize the power of search engines and Improve data in order to identify content opportunities for our client; work with editorial teams and help them create engaging content
- Utilize your analytical, online marketing, and presentational skills; provide data insights that enable our clients to grow rankings, traffic, and conversions and ultimately expand and scale their business

# IMPROOVE

- Help create presentations that best communicate data insights and strategies to clients on all levels from CEO to Content Specialist; keep clients engaged and informed by communicating progress, performance, and next steps
- Perform analysis and help prepare presentations for Improve SEO Workshops together with the team; ensure all participants walk away with tangible results and actionable follow-ups
- Ensure high-quality standards as well as timely delivery of all deliverables
- Work with an international, multicultural team around the world and ensure smooth collaboration and leadership on a variety of projects and industries from Fortune 50 companies to startups

## **Requirements**

- BA or BS degree (preferred but not required)
- 1+ Years Digital Marketing / SEO experience
- Improve works with industry leaders who know the growth space in and out - first class analytical skills are required in order to master growth
- Excel/Google Sheets Proficiency
- Reporting proficiency
- Project and time management skills; ability to juggle multiple responsibilities in a fast-paced, results-oriented environment.
- Native English required; additional language preferred
- Dynamic and engaging personality with a hands-on mentality and a passion for leading clients to success

## **Location:**

New York Metro Area (highly preferred); remote work is available

## **Benefits:**

Improve is a young, ever-growing SEO company where creativity and agility are rewarded. Together with the COO, Head of Sales and our Team Leads, you will guide Improve's next direction.

- Work on the most exciting challenges and projects - 10x growth strategies for world-leading startups, turning around traditional companies who missed the digital train and turn them into rockstars, fixing SEO issues nobody else was able to fix.
- Work across our 4 global offices (New York, Madrid, Vienna, Munich) on projects and transfer knowledge on a daily basis.

# IMPROOVE

- SEO drives up to 70% of the revenue for many of our clients - learn how to use SEO as a business growth tactic
- Access to unique Google and SEO insights
- Opportunity to grow with the company to a Project Manager role
- **4 day Work Week** (after 30 day onboarding)
- 20 days paid time off per year in addition to public holidays
- 2 weeks PTO for the Winter Holiday
- Comprehensive Health insurance
- 401k Plan with Company Match
- 5 sick days
- Birthday's Off
- Flexible working hours