

## **SEO Specialist (Online Marketing Dept.)**

### **Overview**

The SEO Specialist will work to maximize organic results with various search engines, implementing and executing on multiple SEO strategies for Cyber2Media's fleet of domains. The SEO Specialist will be responsible for building/acquiring high quality, relevant links to our sites and will engage in campaign tracking and management. The ideal candidate is a self-motivator who enjoys keeping up with industry best practices for link building, and keep overall objectives in sight while remaining detail-oriented.

### **Job Description:**

- Produce and maintain a constant stream of high quality inbound links
- Build SEO friendly in-house link solutions
- Perform keyword research to identify new link-building targets
- Submissions to Directories, Blogs, Article Marketing, PR growth and Forum activities
- Social Media and Niche Outreach
- Content Promotion via niche contacts and social platforms
- Track, measure & record link-building projects
- Work closely with marketing and content departments to test different search engine marketing and link-building ideas to improve search engine optimization
- Closely monitor and analyze link building strategies and find new opportunities
- Maintain up-to-date, detailed competitor and market analysis using industry tools

### **Job Requirements:**

- Experience with SEO Tools
- Good analytical skills
- Exposure to internet and searching activities, well-rounded knowledge of the Web
- Basic writing and grammar skills needed
- Passion to learn all about SEO and study all the latest ethical techniques
- Quick learner - self motivated and able to multi task on multiple projects simultaneously
- Works well under pressure and deadlines
- Proficient cross-departmental collaboration and communication
- Database experience/education is a plus

Salary commensurate with experience and benefits package offered. To apply, please submit your resume and cover letter to: [hr@cyber2.com](mailto:hr@cyber2.com). Indicate the position for which you are applying in the subject line. Visit us at: [www.cyber2.com](http://www.cyber2.com).