

SEO Internship

Jobcode UK015

London

Duration at least 3 months

Education

Educated or currently studying to degree level or higher.

Degree in Marketing with Online and/or computer science or information systems

We are a startup business who are developing and operating a jobsite within the mobile/digital platform industry. We are an off shoot of a 6 year old recruitment organisation based in London. We are currently expanding by taking on 6 new interns

who will help realise our potential. We have just announced that their new chairman and advisor is the founder and former CEO of Monster Worldwide.

Quality	Essential	Desirable
Education	Educated or currently studying degree of higher level.	Degree in digital marketing, computer science/information systems
Experience	At least 2 years hands on experience managing a website, updating content and images, SEO and PPC plays key role in delivery. Copywriting skills. Demonstrable SEO/SMO experience	Experience of working with large dynamic sites. Able to specify technical changes to technical/Development teams.
Specialist Knowledge	An in depth understanding of search engines, search engine optimization and factors that influence ranking in google, bing, yahoo etc. Ability to generate vast volumes of traffic and impressions from scratch in a short space of time. Sound understanding of and the ability to use social networking sites such as facebook, twitter, linkedin and viral campaigns to promote a business/website.	Other online marketing activities that impact on SEO, e.g SMO. Experience with PPC and PPM. Can demonstrate successful link building campaigns that in result in the acquisition of large volumes of incoming traffic.
Skills	A high standard of written English. A highly analytical mind, comfortable manipulating and analyzing large amounts of data. Experience of web analytics tools, specifically google analytics.	Experience managing small projects. Advanced use of MS word and excel. Ability to handcode W3C compliant XHTML Understanding of PHP, HTML, Java and MySQL.
Personality	Friendly, confident, extremely intelligent and a hard worker. You will excel in everything you do.	

Job Specification

- Reporting directly to the Managing Director your main duties will include:
- Producing regular audits of the performance of the website making recommendations using your SEO skills / Knowledge to grow traffic on the site
- Produce ideas for new initiatives based on your keyword research data with an estimation of the likely impact to enable prioritisation of the work
- Working closely with key stakeholders in the company to support projects and make sure their delivery is “SEO friendly”
- Producing detailed SEO reports on a monthly basis detailing the impacts made by your work.
- Maintain a record and documentation of all SEO implementations made on the site
- You will be expected to stay up to date in new developments in SEO and actively researching, testing and proposing new approaches to improving search engine rankings.