

## SEO Search Engine Optimisation Consultant

### JOB SPECIFICATION

#### Key responsibilities:

As an independent SEO Consultant operating on a freelance basis you will perform both on-page SEO and off-page SEO for Affiniti's clients and Affiniti's in-house lead generation websites:

- Analyse websites and make recommendations for on-page improvements
- Use Google ranking techniques and link popularity
- Generate and optimise SEO content, URLs, keywords, meta tags, internal structure & links, etc.
- Conduct article submissions & online PR
- Implement link-building strategies and outreach:
  - Initiate natural link-building through quality content (e.g social bookmarking, reciprocal linking, etc) both onsite and written for 3<sup>rd</sup> parties.
  - Conduct analysis of competitor websites to identify link building opportunities
  - Negotiate links with other good quality, strong domain authority and syntactically similar websites to that which is being SEOed.
  - Social bookmarking & Blog/blog post marketing

#### Candidate Profile and Key Attributes:

- Thorough knowledge and experience of white-hat SEO techniques
- Proficiency with analytics tools (inc. Google, Ahrefs, Majestic, Moz, etc) to ensure maximum value is extracted and then applied to our activities
- Fluent in the use of MS Excel
  
- Attention to detail and strong analytical skills
- Innovative with high level of creativity
- Able to work under pressure & prioritise workload/tasks
- Flexible, with a positive "can-do" attitude
- Positive, energetic team player and good communicator



**Location:**

While the Consultant role is primarily freelance / home-based, it will be necessary to meet occasionally with other Affiniti staff (based in Reigate, Surrey).

**To Apply:**

Visit [www.affinitimedia.co.uk/jobs/seo-consultants.php](http://www.affinitimedia.co.uk/jobs/seo-consultants.php) and complete the brief enquiry form.

**Strictly No Agencies**

SEO Search Engine Optimisation Consultant Jobs Reigate Surrey

Additional Keywords: SEO Account Manager, SEO Copywriter, SEO Analyst, SEO Assistant, SEO Executive, Digital SEO Manager, Online Marketing Executive – SEO, Search Engine Optimisation Executive, SEO Specialist, SEO Consultant, SEO Link Builder, Link Strategist, Online Marketing Assistant – SEO, Google Analytics, SEO, Online Marketing Manager, Search Engine Optimisation, Digital Marketing, Web Marketing Manager, Web Analytics.

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