

# Epic Notion | SEO Specialist

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Epic Notion is a full-service digital marketing agency. We blend strategic thinking with creativity and the latest technology to help clients build their brands through meaningful customer engagement. Our team of talented marketers, designers and developers are passionate about building brands and connecting people.

The SEO Specialist will be responsible for coordinating and implementing search engine optimization (SEO) tactics for numerous clients across different industries. This includes a focus on content, technical SEO, link building, local optimization, conversion rate optimization and more.

## Responsibilities:

- Conduct SEO audits for current and prospective clients to uncover optimization areas
- Conduct on-page optimization such as meta descriptions, page titles, internal linking, etc.
- Prepare and conduct keyword research for various clients across various industries
- Recommend improvements to website architecture, content, page titles, meta linking and other factors to improve SEO positions for target keywords.
- Analyze websites and identify potential technical SEO issues and opportunities
- Develop and implement link-building strategies
- Manage local optimization and online reputation management
- Work with Web Dev team to fix crawl errors, core web vitals, page speed and other technical SEO needs
- Work with Content Marketing team to develop and promote impactful SEO content
- Help assure data integrity for organic SEO traffic and goal tracking
- Monitor and create reports to track key performance indicators, evaluate performance issues and provide recommendations to improve SEO performance
- Utilize tools such as SEMRush, Moz, ahrefs and others to uncover new SEO opportunities
- Monitor Google Analytics and Google Search Console to monitor/improve SEO performance

## Qualifications:

- 2+ years relevant SEO experience required
- Bachelor's Degree in marketing or related field is preferred
- Experience using Google Analytics, Google Search Console, ahrefs, Moz and others
- Experience working within WordPress is highly preferred
- Working knowledge of local, technical and content-based SEO best practices
- Highly results-oriented with a strong drive towards continuous improvement
- Possess a high level of analytical and critical thinking skills as well as creative problem skills
- Must be organized with great attention to detail and focus on quality
- Strong desire to learn and stay current with changing SEO trends

## Our Offering:

- A great team that values talent, integrity, hard work and family
- Full suite of health benefits including medical, dental, vision, disability, life insurance and more
- Company matched 401(k)
- Paid vacation days, paid Holidays, and paid personal/sick days
- Continuing education and skills training opportunities
- Collaborative, creative office environment in desirable Southend in Charlotte, NC

## How to Apply:

Please send introductory email and resume via attachment to [careers@epicnotion.com](mailto:careers@epicnotion.com).

