



Search Engine Optimization Analyst – Boca Raton, Florida

Sensei, started in 2005, is a leading mHealth company creating innovative solutions for health and health benefits focused on improving outcomes and lowering costs. Sensei's is the agency of record for pregnancy.org a top rated pregnancy website built By Parents for Parents. With over 10 years of enriched content, pregnancy.org assists in one of the most important experiences in a woman's life. From getting pregnant to baby and beyond, pregnancy.org is a one stop resource for to be parents and moms & dads.

Sensei Inc. is looking for an enthusiastic Search Engine Optimization Analyst to join our team. Our team operates in a collaborative work environment, where we learn from each other and offer support to others proactively. Our ideal candidate will be able to execute an SEO strategy, stay on top of industry trends and collaborate on online marketing strategic discussions.

Responsibilities:

Candidates for this position will be expected to:

- Execute a full spectrum of SEO activities including keyword research, site audits, page- and site-level optimization, content optimization, link building, and competitive assessment
- Work with Marketing and Media team to scope/estimate SEO Strategies
- Monitor and analyze organic search engine website activity, traffic trends, SERP rankings through SEO campaign management tools (such as Google analytics, SEOMoz and others)
- Prepare executive-ready reporting of SEO campaign performance.
- Conceptualize and execute link building campaigns and research, identify and establish partnerships with authoritative websites for link building.
- Provide competitive analysis of top ranking competitor sites and ranking health of our sites.

Desired Skills & Experience

The ideal candidate will also possess:

- 3+ years of relevant SEO experience;
- Knowledge of HTML, JavaScript, FLASH, AJAX, and CSS as they relate to SEO;
- Substantial experience with the web development process
- Experience optimizing web copy for SEO using a keyword strategy
- Experience using SEO campaign management software (such as SEOMoz)
- A track record of successful SEO program execution in both B2B and B2C settings,
- Up-to-date understanding of organic search trends, including search engine algorithm changes, the latest tools and technologies.
- Excellent written and oral communication skills
- presentation, communication, analytical and problem-solving skills

If this sounds like you, we'd love to talk! Sensei offers competitive compensation, an outstanding benefit package, and an excellent work environment in South Florida. Please email your resume to careers@sensei.com.

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