



## **Piccolo Marketing Search Engine Optimization (SEO) Specialist**

Do you see yourself as an SEO guru, creative thinker, hard worker, and an eager learner? Do you geek out on websites, GSuite, reporting, and solving problems? Piccolo Marketing is a unique group of experts who handle all aspects of marketing, and we are looking for an SEO specialist in Nashville, TN, who will be responsible for optimizing our client's sites, providing reporting and insights on how to continue improving their rankings.

Piccolo Marketing is an outsourced marketing firm that works with small businesses. Piccolo seeks to assess where our clients are, where they are going, create a strategy on how they can get there, and then execute the plan for them. A Piccolo SEO Specialist provides SEO audits, site optimizations and reporting to our team.

### **WHAT YOU WILL DO**

- Keyword research & ranking analysis
- Provide technical SEO audits for prospective clients
- Manage client on-site SEO efforts for Wordpress, Squarespace and Wix sites (predominantly Wordpress) including:
  - Resolving non-200 error codes
  - Writing and implementing title tags, meta descriptions, and H1 tags
  - Optimizing alt text
  - Optimizing sitemaps
  - Optimizing robots.txt files
- Connect website to GSuite reporting & manage
- Pull reporting for clients including from Google Analytics, Google Search Console, and Google My Business
- Provide SEO insights and recommendations
- Communicate with client's account manager to determine client needs
- Communicate directly with clients as needed

### **WHAT WE NEED YOU TO BRING**

- A computer, reliable internet access and phone
- Professional image and entrepreneurial spirit
- Positive attitude, high energy and team-oriented



- Strong interpersonal skills
- Strong, timely communication (verbal, written, and electronic)
- Strong time management skills
- Ability to exercise sound judgement required to plan, prioritize, and organize a significant workload with frequently changing priorities and activities
- Demonstrated assertiveness, with a strong sense of urgency
- Ability to handle confidential information with discretion
- Ability to maintain a professional demeanor at all times
- Ability to work effectively with executive management and the people who support them
- Ability to work independently, disciplined, self-motivated and results driven

#### PREFERRED QUALIFICATIONS/PLATFORM EXPERIENCE

- **Moz Pro or similar keyword research tools**
- **Brightlocal or similar ranking tools**
- **GSuite with an emphasis in Google Analytics, Google Search Console, and Google My Business**
- **Screaming Frog**
- **Wordpress**
- **Squarespace**
- **Wix**
- **Basic HTML knowledge**

If you read to the end of this job description and you're saying, "YES THIS IS ME!!!", then we look forward to talking with you.

#### OPERATIONS UNDER COVID-19

The onset of COVID-19 caused Piccolo to reassess our growth and trajectory for 2020 and 2021, but with careful management of resources we have continued to expand. The company remains on sound financial footing, and has continued to grow at a sustainable rate throughout 2020.



We have been a remote workplace since our inception in 2014 with limited in person meetings. In March of 2020, we quickly transitioned to a 100% work-from-home stance in response to the threat from COVID-19. We will continue to work in a 100% remote environment until further notice.

As the threat to public health from COVID-19 declines, we will evaluate our return to in person meetings as needed.