



SHEDAVI

WE'RE HIRING!



ABOUT THE POSITION

Shedavi is looking for a self-motivated, data-driven, creative, and collaborative SEO Manager to drive organic growth. The search engine optimization strategist is responsible for identifying and executing technical analysis, website optimization and content writing to educate, retain and gain new customers. The SEO manager will research, create and execute a strategy that positions Shedavi as an authority in the beauty, haircare and wellness space. Additionally, this individual should be a strong communicator with a deep knowledge of keyword analysis. This is a cross-functional role that will work closely with the CEO, SEM, marketing and operations teams in the company.

Please note that this is a part-time opportunity not a contract. If you own your own business or desire to start your own business that is acceptable, however, we will hire part-time rather than contractually. If you desire to be a part of our small yet exceptional team – read on...

ABOUT THE COMPANY

Shedavi is a thriving direct-to-consumer brand. Launched in 2016, Shedavi catapulted to success by selling its hero duo - hair vitamin and oil. The brand portfolio has grown to include; shampoo, conditioners and stylers all delivering clean beauty with vegan botanical-rich formulas.

ABOUT THE OWNER

Elizabeth sought to carve out a new approach to length retention, hair health and growth. Through her studies of botanical and vegan haircare rituals, she discovered custom blends that delivered real results for healthier hair, skin and nails. She wanted to rely on the benefits of pure ingredients, quality formulations and science to curate a brand that women could trust to deliver results without the harsh chemicals commonly found in other formulas. Her passion for growing healthy hair combined with her holistic lifestyle choices and research skills, allowed Elizabeth to create Shedavi on the principle and lifestyle mantra, "giving life and longevity to your hair, skin, nails, and body!".

YOUR JOB RESPONSIBILITIES

- Own SEO strategy & website updates for Shedavi.com, driving qualified, organic traffic growth and optimizing on-page CRO to convert visitors into customers
- Develop and optimize entire website and individual pages with new and improved layout according to schedule.
- Perform ongoing SEO audits of our site, identifying key areas of improvement
- Stay abreast of new technologies, SEO concepts and best practices to grow Shedavi's customer base
- Deliver best in class experiences and hit key SEO traffic goals
- Partner with key stakeholders to develop an SEO roadmap that balances acquisition, conversion, user experience and technical SEO foundations
- Create a world class SEO function by ensuring we are ahead of the curb on emerging search trends, technology, and strategy

- Leverage analytics and data to prioritize SEO initiatives while monitoring user acquisition health metrics and identifying areas of improvements, competitive benchmarks and relevant trends
- Collaborate with team members to ensure SEO considerations are factored into the overall campaign strategy
- Deliver significant growth, scale and quality content
- Identify KPI's to effectively measure and manage campaigns with a focus on user intent, crawlability, mobile-friendly, page speed, etc
- Conduct keyword research, developing a targeted keyword strategy in order to effectively compete for and capture high-intent traffic
- Work closely with marketing teams to develop new landing pages and optimize on-page elements for improved SEO and conversion rate optimization
- Perform competitive research
- Work closely with SEM team to compliment paid strategies with organic SEO
- Drive link-building strategy, working with external partners to increase inbound links

YOUR MINIMUM REQUIREMENTS

- 3+ years of hands-on SEO experience, both technical SEO and working on a comprehensive content strategy with writers and designers
- Knowledge of HTML/CSS isn't a requirement, but it is a plus
- Web development skills on Shopify Plus required
- Experience optimizing site architecture and content hierarchy a plus
- Have a successful track record of developing and executing SEO strategies that drive traffic and convert site visitors into customers
- Soft skills: adaptive, communicative, analytical, multitasker, quick thinker, works well under pressure and with others
- Familiar with social media platforms (Youtube, Facebook, LinkedIn, Pinterest, Instagram, TikTok, etc.), marketing tools (Klaviyo, Shopify, Amazon, etc.), analytic tools (Power BI, SEMRush, Amazon, Ahref, Google Analytics, Google Console, etc.)
- Excellent communication skills, with demonstrated ability to eloquently explain complex ideas in a few written words
- Proficient in Microsoft Suite and Google Workplace

WORK LOCATION & AVAILABILITY

- Fully remote: You are able to work from home or anywhere as long as you have high speed internet service and a quiet professional environment during meetings
- Atlanta, Ga location preferred
- May require travel as necessary to in-person events and meetings
- Our hours of operation are Mon-Fri 8am-5pm EST
- Extended hours may be required as necessary to complete work

BENEFITS

- Work-life balance
- Flexible schedule
- Work from home
- Staff discount

HOW TO APPLY:

- **Application Phrase:** I Am Ready to Explore!
- Think you're the perfect fit? Click the following link to apply! <https://forms.gle/i59447sG7nxFma1s5>