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Nerdware is proud to be on the lookout for amazing talent to join our team!

### About Nerdware

Nerdware is an award winning Digital Full Service Agency focused on Technology, Strategy, Design, PR, Media and Content.

"We develop digital experiences that transform brands and grow businesses."

Our mission is to empower our clients with the ability to learn more about, understand better and interact more efficiently with your customers and stakeholders using our holistic, multi-channel marketing platform which is equipped with a range of powerful and integrated tools.

### About the role

We are seeking a talented and experienced SEO Specialist to join our team and drive our online visibility and organic traffic growth. The SEO Specialist will be responsible for developing and implementing effective SEO strategies, optimizing website content, and monitoring search engine rankings to enhance our online presence. This role is crucial in ensuring our digital marketing efforts align with our client's business goals.

### Responsibilities

1. Keyword Research:
  - Conduct comprehensive keyword research to identify high-value, relevant keywords for our target audience.
  - Analyze keyword trends and competition to inform content strategies.
2. On-Page SEO:
  - Optimize website content and structure for search engines.
  - Implement on-page SEO best practices, including meta tags, headings, internal linking, and schema markup.
  - Ensure website content is engaging, informative, and SEO-friendly.
3. Off-Page SEO:
  - Develop and execute off-page SEO strategies to build high-quality backlinks.
  - Monitor and manage link-building campaigns.
  - Collaborate with content creators to promote linkable content.
4. Technical SEO:
  - Audit websites for technical SEO issues and recommend solutions.



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- Optimize website speed, mobile-friendliness, and user experience.
  - Implement structured data markup to enhance search engine results.
5. SEO Analysis and Reporting:
    - Monitor website traffic and rankings using SEO tools like Google Analytics, Google Search Console, and SEO software.
    - Create and deliver regular SEO performance reports.
    - Analyze data to identify opportunities for improvement and make data-driven decisions.
  6. SEO Strategy Development:
    - Develop and implement effective SEO strategies that align with business goals.
    - Stay up-to-date with industry trends and algorithm changes to adapt strategies accordingly.
  7. Content Optimization:
    - Collaborate with content creators to optimize existing content for SEO.
    - Provide SEO recommendations for new content creation.
    - Ensure content is high-quality and user-friendly.
  8. Local SEO:
    - Optimize online presence for local search, including Google My Business listings.
    - Implement local SEO strategies to boost visibility in local markets.
  9. Competitor Analysis:
    - Conduct competitive analysis to identify opportunities and threats in the digital landscape.
    - Stay informed about competitor SEO tactics.

### Requirements and skills

- Bachelor's degree in marketing, communications, or a related field.
- Proven minimum 5 years experience as an SEO Specialist with a strong portfolio of successful SEO projects.
- In-depth knowledge of SEO tools and techniques.
- Familiarity with Google Analytics, Google Search Console, and other SEO software.
- Strong understanding of search engine algorithms and ranking factors.
- Proficiency in HTML, CSS, and website structure.
- Excellent analytical and problem-solving skills.
- Strong communication and interpersonal skills.
- Ability to work both independently and in a team.
- Continuous learning and adaptation to evolving SEO trends.
- Industry certifications such as Google Analytics or Google Ads certifications are a plus.



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## What Nerdware will bring you

- A multiple Award winning smart, passionate, and fun team to collaborate with.
- A flexible working environment where we encourage forward-thinking and nurture ideas.
- We promote excellence at all levels in all roles and will work with you to ensure you are given every tool to succeed.

We look forward to meeting you!