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Local SEO Expert

Description

Frontier Marketing is seeking a motivated, detail-oriented person to join our digital marketing team as a Local SEO Expert. We are looking for a self-starter to work directly on our Google Ads and Microsoft Ads accounts. As a Local SEO Expert, your job duties involve managing, optimizing and growing our Ads accounts and in turn the business for our clients. You'll also be coordinating with our account management team and our funnel creation team to ensure maximum performance of accounts.

Responsibilities

- Setup & optimization of Google Business Profile in single and multi-location environments
- ORM – online reputation management
- Citations optimization
- On-page optimization for keywords and user experience
- Pull/create reports from various systems
- Meet with clients to review results
- Competitive analysis
- Create recommendations for client based on performance

Qualifications

Qualifications/Requirements

- Minimum 3+ years of managing Local SEO as your primary daily function
- Experience with tools such as BrightLocal, GatherUp, Google Analytics, Tag Manager, Looker Studio & more
- Excellent written, verbal, and interpersonal communication skills
- Well-organized, detail-oriented problem-solver
- A deep understanding of project-management apps, call tracking systems, WordPress, and Google Analytics. Able to learn new technologies and systems as the need arises.
- Team player: You enjoy collaborating with stakeholders, staff, & outside contributors

Job Benefits

Frontier Marketing provides an array of benefits, including:

- Generous PTO
- Healthcare
- Retirement with company match
- Training & more

Why Frontier? Our Culture

Hiring organization

Frontier Marketing

Employment Type

Full-time, Part-time, Contractor

Beginning of employment

Immediately

Duration of employment

Indefinitely

Industry

Digital Marketing

Job Location

Remote work from: USA; Canada

Working Hours

8:30 – 5:30 with flexibility

Date posted

November 27, 2023

Valid through

27.12.2023

At Frontier Marketing, we live and die by our core values. They are:

- **Be transparent** – We strive to give clients the complete picture of their accounts...the good and the bad. We always think of clients first.
- **Continuously improve** – We are always looking to improve in everything we do. Once we achieve a goal, we set another one!
- **Treat others like you want to be treated** – We treat our clients like we are spending our own money, and we treat team members and partners as good as we treat ourselves.

We love what we do at Frontier. We are looking for candidates who are passionate about growing professionally and applying their expertise to support the success of our clients and our company.

Frontier Marketing is a creative digital advertising company located in Flower Mound, Texas. We're a team of curious and passionate people focused on results by curating marketing solutions that target, capture, and convert the hottest prospects for our clients. Finding out what motivates prospects is what motivates us. We consider ourselves members of each client's team, responsible for achieving or exceeding sales objectives. We believe that when it comes to marketing, nothing matters except results. We strive to exceed our clients' expectations.