



## **Search Engine Optimization Specialist**

Imagine a digital marketing agency that lets you be you, working where you want to work, doing what you love to do, and providing you with the support you need to grow your skills and your career. That's HeiPro Digital. We are a fast-growing, woman-owned digital marketing agency based in Green Bay, WI, and Dallas, TX that helps businesses improve their online presence through website design, search optimization, and branding.

Our team means the world to us. As a business that was fully remote even before it became necessary, we have built our success on hiring dependable and creative digital marketing professionals around the country who are self-directed and value autonomy but enjoy being part of a team working toward a common goal. Our team members have a passion for digital marketing that they put to use helping brands and businesses grow their online presence and drive results.

If you have digital marketing experience, a willingness to be part of a virtual team, and enjoy project variety, we'd love to hear from you.

### **Position Description**

HeiPro Digital is growing! We currently have an opportunity for a part-time, with the opportunity for a part-time employee or contractor, Search Engine Optimization (SEO) Specialist. This is a fully remote position working as an integral part of our digital marketing team. You'll work with designers, developers, and writers to create digital marketing solutions that generate results. Our clients are located across the country and include entrepreneurs and small to mid-sized businesses. We work with clients in a variety of industries, ensuring the job will never get boring!

The SEO Specialist will be responsible for managing and implementing all search engine optimization needs for our projects including: keyword research, content strategy, landing page and full site optimization, and link building with the objective of increasing client rankings on all major search engines via organic methods. The ideal candidate will have 1+ year of experience in search engine optimization, is an analytical

---

---

thinker, is data driven, possesses excellent communication skills, the ability to adhere to deadlines, and a collaborative approach.

### **Responsibilities**

- Conduct keyword research for new and existing pages.
- Research and recommend opportunities for expanded keyword usage and search optimization.
- Research and recommend content strategies for improved organic SEO results.
- Create, claim, verify, audit, and optimize business listings for local search.
- Optimize copy for search engine optimization.
- Write optimized title tags and meta descriptions for client site pages.
- Work with website developers and designers to ensure sites are built using current SEO best practices.
- Work with copywriters to ensure SEO is included in content creation.
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.
- Analyze web analytics to provide data-driven insights and content optimization recommendations.
- Stay up-to-date with algorithms and search engine updates to apply current SEO strategies.

### **Requirements & Qualifications**

- At least 1 year of experience in digital marketing and/or SEO.
- Bachelor's Degree in Marketing, English, Communication, or another related field, or equivalent experience.
- Google Analytics Certified is a plus.
- Strong understanding of performance marketing, conversion, and online customer acquisition.
- In-depth experience with website analytics tools (e.g, Google Analytics, SEMrush)
- Familiarity with SEO best practices for following website platforms: Squarespace, WordPress, Webflow, Showit, Shopify.
- Knowledge of current search ranking factors and search engine algorithms best practices.
- Understanding of current digital marketing principles, strategies, and best practices.
- Proven experience implementing SEO campaigns.

- 
- Working knowledge of Google My Business, Google Search Console, Google Tag Manager, Bing Webmaster Tools, Loom, spreadsheets, and web crawlers.

## **About HeiPro Digital**

HeiPro Digital is a boutique digital marketing agency based in Green Bay, WI, and Dallas, TX. We work with clients around the country and across industries to elevate their digital presence through website design, branding, copywriting, and search engine optimization.

We love working with female entrepreneurs, small to medium-sized businesses, and employee-owned companies. Ultimately, our clients are change-makers – organizations who want to make a difference in the world. By serving change-makers, we join them in their revolutionary visions of making the world a better place. We do this by leveraging proven digital marketing strategies to create a holistic online experience that increases conversions and drives results for our clients.

As a woman-owned business, we understand that there is more to life than your job. Life happens. Kids get sick. Amazing opportunities present themselves. That's why we've built a team of digital marketing professionals who are 100% remote, so you can work when it works best for you. We won't ask you to punch a clock, but we will ask you to commit to deadlines, be responsive to clients and colleagues, and be present. Our business is elevating our clients' online presence. Presence matters; yours included.

We value collaboration, respect, creativity, and learning. At HeiPro, you'll enjoy autonomy and opportunities for growth supported by a far-flung but enthusiastic team that only wants the best for each of us. Learn more about us by visiting <https://heiprodigital.com>.

If interested in joining us as an SEO Specialist, send a cover letter and resume to [Alex@heiprodigital.com](mailto:Alex@heiprodigital.com) along with a short video introducing yourself and why you think you'd be a great fit for our team.