**SEO Manager**

As the SEO Manager, you will be responsible for developing and implementing effective search engine optimization strategies to improve the online visibility and organic rankings of our gaming products and websites. Your role will be pivotal in driving organic traffic, enhancing user engagement, and increasing conversions.

**Main Responsibilities:**

* Develop and execute comprehensive SEO strategies to increase organic search visibility and rankings for our gaming products.
* Complete SEO deliverables, including keyword research, keyword mapping, content optimization, and blog/landing page creation.
* Conduct on-page optimization, including meta tags, headers, URLs, and content optimization, to improve search engine rankings.
* Collaborate with content creators and developers to ensure SEO best practices are integrated into website design and content creation processes.
* Monitor and analyze website performance using SEO tools and platforms, such as Google Analytics and Search Console, to identify areas of improvement.
* Stay up-to-date with the latest SEO trends, algorithms, and industry developments, and apply that knowledge to drive continuous optimization efforts.
* Collaborate closely with the SEO manager to ensure the successful performance of our in-house products.
* Work with various teams, such as copywriters and link builders, to develop engaging content in different formats, including infographics, quizzes, on-page content, and blog.
* Conduct regular competitor analysis to identify opportunities for improvement and stay ahead in the highly competitive gaming industry.
* Monitor and optimize website performance, including site speed, crawl ability, and mobile-friendliness, to improve user experience and search engine rankings.
* Collaborate with marketing and cross-functional teams to ensure SEO objectives are aligned with broader marketing strategies and initiatives.
* Generate regular reports and presentations to communicate SEO performance, insights, and recommendations to key stakeholders.

**Requirements**

* Demonstrated experience in key elements of SEO strategy, including Keyword research and On-page optimization
* Familiarity with technical SEO
* Ability to gather data from sources such as Google Analytics, Google Search Console, Google Data Studio, and third-party tools like SEMRush, Majestic SEO, Screaming Frog, and Ahrefs.
* Demonstrated experience in content management systems (CMS) and website development platforms, including WordPress and HTML/CSS.
* Strong research and problem-solving skills.

Preferred, but not required:

* Experience with black-hat SEO methods and cases in the Gambling and Betting niches in the U.S. will be a plus.
* Experience working with large websites containing over 100,000 pages.
* Google Analytics IQ.

**Benefits**

* Medical and Health Benefits

We provide our employees with medical benefits, including dental, vision, prescription coverage, medical coverage, and health benefits.

* Compensation

We offer competitive salaries and annual bonuses based on individual performance and over achievement, as well as on the company's results. The company has an Employee Stock Option Plan (ESOP) for qualifying employees after one year in the company.