

## SEO Specialist Part-time

(Global logistics and trade)

*States (only) for remote work: We are based in MD and SC, but you can live in FL, NJ, PA, NY, NC, GA, or VA (9). Headquarters is Locust Point, Maryland (in Baltimore County).*

**Part-time: 10-18 hours per week, paid part-time (not an unpaid internship).**

**Shapiro's SEO Specialist** is a part-time, but integral member of Shapiro's marketing team. Responsibilities include bringing Shapiro's digital strategy to life, optimizing backend website & search health, and guiding the overall SEO strategy with the rest of the marketing team.

In a world facing new challenges, a nimble but steady ship is more important than ever. Is there a seat on our boat for you?

**Mains: Audit backlinks – remove the bad and build new links; Increase crawlability; monitor and ensure site HTTPS; maximize internal linking; max site performance (loading speeds, alt tags, & sitemap); and fix redirects. Bonus points if you have experience in CSS/HTML coding for a CMS like WordPress.**

Shapiro stands strong at 108-years old, but we're not your grandpa's shipping company. We have a track record of transparency, developing employees, and investing in our work technology. For all telecommuters, there will be required training in the office with occasional visits (but not road-warrior level).

Our Part-time SEOS will ensure our website content marches up the ranks in search engines, remove backlinks, and track visitor analytics while interacting with the Marketing Manager and Team.

### **Typical duties include:**

- Ensure all website content is optimized for search engines (SEO) to drive more traffic to pages.
- Track and analyze all website visitors and create regular analytics reports to show increases and decreases in traffic/conversions.
- Develop and execute KPIs to ensure SEO and website health.
- Optimize loading speeds and capacity of website.
- Monitor and audit website to remove dangerous backlinks.
- Increase healthy backlinks and referencing domains.
- Resolve any errors, warnings, or broken links on crawled pages.
- Performs other duties as assigned in the interest of a successful department, team and/or mission.
- Assist supervisor with overall SEO strategy and reporting.
- perspective.

## SKILLS

- Maintaining and optimizing digital properties for SEO.
- SEMRush or Similar SEO platform.
- Web Analytics tools.
- A/B testing for content targeting/personalization.
- Expertise in HTML, CSS, or Wordpress front-end development is a plus.
- Expertise with SEM (e.g., Google Ads).
- SEO tools like Yoast, Toast, DebugBear, & HubSpot.
- Strong computer skills: MS Office, Excel.
- Strong team service and training skills. Strong understanding of business goals and standards for customer service.
- Ability to think creatively and to reshuffle priorities as warranted; adaptable.
- Ability to effectively organize and manage multiple company initiatives and encourage coworkers to do the same.
- Ability to remain focused with strong attention to detail.
- Strong analytical, critical thinking and problem-solving abilities.

## EDUCATION AND EXPERIENCE

- 1+ years of hands-on experience as an SEO Specialist or other related position, including internships.
- Google Analytics Certifications.
- Bachelor's degree preferred or ongoing coursework in related subject.

## ABOUT SHAPIRO

Samuel Shapiro & Company, Inc., a third-generation family-owned business founded in 1915, provides creative and flexible logistics services. With worldwide strategic alliances, Shapiro is the supply chain partner that delivers customized, compliant, and reliable solutions to address its customer's specific import and export needs. Only Shapiro has an experienced and personable staff that truly cares and commits themselves to proactively achieving its customers' business goals.

Keywords: SEO, search engine optimization, part-time, webmaster, HTML, WordPress.

## CONTACT US!

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