

## Springbok – SEO Expert | Ghent | 39h

### Who are we looking for?

We're seeking an enthusiastic SEO expert with a deep understanding of SEO best practices and a knack for solving complex SEO problems. Does your heart race when you fire up Screaming Frog or when you're tasked with auditing a website? Don't wait any longer - apply now and be part of our powerhouse team!

### Your job in a nutshell

As an SEO expert, you're capable of not only increasing the visibility and discoverability of our clients in search engines but also developing in-depth analyses and strategies that elevate their digital presence to the next level. You work closely with a team of digital strategists and content creators to ensure that every data and SEO effort perfectly aligns with the digital strategy and business objectives of our clients.

As an SEO virtuoso, you'll turbocharge our clients' visibility in search engines and craft game-changing strategies that skyrocket their digital presence. Working in harmony with our digital maestros and content wizards, you'll ensure every data-driven SEO move aligns perfectly with our clients' digital ambitions and business goals.

### What you'll do

- You manage your own client portfolio, for which you are responsible as an SEO specialist. This includes both one-off projects (such as website launches) and ongoing projects where you provide continuous support to the client in terms of SEO, analytics, or digital marketing, both on a strategic and operational level.
- You conduct SEO and analytics-related workshops and training sessions (both for clients and internally for developers). You will process information from the sales team and support them as needed on SEO-related topics.
- You thoroughly analyze websites using various tools, crawlability, structured data, and Core Web Vitals hold no secrets for you. You devise and plan effective link-building strategies to enhance the authority and visibility of our websites.
- You use GA4 (or alternate web analytics tool) and Google Search Console to monitor and report on performance. Experience with crawlers like Screaming Frog and industry standard tools like Ahrefs or Semrush is a must.
- You identify the matters important to the client in terms of SEO and analytics, considering low effort/high impact. You clearly write out SEO and tracking requirements to be addressed during the development of new websites.
- You navigate the 'new search' landscape. You understand that SEO is evolving beyond traditional search engines. You actively follow the newest updates around AI overviews, generative search engines, and AI-assisted search. You proactively research how these shifts impact our clients and you are eager to experiment with these new optimization tactics.

### Your (growing) skillset

- This is not your first rodeo. We're looking for someone **who has at least 3-4 years of experience** in digital marketing.
- You have experience in **SEO, content strategy** as well as **marketing analytics** (Looker studio, GA4)
- **Multitasking doesn't frighten you, as you're working on various projects for a number of strategic accounts.**

- You have a **proactive and customer-oriented mindset**, since we believe in the added value of really being the client's marketing team +1.
- You are a **helper by nature**. You support your colleagues in finding answers to SEO questions and are happy to provide training if necessary.

You feel the drive to **stay on top of novelties** within your domain and enjoy sharing your knowledge with the team through the bi-weekly online marketing labs.

Apart from your skillset, we are also looking for a real cultural fit. We are human-centred, team-oriented and growth-driven. It's simply in our DNA. Each of us has a vibrant personality - each in our own way.

#### **Your gains**

- You get a market-competitive salary, supplemented with interesting fringe benefits (meal vouchers, eco vouchers, hospitalisation insurance (Alan), a phone subscription, a Mac with internet allowance, unlimited access to water/coffee/tea/fresh fruit and soup on Thursdays, etc.).
- You have your own training budget and we organise company-wide training frequently.
- You have flexible working hours and the possibility to work from home.
- You have a 39-hour workweek, which gives you an extra 6 off work days, on top of the legal 20 holidays.
- We provide great and fun working conditions - just scroll through our social media.

You'll grow beyond your day-to-day experience. We provide the opportunity for peer coaching and personalised education plans. Daily learning opportunities will be within reach as well as the opportunity to attend events and conferences of your choice.

Sounds interesting (even though you can't tick off all the boxes)? Well, send us your resume and convince us why we should pick *you*.

PS: Would you like to discuss the vacancy before actually applying?

Feel free to send a. He will be happy to provide more information!

For this vacancy you can work from Ghent.

<https://springbokagency.com>