

SiteLock Needs A SEO Marketing Specialist

SiteLock is the Global Leader in business website security and is the **only** web security solution to offer complete, cloud-based website protection. We find and fix threats, prevent future attacks, accelerate website performance and meet PCI compliance standards for businesses of all sizes (basically like Batman if Gotham City was the internet). Our mission is to protect every website on the internet (yes, we know that's a colossal goal, but we are THAT good), that's why we need talented people like yourself to join our ever-growing team!

That's Nice, But What's The Job?

As the SEO Marketing Specialist, you will be responsible for executing on a strategy to achieve online leadership driving awareness, interest and purchase for SiteLock products and services. But more specifically...

- Be the internal owner and expert for SiteLock SEO
- Generate increased web traffic, rankings and direct revenue
- Meet traffic, new customer and ranking targets each month
- Collaborate with our agencies, internal content team, and internal product and engineering teams to craft an integrated SEO strategy
- Determine and implement a tracking system to measure performance down to the article level, and use this data to refine our strategy
- Run well-planned marketing tests and A/B test to optimize page experience and rankings
- Stay up-to-date with the latest technologies and trends in SEO
- Present and report results to the senior leadership team
- Analyze performance to optimize channels, content, and campaigns
- Work with the marketing team and cross-functional partners to ensure efforts are accurately reflected and implemented for best results and correct when not

What Are We Looking For?

- 2+ years of marketing experience, with a strong emphasis on SEO, demand generation and content creation
- Proven SEO results and up-to-date with the latest trends and best practices in SEO
- Solid understanding of traditional search, mobile search and optimization
- Understanding of technical SEO and website architecture with ability to execute
- Experience in industry tools like ScreamingFrog, Moz, Google Search Console, SEMRush, etc.
- Experience with website analytics tools (e.g, Google Analytics)
- Working knowledge of HTML, CSS, and JavaScript development as they apply to SEO
- Experience with Marketing Automation and CRM tools
- Ability to create and execute on ROI-driven marketing programs
- Program management skills, with high attention to detail
- Excellent written and oral communication skills; the ability to write original content
- Experience working with multiple priorities, and multiple projects at once

- Ability to balance, prioritize, and deliver excellent results under tight deadlines
- Collaborative, flexible, and open mindset

Nice To Haves

- Bachelor's degree in Marketing, Public Relations, Journalism or a related field

Anything else? Absolutely.

SiteLock was recently awarded the Best of Cool award for our great culture by BestCompaniesAZ and are one of the Best Places to Work as awarded by Arizona Business Journal. Essentially, we offer a relaxed, friendly, fun and upbeat environment since we work here too! SiteLock is also the Fastest Growing Software Company in Arizona two years in a row per Deloitte's Fast 500, and we aren't slowing down anytime soon!

So What About The Perks? Perks Matter.

- **Medical, Dental and Vision.** SiteLock pays a nice chunk of your premiums to keep the cost as low as possible for our employees.
- **15 days of PTO and 7 paid Holidays.** Because who doesn't love time off?
- **Benefits like 401(k), company paid life insurance, short and long-term disability.**
- **Casual Dress.** Come dressed in jeans (you'll fit right in with the rest of us).
- **Free Food.** Yeah, you heard that right! To make Mondays feel less like Monday, breakfast is provided and to make Fridays even better, lunch is catered in.
- **Game Room.** Gimme a break – no, not a Kit Kat ad but we do have a ping-pong table, shuffle board and PlayStation if you ever need a break in your day.
- **Wellness Program.** We want our employees to be the best versions of themselves. That's why we offer a Wellness Program that includes an in-house Fitness coach, back massages, allergy testing, biometric screenings and much more!
- **Growth opportunities.** When we grow... our people grow! Our plan is to double in size by 2021. In order to do that, we need to develop our team members and foster their knowledge in cyber security and business.