

SEO Analyst Job Description

Duties and Responsibilities:

- Manage SEO and Social campaigns on a daily basis
- Increase webpage and social media asset optimizations
- Utilize Excel spreadsheet to compile reports
- Gather data from multiple platforms, including Google Analytics, Adobe Analytics, and Webtrends; Google Search Console, Bing Webmaster Tools, and BrightEdge
- Research keyword recommendations relying on a variety of factors and tools like Keywords planner and MOZ
- Manage all of the activities and processes required to competently run SEO & Social media campaigns
- Responsible for generating client facing reports, studies, and presentations
- Provide current knowledge/training in the field of SEO and Social Media to internal teams and clients
- Collaborate with the Head of SEO to plan search campaigns and deliver excellent SEO service to clients
- Be up-to-date with industry trends and applicable technologies, as well as developments in SEO, social media, and analytics; online marketing, e-commerce, and online consumer behavior.

SEO Analyst Requirements – Skills, Knowledge, and Abilities

- Educations: Applicants for the SEO analyst job are required to have a minimum of a Bachelor's degree in Business, Computer Science, or Engineering, or equivalent experience and knowledge
- Knowledge: Employers often require that applicants have hands-on experience in digital marketing and SEO, and Social campaign management and implementation. It is vital that you have a comprehensive knowledge of the technologies and processes involved in

running SEO campaigns (including HTML/CSS/HTTP/JavaScript/Google Webmaster Tools)

- They also require an understanding of web server configuration and server side scripting languages, and good knowledge of Google analytics, buzz tracking, sentiment analysis packages, and other web analytics. It is also essential that they have an in-depth understanding and application of important search engine patents, such as the Random & Reasonable Surfer Model, to large-scale websites
- Computer skills: It is crucial that applicants have computer skills, especially advanced knowledge of Microsoft Excel and PowerPoint, and also have strong software skills that support the delivery of high-quality client facing documents
- Communication skills: The SEO analyst job requires strong communication skills for content generation; therefore, it is important that applicants have great writing and verbal communication skills. It is needful that they can produce exceptional documents and confidently articulate/present technical and non-technical information to individuals and groups
- Organizational skills: Employers also look out for individuals who can imbibe a structured and methodical way of working, and also have the ability to cope with competing demands and effectively prioritize assignments to meet with deadlines or project timeframe
- Research skills: Applicants should also have excellent research skills with a high level of attention to detail to pull data from multiple platforms
- Interpersonal skills: To perform the duties of the SEO analyst role successfully, applicants must have influencing and listening skills to be able to nurture and manage relationships with clients to meet up with the daily requirements of search campaigns
- Phone handling skills: The SEO analyst job sometimes require engagement with clients and other relevant stakeholders, so it is vital that applicants have strong customer telephone and face to face skills
- Project management skills: Applicants must be able to work together with others to ensure flawless standards of service delivery
- Excellent quantitative skills: The SEO analyst job also requires working with large data sets, analyzing the data, and testing of tools and techniques to improve site performance. Hence, it is important that

applicants have the ability to work with numbers and perform data analysis when necessary.