

Job title: SEO (Search Engine Optimization) Specialist

Location: 100% Remote

Type: Full-time-Part time

Omunix International, the Omunix Argentina franchise, is a talent search company dedicated to connecting talented individuals in Argentina with exciting digital job opportunities in Europe and the United States.

We are currently seeking an SEO Specialist who will be responsible for developing and implementing effective search engine optimization strategies to improve online visibility and increase organic traffic to our websites. You will work collaboratively with cross-functional teams to ensure that the content and structure of our digital platforms adhere to SEO best practices and generate measurable and sustainable results.

[Brief company description]

Key responsibilities:

- Conduct comprehensive SEO audits on our existing websites to identify areas for improvement and optimization opportunities.
- Develop and implement relevant, high-performance keyword strategies to improve search engine rankings and attract qualified traffic.
- Optimize website structure, internal linking architecture, and metadata to enhance visibility and indexing in search engines.
- Collaborate with the web development team to implement technical SEO practices, such as optimizing page speed, hreflang tags, and resolving crawling issues.
- Perform competitor analysis and industry trend research to inform SEO strategies and stay abreast of best practices.
- Create periodic performance reports to track progress, identify areas for improvement, and provide recommendations for optimizing organic performance.
- Stay updated on search engine algorithm updates and emerging SEO trends to continually adapt our strategies.

Requirements:

- Proven experience in a similar role as an SEO Specialist, preferably in a corporate or agency environment.
- Deep knowledge of SEO principles and practices, including on-page and off-page factors, link structure, content optimization, and performance analysis.
- Experience with SEO and analytics tools, such as Google Analytics, Google Search Console, SEMrush, Moz, among others.
- Excellent analytical skills and ability to interpret data to make informed decisions and adjust strategies.

- Strong communication skills and ability to collaborate effectively with interdisciplinary teams.
- Certifications in SEO or digital marketing are a plus.

Benefits:

- Competitive salary and performance bonuses.
- Opportunity to work in a dynamic and fast-paced environment.
- Professional development opportunities.
- Flexible work arrangements.
- A supportive and collaborative team culture.