



**Title:** SEO Coordinator

**Department:** Digital

**Reports to:** Digital Marketing Manager

**Job Summary:**

Strong is on the hunt for an experienced, problem-solving, strategy-driven team member to fill the position of **SEO Coordinator**.

With your search engine expertise, you'll help our clients gain top-level rankings and perfect their online presence. The SEO Coordinator is responsible for keeping us ahead of the game with new strategies, as well as keeping up with the pace of daily execution.

As SEO Coordinator, you will work as part of the larger SEO team. We love collaboration here, so you'll have plenty of crossover with Paid Search, Social Media, and leadership divisions. These teams work together to communicate on goals, project development, timelines, and results.

You'll be the main point of contact for your clients and account managers when it comes to automotive SEO. And if you like solving problems, you're in the right place. A big responsibility of the SEO Coordinator is the ability to troubleshoot issues on the client end and in SEO overall.

Research plays an important role in the SEO Coordinator's day-to-day. Our team uses programs like Google Analytics, Google Search Console, and call tracking mechanisms to see what's working and what needs improving. Tools like Google Analytics, Search Console, Google My Business, and SEMRush help us research new opportunities to put our clients ahead of the competition. Optimizing and reviewing on-site content is also a responsibility of this position.

To prove what we do, we like to keep up with results. The SEO Coordinator will generate weekly and monthly client reports for all major metrics, goal tracking, task tracking and other organic search initiatives.

More than anything, this position requires a fast pace, strong drive and openness to change. We're always advancing, so if you're ready for a chance to grow your digital career, send us your application today.

**Overview:**

- Responsible for the overall results-driven SEO strategy for 30+ clients
- Serve as the main point of contact for client and account management communication for SEO clients managed
- Utilize SEO Tools like Google Analytics, Search Console, Google My Business, and SEMRush and more to identify and address the questions and concerns of clients and to research new opportunities and improve results
- Troubleshoot and problem-solve strategy and technical issues
- Review onsite content added to the websites
- Research, review, and optimize organic keyword opportunities
- Generate weekly and monthly client reporting for all major metrics, goals tracking, task tracking and other organic search initiatives
- Execute daily, weekly, monthly SEO tasks as assigned for clients managed
- Tackle special internal and external requests as needed
- Communicate and collaborate with SEO, Paid Search, Social teams, and management on goals, project development, timelines, and results
- Follow guidelines set by Digital, Brand, and Compliance standards
- Stay current on automotive, digital, and content trends and maintain Google Analytics Certification
- All other duties as assigned by Manager

**Qualifications:**

- College degree in Marketing or related field
- 2+ years' experience
- HTML experience a plus
- Proficiency in Microsoft Office Suite and Google Workspace
- Experience with Google Analytics, WordPress, Additional Website Platforms, Photoshop, and Search Engine Optimization Tools
- GAIQ
- Excellent interpersonal and teamwork skills
- Problem-solving and adaptive mindset
- Automotive experience a plus

To apply, send your resume, and cover letter to [humanresources@strongautomotive.com](mailto:humanresources@strongautomotive.com). Include "SEO Coordinator" in the subject line of the email.