

SEO Program Manager (#8688)

CS Creative is seeking an Search Engine Optimization Program Manager to work client-side in the analog semiconductor chip department, with a leading technology company in Dallas, TX. The ideal candidate will help manage SEO programs for multiple businesses in both the U.S. and worldwide regions - including China, Japan, India and Europe. This position will work closely with the SEM team to achieve overall search marketing goals.

Job Responsibilities

- Work with business contacts regarding content optimization and keyword research
- Perform hands-on optimization, including keyword/phrase research, SEO-friendly title/meta/alt tag and copy writing and implementation
- Implement keyword level conversion-based measurement and SEO status reports, including tracking positions and monitoring organic share, and understanding and integrating the relationship of SEO and PPC positions
- Perform analytics-based analysis to measure program progress/success
- Compile findings and provide analysis
- Write and conduct SEO briefings and training sessions as needed
- Drive and measure link-building efforts to improve SEO positions and share
- Work with business and development teams to implement improved onsite search capabilities
- Drive existing roadmap projects and propose new projects

Qualifications

- Bachelors degree required, Masters degree a plus
- 3-5 years Internet Marketing experience
- 3+ years website analytics; HBX and/or Omniture Site Catalyst preferred
- Thorough knowledge of SEO conventions, tools and infrastructure
- 3-5 years hands-on experience:
 - White hat SEO experience
 - Familiarity with basics of PPC
 - Writing reader-oriented, search friendly content
 - Keyword research and associated tools
- Thorough knowledge of website conversion metrics and optimization techniques
- Thorough knowledge of current social media trends, capabilities and tools, with an emphasis on understanding and maximizing benefit from the relationship between search and social media
- Experience with onsite search a plus, including knowledge of conventions and infrastructure such as structured metadata, taxonomy, content optimization and late-generation software solutions
- Proficient with all major SEM tools and Microsoft Office (Excel, Word, PowerPoint, etc.)
- Proficiency with Hitwise a plus

Benefits

Health and dental insurance, paid vacation and casual work environment, with a strong emphasis on work/life balance.

Application

This is an immediate opening. Please submit resume and salary history to careers@cs-creative.com and include job title in email subject line. Or visit us online at www.cs-creative.com.