



The UK's number one property website

Job Title:	SEO Executive
Reporting to:	SEO & Web Analytics Manager
Objective of Role:	<p>Based in the heart of Soho, you will be part of a team that carries out detailed user behaviour intelligence to enable effective website and search engine optimisation together with traffic management.</p> <p>The focus of the role will be to devise, define and implement off-site optimisation strategies as well as ensure the optimal on-site setup of both existing and new sections of the site.</p>
Key Responsibilities:	<p>This exciting role has a wide remit and includes the following key responsibilities:</p> <ul style="list-style-type: none"> • On-going SEO optimisation of Rightmove.co.uk core flow, including search engine accessibility, keyword research, internal link structure, etc. • Troubleshooting and fixing SEO issues that arise due to non-SEO-friendly code being released or due to changes in Google's processes/algorithm • To work as part of different marketing and development teams implementing website projects to ensure the realisation of the full SEO potential • To assist with the planning and execution of new SEO/Link Building initiatives, including management of the development process • To support and/or lead internal Link Building activities – Outreach (relationship building), Link Bait, other • To work with various web analytics tools to identify SEO/Link Building opportunities and report and the performance of the on-going activities • To work with external SEO/development agencies • To own and grow SEO within Rightmove
Key Working Relationships:	<ul style="list-style-type: none"> • Other member in SEO & Analytics team, in order to share knowledge and work together on conversion and traffic acquisition related activities.

	<ul style="list-style-type: none"> • A range of people from the business including senior management to provide web analysis and insight on our market position. • Developers, Business Analysts and Testers to ensure that the correct analytics requirements are being developed.
Requirements and skills:	<p>The following skills are essential:</p> <ul style="list-style-type: none"> • Extensive up-to-date knowledge of the on-site SEO factors • Understanding of the off-site SEO factors and broad hands-on experience in Link Building (Outreach, Link Bait, Article Marketing, Widgets/Badges, etc.) are critical • A strong interest in the web, coupled with in-depth technical knowledge of the web and how search engine spiders work (HTTP, HTML, JavaScript, etc.) • A good working knowledge of the SEO & analytics tools on the market • Highly numerate and analytical with advanced Excel skills • Hands-on experience of using web analytics packages • Excellent communication and writing skills • 2 years of SEO experience with a proven track record <p>The following skills are highly desirable:</p> <ul style="list-style-type: none"> • Working knowledge of automation of manual tasks and processes (macros, APIs, etc.) • Experience in fully owning and successfully delivering SEO projects, from an idea right through to implementation • Any copy writing experience would be an advantage
Personal Attributes	<p>We are looking for people who:</p> <ul style="list-style-type: none"> • Enjoy working with the latest web technologies, stay on top of new SEO developments and like trialling SEO & Analytics solutions. • Make a positive difference to everything they get involved in. • Are looking for a challenging role with the opportunity to grow. • Respect the views of others and strive to do the right thing. • Can work well as part of a team or can work independently under their own initiative.

	<ul style="list-style-type: none"> • Take ownership for their own actions and are committed to achieving their goal.
Qualifications:	2:1 Degree in a technical or business and marketing related degree.
<p>Company Information:</p> <p>Rightmove.co.uk is the biggest marketplace for all types of property to buy or rent in the UK. More than 90% of all UK Estate Agents choose to be members of Rightmove and advertise their properties on the UK's number one property website. That's well over 15,000 agents & developers from Land's End to John O' Groats which enables us to provided users with an unrivalled and outstanding choice of property.</p> <p>Rightmove receives over 30 million visits from active home movers every month, who viewed over 691 million pages of property in March 2011 alone. No other property website even comes close – Rightmove is the clear choice for members and home movers alike. Rightmove is also ranked in the Top 20 most popular websites in the UK ahead of well-known brands such as Wikipedia and Auto Trader.</p>	