

Remote SEO Project Manager – My Biz Niche

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Company: Jobspaddy

Location: Ghana

Category: business-and-financial-operations

Responsibilities :

Conduct a comprehensive review of the new client's SEO proposal, project start details, client notes, and any other relevant documentation.

Collaborate with the Content, Link Building, Technical, and Citation team strategists who will be working on the project to ensure they have a thorough understanding of the client and the overall objectives.

Participate in an internal kickoff meeting with the assigned team and the account manager to gain a clear understanding of the client's goals, services provided, and the amount of hours allocated for implementing the SEO strategy.

Create and set up internal SEO project documentation in both our project management software and Google Drive to facilitate communication and collaboration among the team members involved in the project.

Perform a strategy audit and locate key issues holding the site back from ranking. This can include Google Penalties, Identify URLs that lost ranking, Lack of or bad Backlinks, Thin Content, Un-themed Title/Meta properties, etc.

Perform KW research around KW's that will achieve the client goals. This typically leads to Intent based KW's to drive leads for looking for services or a product.

Build a sitemap to fix and/or add pages to the current sitemap for the website to rank for

those KW's.

Build an information content marketing strategy if the campaign is National and they want exposure or if it can result in more leads.

Break down the strategy into clear and well defined tasks to the assigned project resources needed to perform them.

Set clear due dates and deadlines for each task, milestone, and deliverable related to the SEO strategy, and ensure the team is meeting them by regularly monitoring progress and addressing any delays or roadblocks promptly.

Get estimates of hours for any new pages or updates to the website, enhance word count for pages and content strategy. Assign accordingly based on the priority of pages that could rank the fastest to give us quick wins.

Manage campaign expenses, staying on budget on hours, and estimating monthly costs

Manage project budgets and resources effectively, ensuring that all work is completed within scope and on budget

Identify and address any potential roadblocks or issues that may arise during the project lifecycle

Stay up-to-date with the latest SEO trends and best practices, and make recommendations to clients based on this knowledge

Requirements:

- A bachelor's degree in computer science, programming, or web development.
- A minimum of 2 years experience in project management
- Solid understanding of general SEO principles and the web-design process.
- Good communication and presentation skills.
- Ability to work independently with minimal oversight.
- Organized, deadline-driven, and detail-focused.
- Comfortable using Hubstaff to keep track work hours

Our work schedule is from

Tuesday to Saturday, 6:00 AM – 2:00 PM Philippine time. We use Hubstaff to time track work

hours and monitor productivity output.

We have paid leaves, holiday pay, performance bonus, 13th month pay and team training and development.

If you think you are the one we're looking for kindly apply with the following:

1. Latest Resume w/ photo
2. SEO Portfolio
3. LinkedIn Profile Link

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