Web Developer

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Company: Sagan

Location: Bogotá

Category: other-general

Job Title: Web Developer

Location: Remote (EST Timezone)

Working Schedule: Monday - Friday, 9am to 5pm EST

Role Overview:

We are seeking a detail-oriented Web Developer to enhance our client's digital presence, improve search rankings, and increase organic traffic.

As a Web Developer, you will be responsible for optimizing various aspects of clients' websites, ensuring compliance with SEO best practices, and achieving significant improvements in client visibility and traffic.

Key Responsibilities:

SEO Optimization:

Optimize title tags and meta descriptions to boost search visibility and click-through rates.

Ensure all website images have correct and relevant alt tags to enhance SEO and web accessibility.

Review and refine website architecture for improved indexing by Google and enhanced

user navigation.

Content Development:

Develop location-specific and service-specific webpages using WordPress, adhering to our established SOPs.

Analytics Setup:

Complete the configuration of Google Search Console and Google Analytics to track website performance and gather insights for optimization.

Performance Tracking:

Manage SEO projects from initiation to completion within predefined timelines to maximize client satisfaction.

Use project management tools such asto monitor deadlines and task statuses, ensuring efficient workflow and timely delivery.

Client Management:

Achieve measurable improvements in search rankings and Google Business profiles, leading to increased organic traffic and business growth for clients.

Continuously track performance metrics like keyword rankings, organic traffic, and engagement rates to gauge success and adjust strategies as needed.

Team Collaboration:

Participate in daily standups and weekly team meetings to align on tasks, set priorities, and contribute to the agency's strategic goals.

Maintain clear and effective communication, both written and verbal, with team members and clients.

Outcomes & KPIs:

Complete SEO tasks and website projects within the top 25% of benchmark times, allowing for complexity.

Show continuous monthly improvements in client rankings and organic traffic with significant gains within the first 6-12 months.

Qualifications:

Proven experience in SEO and web optimization.

Strong familiarity with WordPress (ability to create 100-300 pages per month), Google Analytics, and Google Search Console.

Proficient in using SEO tools and keyword research.

Excellent command of English, both written and spoken.

Ability to manage projects independently and meet tight deadlines.

Desired Skills:

Strong analytical skills and attention to detail.

Independent problem-solving skills and the ability to adapt to new challenges.

A proactive communicator regarding task statuses and challenges.

Nice-to-Haves:

Prior experience using for project management.

Experience in direct client interaction and needs assessment.

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Cross References and Citations:

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