

SEO Specialist

Location:	Cape Town
Remote work:	Only remote work
Job level:	Mid
Type:	Permanent
Reference:	#SEO_Spec_Apr24
Company:	CleverClicks

Are you an SEO specialist who wants to evolve into an in-demand SEO manager with a portfolio of international clients? Are you passionate about data analysis and excited to see your efforts translate into improved rankings, traffic, and conversions?

Do you want to work for an agency that prioritises your well-being, and gives you flexibility on how you structure your day? Well, we may have just the position for you.

We're looking for someone to join our SEO team. The position is fully remote, with flexible hours, but operating mainly on South African business hours.

Your responsibilities will include:

- **On-page optimisation:** Audit and optimise client websites for local and organic search relevance. Implement best practices for metadata, headers, schema markup, content, contextual internal linking and all other relevant onpage factors.
- **Link building:** Build high-quality backlinks from relevant industry-specific websites.
- **Local citations and listings management:** Claim, verify, and optimise local business listings across Google My Business, Bing Places, Yelp, and other key online and industry-specific directories. Ensure consistency of NAP (Name, Address, Phone) across all citation platforms.
- **Local search strategies and competitor analysis:** Research and implement local SEO best practices, including Google Maps optimisation, local keyword research, and local pack ranking strategies. Conduct regular competitor analysis to identify opportunities and stay ahead of the curve.
- **Technical SEO:** Understand the technical aspects of SEO that impact search visibility, including mobile responsiveness, Core Web Vitals, and website architecture. Work with developers to identify and resolve technical issues.
- **Reporting:** Generate detailed performance reports showing a deep understanding of SEO tools and platforms such as Google Search Console, Google Analytics, and SEMRush to provide useful insights (and not just write paragraphs of meaningless performance metrics).
- Stay abreast of search engine guidelines, industry trends, all search engine algorithm updates, and online behaviour and trends

Core super powers:

- Minimum of 2-3 years dedicated SEO experience.
- You live and breathe Google Analytics and Google Search Console.
- You have a natural ability to follow an agreed process and get a kick out of completing tasks with high attention to detail.
- You enjoy presenting to clients and are great at writing succinct emails about complex matters that clients can

understand.

Bonus powers:

- A working knowledge of SEMrush, Screaming Frog, Google Tag Manager and HTML code.
- You are super curious about AI, and have already experimented with various AI tools to produce higher quality work and create work efficiencies. You are champing at the bit to learn more!
- Degree or diploma in marketing

Why CleverClicks? (let's talk "job perks"):

Life as one of us is pretty darn special. We are the best company you'll ever work for. Think that's a bold claim? **Check this out:**

- We don't like 9am - 5pm jobs. So you will be free to structure your day around your other passions – boxing session at 11am... or yoga at 3pm... no problem. Think flexi-hours on a whole new level.
- You will have huge flexibility in where and when you work. We work predominantly within South African business hours.
- Senior team members receive quarterly bonuses based on personal and company performance.
- Our team is tight-knit and caring. We love working together. As a team, we are purposeful in who we hire and, as a result, everyone you end up working with will be fun, super-talented, honest, driven, confident, passionate and just a little bit quirky (sound like anyone you know?).
- The happiness of our team matters to us, and we're really forward-thinking when it comes to our work/life balance.
- We are all obsessed with learning and honing our razor-sharp skills. As part of the CleverClicks team, we'll dedicate a significant amount of time to upskilling you and making you better at what you love.
- We have sent team members to Boston/Vegas/Seattle/San Diego/London/Sydney and other great locations to attend conferences and visit clients. We also buy all the major marketing conference recordings for internal training (Mozcon, Pubcon, SMX, Inbound etc).
- You'll have access to pretty much any tool you need to get the job done.
- Your success will be measured by results achieved, not effort expended. In fact, if you can do a better job in less time, then power to you!

Company description:

CleverClicks is a fast-growing digital marketing agency with most of the team in South Africa. Our clients are international. Our 'outward' mission is to help small and medium-sized business owners live their entrepreneurial dreams. We do this by implementing clever marketing strategies with SEO, PPC and UX.

"Just as importantly, our 'inward' mission is for each of us to push ourselves into the next level of personal growth - whatever that may be for you. Making you more fulfilled, more valuable and ultimately, happier.

More will be revealed in the interview. We give you the flexibility to achieve the optimal work/life balance, allowing you to be productive while enjoying your life to the max. "

Apply now – trust us, this will be the best job you've ever had (but be prepared: previous candidates have described our recruitment process as "full-on". We don't take on a new member of the family lightly.)

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