Job Title: SEO Engineer

Department: Technology

Industry: Digital Marketing, Technology

Manager / Managing others: No

Location: Cincinnati, Ohio

Helium SEO Company Information:

Helium SEO is a completely unique digital marketing company that utilizes artificial intelligence and machine learning to build highly efficient systems for SEO and SEM that far outperform traditional agencies. Our team has been doing digital marketing for over 10 years, and everyday we strive to drive better ROI for our clients. We believe the modern digital marketing campaign must be invented by marketers and built by engineers in order to effectively leverage modern technology to bring in clients.

Job Highlights:

* AdWords: Manage Google Ad spend, create creatives, ad copy and optimize campaigns
* Data Analysis: Ability to analyze data and create plans on the data generated by client accounts
  + Analyze based on SEO principles
  + Analyze based on HTML best practices
* Website optimization
  + Install Google Tag Manager code
  + Install Google Analytics / UTM codes
  + Change and improve meta data for SEO
* Technical SEO
  + Implement technical SEO changes on client websites
  + Schema data, crawlers, internal linking, etc.
* Technical Resource
  + Be a technical resource to our account management and sales teams to help answer highly technical questions
  + Being a passionate problem solver at your core

Requirements:

* Basic understanding of coding
* Ability to learn quickly and be able to self-teach
* An interest in math to utilize and make better advertising decisions is preferred
* No degree required but preferred
* SEO knowledge a plus but not required

Benefits:

* New Laptop provided
* Unlimited PTO
* Medical benefits, Vision and Dental
* Video games in office, ping pong, corporate events
* Smart team and fun work environment