



## SEO Consultant

**Location:** Manchester

**Reports To:** Content Marketing Manager

### Role Purpose:

- The purpose of the role is to be responsible and accountable for the SEO performance of the Kaplan website and sub-domains both pre and post migration from a technical SEO perspective and organic search visibility perspective.
- To audit current technical SEO health of Kaplan websites and recommend a roadmap for improvement and monitoring moving forwards.
- To implement SEO reporting and champion best practice within Marketing and across the business.

### Responsibilities:

#### *Technical SEO:*

- Review 301 redirection strategies for upcoming website migrations
- Review site structure and information architecture - provide recommendations on URL folder structure, internal linking strategy and navigation
- Audit back link profile and current disavow file - provide recommendations for optimisation
- Audit server log files to analyse for wasted crawl budget and any accessibility issues and provide recommendations to optimise
- Audit Google Search Console account for any coverage, blocked resources or URL parameter issues and provide recommendations for optimisation
- Review website schema implementation - provide recommendations for any existing schema optimisation or new schema implementation to benefit organic performance
- Review page load speed performance and benchmark vs key industry competitors - provide technical recommendations to improve load speed
- Review canonical tags across website and make any recommendations for optimisation
- Review of meta tags across website and make any recommendations for optimisation
- Review website content for potential duplicate content or similar content conflicts which could hamper organic performance and make recommendations on how to resolve
- Review website keyword targeting strategy and provide any recommendations for optimisation as well as missed opportunities that key competitors may be ranking on
- Review robots.txt file and provide any recommendations for optimisation
- Review website for any broken links and recommend fixes



## **FINANCIAL**

- Review mobile usability and provide any recommendations to optimise performance

### ***SEO Reporting:***

- Review Google Analytics account and set up dashboard for future SEO channel performance monitoring
- Review Google Tag Manager account and provide any recommendations to optimise
- Set up search engine rankings tracking and set up search visibility reporting
- Create website page speed benchmark report and provide regular recommendations
- Create weekly broken link audit and recommendations list
- Maintain all Google Search Console accounts and ensure they are connected to their respective Google Analytics accounts to support dashboard data analysis
- Set up quarterly technical audit covering page speed, mobile and technical elements

### ***Relationships:***

- A key member of the content marketing team working across Digital, Design and Insights to champion SEO best practice and technical expertise to future proof web design and development.
- Build relationship with IT team to ensure server level technical improvements can be made to benefit site / ranking performance

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### **Person Specification & Competencies:**

#### **Technical Experience & Capabilities:**

- Background in a SEO Manager or Technical SEO role
- Experience in undertaking SEO audits, recommending technical SEO improvements
- Experience utilising Google Analytics, Google Search Console and Google Tag Manager
- Experience building SEO reports and monitoring technical SEO site health
- Highly organised, with exceptional attention to detail
- Excellent written and verbal communication skills
- At least 5 years marketing experience in a similar role
- Results and measurement focused
- Hands on approach and self-motivated
- Positive can do attitude



**Key relevant Competencies:**

**A. Communication**

- Articulates a clear and compelling message
- Uses business communication skills and etiquette
- Influences, persuades and negotiates effectively
- Communicates assertively and with confidence
- Facilitates effective meetings

**B. Problem Solving and Execution**

- Plans and executes projects effectively
- Establishes standards and measurements
- Sets priorities
- Manages risks
- Holds self accountable for problems in own area of control

**C. Customer Focus**

- Assumes responsibility for solving customer problems
- Builds customer confidence
- Is committed to increasing customer satisfaction
- Is responsive to internal customers
- Solicits ideas and opinions from customers

**D. Results Focus**

- Accepts accountability
- Overcomes obstacles
- Prioritises tasks
- Sets challenging goals
- Targets and achieves results

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