



Paramount
Digital

Job Description

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Job Role

Technical SEO

Salary Band: £30,000.00 to £35,000.00

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Technical SEO

Role Overview

As an Technical SEO, you will be responsible for identifying, understanding, scheduling and fixing technical issues related to SEO, either directly or alongside SEO Specialists and SEO Developers, to deliver positive results for the client. Initially reporting to the Head of SEO, you will take a hands-on approach to project performance by auditing, fixing and enhancing the SEO capabilities of client websites.

Depending on the the project's budget and unique requirements, you will either lead the overall strategy or work as part of a wider team. Therefore, strong client communication skills are a requirement, especially for explaining complex issues.

Key Responsibilities

- Conduct in-depth technical audits, action audit points directly or with the assistance of SEO Specialists, SEO Developers etc.
- Plan and oversee platform migrations, domain migrations and other complicated, high-risk SEO projects with impact assessments.
- Work on different campaign types including lead gen and ecommerce.
- Collaborate with other departments, including Content, UX, and PPC teams, ensuring SEO alignment within broader campaigns.
- Help to present strategies and performance reports to clients.
- Mentor SEO Specialists and assist in training initiatives.
- Drive innovation by testing new tools, methodologies, and automation.
- Be highly proficient in all aspects of technical SEO and advanced optimisation techniques, including programmatic SEO.
- Measure success through organic traffic growth, search rankings, ROI, and client retention.
- Support other roles by providing expertise and guidance.
- Be responsible for client retention, relationship building, and measurable results.
- Assist in pre-deal analysis, pitching new clients, and on-boarding.
- Oversee quality standards across project work.
- Bring industry experience and best practices into the team

Ongoing Objectives

- You have strong working relationships with your internal colleagues and support more junior members from an SEO perspective.
- Take ownership of Technical SEO tasks, ensuring they are delivered effectively and on time.
- Experienced with SEO tools and process, and always on the look out to improve quality and efficiency
- Demonstrate a proactive approach to learning new SEO strategies and applying to clients and communicating this to the wider team.
- Contribute measurable results to client campaigns, including improved rankings, organic traffic growth, and increased conversions.
- Develop positive relationships with high paying clients by delivering high-quality work and maintaining professional communication.
- Continuously refine skills and knowledge through training opportunities and independent research.
- Collaborate effectively within the SEO team and across departments, supporting the delivery of integrated digital strategies.

Success Metrics

Your success will be measured by:

- Organic traffic growth
- Improvements in search rankings
- Completing tasks within the hours allocated
- Client satisfaction and retention

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About You

We are looking for a Technical SEO with:

- **Experience:** 3+ years of hands-on Technical SEO experience, with demonstrated expertise in identifying problems and resolving them.
- **Technical Skills:** Advanced knowledge of internal linking structure, schema markup, site and domain migrations, Core Web Vitals, backlink profiling, crawling and indexing.
- **Problem-Solving Ability:** A proactive mindset with the ability to troubleshoot issues and implement effective solutions.
- **Initiative:** Capable of operating independently, identifying opportunities, and driving projects forward with minimal guidance.
- **Soft Skills:** Strong communication skills and the ability to work at a high level in a fast-paced environment.
- **Tools Proficiency:** Working knowledge of:
 - Google Analytics 4 (GA4)
 - Google Tag Manager (GTM)
 - Google Search Console (GSC)
 - Bing Webmaster Tools
 - IndexNow
 - Screaming Frog
 - Ahrefs
 - Majestic
 - KWFinder
 - Wincher
 - Monday.com
 - ...and similar tools
- **Soft Skills:**
 - Strong attention to detail.
 - Eagerness to learn and grow within the SEO field.
 - Teamwork and collaboration skills.
 - Passion for digital marketing and a proactive attitude toward improvement.