



Technical SEO Manager in New York, NY

Summary

We are looking for a Technical SEO Manager to contribute to and support our operations in the US. As a successful European consultancy, we are seeking a manager to help grow new accounts and support our already established client base in North America.

We are looking for a Technical SEO Manager with:

- Technical SEO Knowledge and work experience
- An analytical, data-driven approach to problem-solving
- A flexible, collaborative, and candid approach to working with the rest of the organization
- Excellent communication skills with clients and with your team members

Key Responsibilities

- Utilize your analytical, online marketing and presentational skills; provide data insights that enable our clients to grow rankings, traffic and conversions and ultimately expand and scale their business. Responsibilities include:
 - Create detailed technical audits, guides, and presentations for clients as well as support the knowledge growth of your internal team.
 - Back all SEO strategies with data to ensure the success of projects
 - Contribute to the development of Technical SEO strategies regarding crawlability, indexing, page structure, duplicate content, keyword and content optimization, organic link building for clients
 - Ensure technical prerequisites for constructive SEO measures
 - Provide monthly/ad hoc reporting of SEO impact and results; translate SEO results into business and client language (ROI, sales, revenue, etc); proactively provide analytics and key findings for team and client
 - Create presentations to best communicate data insights and strategies to clients on all levels (from CEO to Content Specialists); keep clients engaged and informed by communicating progress, performance and next steps
 - Organize, structure and prepare Improve SEO Workshops together with the team; ensure all participants walk away with tangible results and actionable follow-ups
- Work with industry leading SEO and Digital Growth experts at Improve; play an active role in the Engagement Team and help drive results that matter
- Clearly and comprehensively communicate (email, video calls, in-person meetings) technical requirements and issues to clients in various roles (from Junior level developers to CEOs)



- Ensure high-quality standards as well as timely delivery of all tasks; we aim to be as professional as McKinsey with a Google-like culture
- Work with an international, multicultural team around the world and ensure smooth collaboration and leadership on a variety of projects and industries from Fortune 50 companies to startups
- Learn from smart people in international, challenging companies with major brands such as Red Bull, Volkswagen, NBC Universal or American Express

Skills & Qualifications

- BA degree from top-tier school, ideally in business, computer science or a related field
- SEO experience, particularly within technical SEO. Preferred:
 - Knowledge of SEO Tools such as Sistrix, Ahrefs, and Majestic
 - Knowledge of Google tools such as Google Analytics and Google Webmaster Tools
 - Extensive experience with MS Excel
 - Ability to analyze and interpret large amounts of data
- Improve works with industry leaders who know the growth space in and out - first class analytical skills are required in order to master growth; identify and seize digital opportunity
- Project and time management skills; ability to juggle multiple responsibilities in a fast-paced, results-oriented environment.
- Native English required; additional language preferred
- A “can-do” attitude and commitment to meeting and exceeding client expectations
- Dynamic and engaging personality with a hands-on mentality and a passion for leading clients to success
- International work and travel experience preferred

Location

New York Metro Area (highly preferred), flexible on permanent location for the right candidate

Company Summary

We are a boutique digital growth firm with the mission of becoming the first point of contact for digital challenges and the most trustworthy business in the industry. Our Engagement Teams facilitate digital growth with more than 200 projects worldwide - from Fortune 50 companies such as P&G to high-growth startups as Thumbtack.

We work with passion and a commitment to our shared values. It is our joint task to make it possible for people to find useful and relevant information that inspires, broadens their horizons and adds value to their daily lives.



Our teams go above and beyond to get things done. With projects in more than 60 countries, it sometimes means traveling halfway around the world and diving into different languages, countries, and cultures - from Sydney to Singapore, from Buenos Aires to Barcelona.

A small, highly skilled, diverse and international team of 50+ professionals makes this possible. Our team members are native speakers of English, German, Spanish, Russian, Italian, Portuguese, French, Hungarian, Polish and Swedish. Our backgrounds are as diverse as Google Engineers, PWC Consultants, CEOs of billion-Dollar-companies, Rocket Internet growth hackers and Investment Bankers. Our team is based in New York, Vienna and Madrid.

Founded in 2009, we are highly successful in Europe. Due to high demand, we are now expanding to the United States.

Benefits

- This is a rare opportunity to join a successful company and build a rocket ship in the US together with the firm's global resources
- Opportunity to develop new business models for Improve
- Work on the most exciting digital projects - from Penalty Removals to 10x growth strategies to transforming traditional businesses.
- Access to unique Google and SEO insights
- SEO drives up to 70% of the revenue for many of our clients - learn how to use SEO as a business growth tactic
- 20 days paid time off per year in addition to public holidays
- 401k Plan
- Comprehensive Health insurance paid by the company
- Flexible working hours
- Relocation assistance (if necessary)
- 5 sick days