

The Digital Property Group Job Vacancy Primelocation.com – Search Engine Optimisation (SEO) Analyst



Reporting to: Search Marketing Manager (Primelocation.com)
Hours: Full time. 9.00am to 5.30pm Monday to Friday
Department: Marketing (Primelocation.com)



The Company

The Digital Property Group, part of the Daily Mail General Trust, has been formed to unite four of the industry's leading property websites; Primelocation.com, FindaProperty.com, and FindaNewHome.com. We are also behind the property search channels for the MailOnline.co.uk and Northcliffe regional websites.

We have a combined unique audience of over 4 million monthly visitors and attract interest at all levels of the market – providing an essential element of any estate or letting agent's online marketing mix.

Primelocation.com is highly effective at reaching those older and more affluent house buyers and renters, while FindaProperty.com attracts those toward the beginning of the buying and ownership process, and is highly effective at reaching renters. Our leading portfolio of websites is supported by FindaNewHome.com, which covers the new homes market.

Role Purpose

We are looking to build on the existing success of Primelocation.com's natural search performance with the addition of an SEO expert to the Search Marketing team.

Reporting to the Search Marketing Manager, you will be responsible for implementing Primelocation's off-site and on-site SEO strategy, including link-building, online media relations, reputation management, content optimisation as well as the general monitoring of the Search Marketing performance.

Working client side means you will be given the time and space to focus and practice your science to the highest level.

You will be expected to keep up to date with the latest online developments, introduce and test new ideas whilst evaluating, managing and avoiding risks.

Responsibilities

- Understand the various marketing objectives for Primelocation.com and formulate appropriate off-site search marketing strategies to successfully achieve them
- Identifying opportunities and establishing new relationships with relevant publishers and website managers
- Producing various search marketing reports including keyword ranking reports, traffic source analyses et cetera
- Analysing and optimising content across the website (page content development)
- Developing and testing new techniques in search engine optimisation
- Organise and manage structured activities and small projects

You will also be asked to assist with a variety of other search marketing activities as required.

The Digital Property Group

Skills/Attributes

- Excellent social and communication skills
- An up-to-date knowledge of online trends and the latest developments
- Extensive SEO knowledge
- Keyword research techniques and content optimisation
- Analytics and data interpretation
- Proficient MS Excel
- Excellent written and verbal communication skills
- A high standard of English

We Offer:
Competitive salary
Quarterly Paid Company Bonus up to 10% salary

Employer Contribution Pension (to be introduced shortly), Private Medical Cover, Life Assurance, Childcare Vouchers, 25 days holiday, Eye Care, Annual Season Rail Tickets, Ride to Work Scheme, Catalogue of training courses, Recommend a Friend recruitment bonus scheme.

To Apply

Please contact Claire Taylor for more information on 01273 763142, or send your CV to recruitment@tdpg.com