

Epic Notion | SEO Specialist

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
- 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 KPI's and other SEO performance indicators
- 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 and hands-on SEO experience is required
- Bachelor's Degree in marketing or related field is preferred
- Must have experience using Google Analytics, Google Search Console, ahrefs, Moz and others
- Must have working knowledge of local, technical and content-based SEO best practices
- Experience working within WordPress is highly preferred
- 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
- Be organized with great attention to detail and focus on quality
- Strong desire to learn and stay current with changing SEO trends

Our Offering:

- Hybrid work schedule with both remote and in-person days.
- Full suite of health benefits including medical, dental, vision, disability, life insurance and more
- Company matched 401(k)
- Annual profit sharing bonus program
- Paid vacation, Holidays and personal/sick days
- Continuing education and skills training opportunities
- A great team that values talent, integrity, hard work and family
- 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.

