



Job Title: SEO Analyst

Who is Acadia?

Acadia Lead Management Services is a Dayton, Ohio based B2B firm that identifies markets, isolates prospective clients and increases sales opportunities for our clients. We are a Women Business Enterprise (WBE) certified company. Our clients include large enterprise organizations, as well as small and mid-sized companies.

Who is Acadia Looking For?

Acadia is looking for candidates to join our Marketing Services team. We are seeking results driven and energetic search marketers to join us. In this full time, fast-paced agency-style role, you will serve as an SEO Analyst and organic traffic generation expert for manufacturing businesses both large and small. Through our partnership with Hubspot®, tracking with Google Analytics, Ahrefs, Moz and other tools, and your analytical skills, you can achieve all the goals set before you.

Acadia is looking for candidates with the following skills:

- Minimum 1 year of experience in digital marketing and/or search marketing
- Deep knowledge and understanding of the latest shifts and requirements in SEO
- Proficient in Google Analytics, Google Tag Manager and Webmaster tools
- Experience working with content management systems (CMS) such as WordPress, Magento, or Hubspot is beneficial
- Experience targeting specific goals, focused metrics and KPIs when setting SEO strategy
- Knowledge of Ahrefs and SEMrush is advantageous
- Knowledge of PPC campaign management is a strong plus, but not required
- Some experience working directly with customers
- Ability to manage multiple tasks in a fast paced environment

Some of your responsibilities would include:

- Communicate SEO strategy, report on organic website performance, and be the day-to-day contact for any client related SEO questions
- Evaluate existing websites and document adjustments to bring up to usability and SEO best practices
- Research keyword phrases to identify most beneficial opportunities for targeting
- Daily SEO monitoring of client websites
- Deploy tactics to execute on SEO strategy
- Track all keyword phrases and website pages to allow for analysis of trends in traffic and exposure
- Stay up to date on latest algorithm updates, industry trends, and news

Acadia Lead Management Services

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Additional Information:

- Full time (8:00am-5:00pm), salaried position
- Report to Operations Manager
- Benefits include IRA, PTO, medical and life insurance
- Weekdays only; Summer Fridays
- Work in a nice office environment in downtown Dayton, OH
- Paid Parking
- Fun, dynamic company culture

Apply:

- Please send your resume with cover letter to: careers@acadialms.com
- Please enter SEO Analyst in the subject