

SEO Specialist



Company: Flytrippers



Industry: Travel content



Position: Full-time long-term contract



Location: Fully remote forever



Schedule: Flexible



Languages: English

About Us

Flytrippers is not just another employer. We are a dream come true for avid travelers and digital nomads—a fully remote company that understands that every wanderer doesn't want to be tied down to one spot. If you wish to, you can use the flexibility to travel more.

Our mission? To help travelers travel for less. We aim to become THE travel reference for Canadians and Americans with our 3 main types of content:

- Flight deals (great prices we spot)
- Travel rewards (points, miles, and credit cards)
- General travel content (tips/inspiration/news/etc.)

We are already one of Canada's most-read travel websites, with over a million page views per month. Our current team of 5 will double with this hiring round to help us help more travelers, but we want to remain a fun and friendly team of travel enthusiasts!

Role

We're on the lookout for an SEO specialist who can help us organically get all our great content in front of more eyes.

Responsibilities

- Optimize new content for SEO.
- Measure and analyze the performance as well as the impacts of changes; implement traffic reports, track search engine positioning, perform keyword analysis, etc.
- Conduct an audit of our existing content and define benchmarks.
- Establish a backlink strategy (internal and external); source and solicit partnerships for relevant links.
- Keyword research for new articles.
- Liaise with writers/editors to ensure they incorporate the right keywords in their articles and share notes and feedback so they can improve their SEO writings.

What We Offer

- **Compensation:** Ranging from US\$18-\$35 per hour, depending on experience.
- **Fully-remote career:** Work from wherever you want, forever.
- **Flexibility:** Choose when during the week you want to work, just let us know the week before.
- **Hours:** This is a full-time position, from 30 to 40 hours per week as you choose.
- **Contract period:** 3-month trial period, then this is a permanent need.
- **Future benefits:** In the coming months, we are considering possibly moving to a traditional salaried model for those who prefer it.
- **Growth opportunities:** There's room for you to grow with us as we expand, your journey with Flytrippers could be just the start!

What Sets You Apart

- **Travel enthusiast:** Your passion for travel is more than a hobby; it's an integral part of who you are.
- **Skilled in SEO:** Your experience with SEO brings practical knowledge to the table.
- **Curious & quick learner:** You don't just stick to what you know. You're eager to learn everything that's new about SEO.

If you're passionate about travel, an expert at SEO, and have a knack for generating organic traffic, then join us. Let's help millions of travelers together!

Applying

To apply, please reply with the following before Sunday November 12th, 2023 at 11:59 PM (Eastern time):

1. Attach a cover letter (max. 1 page) or short video (max. 5 minutes) explaining why this is a great job for you and how you plan to execute it.
2. Attach your resume.
3. Send everything to team@flytrippers.com.