

## **Job Title: Freelance SEO Lead**

**Location:** Remote (Miami-based company)

**Company:** Creative Designs Inc.

**About Us:** Creative Designs Inc. is a dynamic and innovative graphic design company based in the heart of Miami. We specialize in delivering top-notch design solutions for a wide range of clients, from startups to established businesses. Our mission is to blend creativity with functionality, providing our clients with exceptional design services that elevate their brands.

**Job Description:** We are seeking a talented and experienced Freelance SEO Lead to join our team on a project basis via Upwork. As the SEO Lead, you will be responsible for developing and implementing effective SEO strategies to drive organic traffic, improve search engine rankings, and enhance our online presence. You will work closely with our content creators, designers, and marketing team to ensure our digital content is optimized for search engines and aligned with our brand's objectives.

### **Key Responsibilities:**

- Conduct comprehensive keyword research to identify opportunities for content creation and optimization.
- Develop and execute on-page and off-page SEO strategies to improve website visibility and rankings.
- Collaborate with the content team to create high-quality, SEO-friendly content that engages our target audience.
- Optimize existing content for search engines, including meta tags, headers, and keyword placement.
- Implement link-building strategies to acquire high-quality backlinks from relevant and authoritative websites.
- Monitor and analyze website performance using SEO tools and analytics to identify areas for improvement.
- Stay up-to-date with the latest SEO trends, algorithm updates, and best practices to ensure our strategies remain effective.
- Conduct regular SEO audits and provide actionable recommendations to improve website performance.
- Collaborate with the web development team to ensure SEO best practices are implemented in website design and development.
- Create and present regular reports on SEO performance, highlighting key metrics and insights.

### **Requirements:**

- Proven experience as an SEO Lead or similar role, preferably in a graphic design or creative industry.
- In-depth knowledge of SEO best practices, search engine algorithms, and ranking factors.

- Proficiency in using SEO tools such as Google Analytics, SEMrush, Ahrefs, Moz, etc.
- Strong analytical skills with the ability to interpret data and provide actionable insights.
- Excellent understanding of on-page and off-page SEO techniques.
- Experience with content management systems (CMS) and HTML/CSS.
- Strong communication and collaboration skills to work effectively with cross-functional teams.
- Detail-oriented with strong organizational and project management skills.
- Ability to stay current with industry trends and adapt strategies accordingly.

**Preferred Qualifications:**

- Bachelor's degree in Marketing, Communications, Information Technology, or a related field.
- Experience in the graphic design industry or a creative agency.
- Knowledge of local SEO strategies and practices.

**Benefits:**

- Competitive hourly rate or project-based compensation.
- Flexible working hours and remote work.
- Opportunities for ongoing projects and long-term collaboration.
- Collaborative and creative work environment.

**How to Apply:** Interested candidates are invited to submit their proposals via Upwork, including their resume, a cover letter detailing their SEO experience, and any relevant work samples or case studies. Please include "Freelance SEO Lead Application - [Your Name]" in the proposal title.