

## Job title: SEO Link Building Specialist

**Role:** SEO Consultant  
**Location:** Harrogate  
**Salary & Benefits:** Salary on application  
 37.5 hours per week  
 4 weeks holiday pa

### Person Specification

Quality	Essential	Desirable
<b>Education</b>	Educated to degree level or higher.	Degree in Marketing with Online Marketing experience
<b>Experience</b>	At least 1 years experience managing a website, updating content, and images. Demonstrable record of link building skills, in planning, development and application. Copywriting skills essential.	Experience of working with large dynamic websites. Able to specify technical changes to technical / development teams Has worked in e-commerce/SEO
<b>Specialist Knowledge</b>	An in depth understanding of search engines, search engine optimisation and factors that influence high rankings in Google. Can demonstrate successful linkbuilding campaigns that result in the acquisition of large volumes of inbound, high quality links	Other online marketing activities that impact on SEO, e.g. SMO. Experience with PPC
<b>Skills</b>	A high standard of written English. A highly analytical mind, comfortable manipulating and analysing large amounts of data using excel 2007. Experience of web analytics tools. Experience of using a CMS and an understanding of the impact they have on SEO. Basic HTML skills.	Experience in managing small projects. Advanced use of Microsoft Word and Excel. Ability to handcode W3C compliant XHTML  Understanding of ASP.net, ColdFusion, PHP, IIS, ISAPI rewrite, how to setup and test for 301 redirects, duplicate content, url canonicalisation
<b>Personality</b>	Friendly and confident with excellent communication skills. Ability to work in small team. Self motivated and ambitious. Happy to work off-site, in clients offices , etc.,	Ability to present very clearly and explain complex subjects to board level audience, or desire to do so. Clean Driving License



## Job Specification

Zelst Online Marketing, formerly Specialist Online Marketing, is a small, fast growing full service online marketing agency, incorporating SEO, PPC, Affiliate, Email and Social Media marketing in addition to web analytics, web experience optimisation and some website design and development. We have a variety of clients in the SME sector across a wide range of industry segments.

We are looking to recruit an ambitious, driven and talented SEO to report directly to the principal, Peter Van Zelst. Your main duties will include:

- Planning, developing and implementing link building strategies for a number of our SEO clients.
- Integrating your link building process with the other SEO activities undertaken by Zelst.
- Developing innovative ethical link building initiatives.
- Producing regular audits of the performance of client websites making recommendations using your SEO skills / Knowledge to grow traffic on the site
- Produce ideas for new initiatives based on keyword research data with an estimation of the likely impact to enable prioritisation of the work
- Working closely with key client stakeholders to support projects and make sure their delivery is “SEO friendly”
- Producing detailed SEO reports on a monthly basis detailing the impacts made by your work.
- Maintain a record of all SEO implementations made on the site
- You will be expected to stay up to date in new developments in SEO and actively researching, testing and proposing new approaches to improving search engine rankings.