

<https://rankhigheronline.com/job/local-seo-specialist-los-angeles-ca/>

## Local SEO Specialist – Los Angeles, CA

### Description

Job Title: Online SEO Specialist

Location: Work from Home

Job Type: Freelance (choose as applicable)

Company: Rank Higher Online

About Us:

Rank Higher Online is a leading digital marketing agency specializing in SEO and online visibility strategies. Our mission is to help businesses of all sizes boost their online presence, drive organic traffic, and achieve higher rankings in search engine results. With a team of dedicated experts, we are committed to delivering exceptional results for our clients by staying at the forefront of search engine optimization trends and technologies.

Job Description:

Overview:

We are seeking a highly motivated and experienced Telecommute SEO Specialist to join our team. In this role, you will be responsible for optimizing our online content and boosting our client's search engine rankings. The ideal candidate should have a deep understanding of SEO best practices, keyword research, and analytics.

Key Responsibilities:

**Keyword Research:** Conduct comprehensive keyword research to identify target keywords and phrases relevant to our industry and target audience.

**On-Page Optimization:** Optimize website content, including meta tags, headings, and images, to improve search engine rankings.

**Off-Page Optimization:** Build high-quality backlinks through link-building strategies, guest posting, and outreach to increase domain authority.

**Content Strategy:** Collaborate with the content team to create SEO-friendly content that aligns with keyword research and best practices.

**Technical SEO:** Monitor and improve website performance, including site speed, mobile-friendliness, and overall user experience.

**SEO Audits:** Conduct routine SEO audits to identify issues and opportunities for improvement.

**Analytics:** Track and examine website traffic, rankings, and other SEO metrics to

### Hiring organization

Rank Higher Online

### Employment Type

Full-time

### Job Location

Los Angeles, California

Remote work from: USA

### Base Salary

\$ 85,000 - \$ 130,000

### Date posted

January 11, 2024

measure the success of SEO strategies and make data-driven recommendations.

Stay Updated: Stay up-to-date with industry trends and algorithm changes to ensure our SEO strategies remain successful.

Qualifications:

Demonstrated track record as an SEO Specialist or in a similar role.

Proficiency in SEO tools such as Google Analytics, Google Search Console, and SEO keyword research tools.

In-depth knowledge of both on-page and off-page SEO strategies.

Knowledge of HTML, CSS, and website structure.  
Excellent written and verbal communication skills.

Self-motivated and able to work independently in a remote environment.

Bachelor's degree in Marketing, Communications, or a related field (preferred but not mandatory).

How to Apply:

If you are passionate about SEO and ready to take your career to the next level, click the button below to apply: