

SEO Specialist



FreshBooks

Phone :
Web :

Job Summary

Vacancy :
Deadline : Aug 05, 2024
Published : Jul 05, 2024
Employment Status : Remote
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

About FreshBooks

[FreshBooks](#) is a leading cloud-based SaaS accounting software designed with one goal: to help small business owners grow. We reached [unicorn status](#) after raising our valuation to more than \$1 billion and continue to scale our business to serve business owners, their clients, and accountants in more than 160 countries worldwide. FreshBookers are found all over the globe, and our goal is to create connection as a human-first workplace. Our teams have adopted different working environments based on how they collaborate best. Some are fully remote and others are truly hybrid - it all comes down to what's best for the team and for everyone FreshBooks builds for.

The Opportunity – SEO Specialist

As an SEO Specialist at FreshBooks, you will report directly to the Senior SEO Manager. Your passion lies in spearheading initiatives aimed at driving organic growth. In this role, you collaborate closely with Acquisition Managers, Writers, Designers, and Analysts while also managing essential vendor relationships to achieve business objectives. You have excellent collaboration and communication skills, coupled with a fearless attitude to help you overcome challenges.

NOTE: This role can be worked **remotely** from the above location.

What You'll Do as a SEO Specialist

- Build the SEO roadmap with a list of projects, budgeting and forecasted impact on customer acquisition/revenue.
- Coordinate, test, launch, and report on SEO projects.
- Remain current with SEO best practices and build projects and workflows accordingly.
- Conduct keyword research, aggregate keywords by intent, and write detailed content briefs.
- Provide meaningful insights and trends that will help inform the content projects we take on.
- Track and report on key value metrics to drive optimization decisions.
- Proactively identify opportunities for improvement.
- Manage vendor relationships and budgeting as it relates to your role.

What You'll Bring to the Role

- 2-3 years of demonstrated experience with launching, managing and optimizing SEO projects for mid to large websites (500K-1M average monthly organic traffic.)
- Familiarity with leading third-party tools (Google Search Console, GA4, Looker, Screaming Frog, ContentKing, SEOTesting, Surfer, Keyword Insights) and emerging trends in the SEO world (including algorithm updates and latest marketing strategies)
- Experience working with WordPress and WPML.
- Experience managing international SEO across multiple markets.
- Experience launching tools & templates (E.g. Invoice Templates, Estimate Templates, Free Invoice Generator, VAT Calculator) as part of their organic acquisition efforts.
- Experience researching keywords for SEO and trends to guide content calendars, product roadmaps and product positioning.
- Exceptional communication skills, both written and verbal, coupled with strong critical thinking, analytical abilities, and keen attention to detail.

You'll Stand Out If You Bring Experience In

- Strong Excel/Google Sheets knowledge
- Knowledge of HTML, XML and basic Javascript
- Using automation to improve workflow efficiency for a range of SEO tasks.

Our Commitments to You

At FreshBooks each person knows their opinion is valued, and can see their impact on the lives of over 10 million small business owners around the world. Accelerate your career, work on projects you're passionate about, and work as a part of a collaborative team without ego! Here are some of the ways FreshBooks recognises and rewards our full time employees:

- **Comprehensive Health and Wellness Benefits.** Including retirement savings program or pension plan matched to your local office, stock options for every full time employee, generous time off, parental leave and new parent support, annual healthy living credit, comprehensive medical and dental benefits dependent on your region, and more.
- **Perks that Matter.** Including a Peer Recognition Program, an Employee Assistance Program, headphone credit, meaningful in-person gatherings to bring onsite and remote employees together, and more perks matched to your locale.
- **Working Environments to Help You Thrive.** Beautiful office spaces welcome you in Canada and Mexico, and those without access to a FreshBooks office receive a home office credit to set up your home office.
- **Supportive Peer Group, Mentors, and Leaders.** We care about each other across the organisation and have programs to support this so everyone feels a strong sense of belonging, and believes in collective impact.
- **Accelerated growth.** Comprehensive company onboarding, career development through continuous coaching, training, and learning on the job.

Closing

Even if your experience doesn't meet every bullet on the above lists, we'd love to learn more about you and why you think FreshBooks is the next step in your career.

FreshBooks is an equal opportunity employer. We do not discriminate based on gender, religion, race, mental disability, sexual orientation, age, or any other status. All applicants are considered based on their qualifications and merits. At FreshBooks, we inspire an environment of mutual respect and we believe diversity and inclusion are crucial to our success.

FreshBooks provides employment accommodation during the recruitment process. Should you require any accommodation, please indicate this on your application and we will work with you to meet your accessibility needs. For any questions, suggestions or required documents regarding accessibility in a different format, please contact us at phone 1-416-780-2700

and/or accessibility@freshbooks.com.

#LI-SR1 #LI-Remote

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
