



SEO Specialist (m/w)

We are looking for a competent person to manage SEO and marketing activities. You will be responsible for learning, and eventually implementing SEO practices such as link building, analyzing SEO trends, making data-driven proposals for new content, and managing organic search terms strategy, among others. Previous experience with SEO-related jobs is preferable, but is not essential, as we're focused on candidates willing to take in new knowledge.

Responsibilities:

Within GetByBus, you will be responsible for the following tasks:

- Optimizing copy & content of current landing pages
- Develop & implement link building strategy
- Research & analyze competitors and their SEO strategy
- Research & implement various SEO recommendations
- Recommend changes to site architecture, content, linking, and other SEO factors in order to improve website position on Google
- Measure website performance and traffic by using Google Analytics, Search Console, and other analytics tools
- Work with the DEV team to ensure best SEO practices are implemented on our platforms
- Staying up to date with the latest trends and practices in SEO

Requirements:

Basic knowledge of SEO concepts is mandatory, while previous experience with SEO and content marketing is **preferable**. We are primarily looking for a person who is **willing to learn about SEO**, with an *outside-of-the-box* way of thinking.

Apart from that, the following requirements are mandatory:

- Basic knowledge and experience using marketing tools
- Working knowledge of GSuite tools
- Excellent Excel skills
- Excellent knowledge of English, as it is our primary language of communication

- Collaborative spirit with the ability to work independently (after some time)
- Good communication and presentation skills
- Good time management and organizational skills

Why work at GetByBus?

GetByBus is perfect for people who want to work in a multicultural environment and enjoy their day-to-day duties backed up by a casual working atmosphere. Supportive colleagues, opportunities to exchange knowledge, and an endless amount of coffee are all included.

Interested? Send us a mail at jobs@getbybus.com