

## Job Details

We are looking for a Senior SEO Specialist to join our ever-growing SEO team. It is a full time role (you will be expected to work 40 hours/week). Salary: 60,000 BDT initially and review in 3 months. You will be working from your home and you wouldn't have to come to an office to report.

**Note:** If you are a student/run a business/have another job, please don't apply. If you have bad English, please don't apply. If you are not sure about your SEO skills and want to test it with a job, please don't apply.

### Who's the Best Candidate for This Role?

- You are passionate about SEO (not only in your mind, you have proof that you are passionate with previous work)
- You are good at English
- Experience of working with tools like Semrush, Screaming Frog, Quora, Ahrefs & etc.
- You are creative, not a robot who only follows instructions
- Deadline oriented, non-excuse type
- Understanding of CMS like WP, Joomla, Shopify etc.
- Great attention to details

### How to Apply?

#### Step 1

Simply do an audit for these two websites:

- Photosligo.com
- Prestigecarrental.com

The audit must include everything that you think is wrong with the sites, write how you will improve every point. Be descriptive. Write your way of fixing all the errors that you found in your audit. Save your audit files either in an excel or as a ppt.

#### Step 2

Write a cover letter (can be as long or short as you wish) explaining why you are good at SEO. TELL us about your previous experiences, show us proof of your experiences. Show us sites that you have ranked in the past. Be descriptive.

#### Step 3

Now send us an email at [service@passivejournal.com](mailto:service@passivejournal.com), attach your audit files, your resume and the cover letter in the email. Also, we deliberately wrote something wrong in our job description above. Can you find it? If yes, don't forget to write that in the body of the email.

**Good Luck**

## **Standard Operating Procedure**

Note: Please read this SOP a few times (more than once, at least). This SOP is not the ultimate guideline as SEO is an ever-changing industry. However, these are bear minimums that we do for all clients.

This SOP illustrates everything that you are expected to do as a search engine optimizer working with us. The SOP illustrates the steps in order and you are expected to follow the same order while working.

### **Step 1: Onboarding**

Whenever we have a client for you, we will send an email with the subject line being a reference number for that client. The email will include client's website URL, login details and the target geography for that client's business.

Your task: As soon as you receive the onboarding email,

1. copy-paste the login details to your excel sheet.
2. Check if the logins work and if you have the required access (we need admin or editor access on WordPress to be able to edit plugins and work on on-page SEO)
3. Check if the client has Google Analytics installed.

Now reply to the onboard email thread. Let us know if the logins worked fine, if the access level is fine and if the site already has Google Analytics installed. If yes, we will ask for access from client. If not, we will ask permission from the client to set it up.

### **Step 2: Keyword Research**

Sometimes, the clients or our team will tell you the keywords that we will be targeting for this client. In those cases, you wouldn't have to do keyword research.

In all other cases, you are expected to complete a detailed keyword research for the client (keeping his service and his geography in consideration).

Please read these articles about keyword research for local SEO. Our target is to find keywords that have low competition and decent search volume for the client.

#### **Resources**

<https://www.searchenginejournal.com/rank-higher-local-keywords/262899/#close>

<https://www.searchenginepeople.com/blog/local-keyword-research.html>

<https://ahrefs.com/blog/local-seo/>

<https://moz.com/community/q/how-to-do-local-keyword-research>

<https://www.brightlocal.com/blog/effective-local-keyword-research/>

Once you find enough keywords (always target for minimum 30 keywords for every client, more if possible), create an excel file with two columns, one column being the keyword and the other one being search volume/month.

Now send it to the same email thread. We will check and approve the keywords for you.

**Special Note: Don't take global search volume when you are researching for keywords. Only count search volume for the client's country.**

### **Step 3: Audit**

Once you send the keywords for approval, it is time to run a detailed audit for this client. You can use your own tools to run audit. We like Semrush, Screaming Frog and Quora. Use any of these three.

**We need to fix these issues for the whole site, identify and fix them one by one:**

- SSL Certificate Issues (the site has to be secure)
- Missing Title tag
- Duplicate title tag
- XML Sitemap setup (Generally, we remove everything other than posts and pages from Sitemap)
- Missing Robot.txt
- Duplicate content (check with Site:domain.com search on Google)
- Broken internal link (either point to the right internal link or to a close replacement)
- Broken external link (either point to the right external link or to a close alternative)
- Broken images
- Duplicate meta description
- Missing meta description
- Loading speed (we need to bring it down to 3 seconds or less)
- 404 errors (either redirect to the closest version of that page or to homepage)
- Pages that don't have a H1 tag (we will try to naturally include a h1 tag on every page)
- Alt text (all images need to have proper descriptions which are relevant and unique)
- Size of Title
- Length of Meta description (under 160 characters)
- Internal linking (every page will have links to 2-3 of site's other pages naturally)

### **Step 4: Assigning Pages to Keyword**

You have now fixed most of the technical issues of the website.

Congratulations!

Remember that you did a keyword research for this client? It is time to assign one/multiple keywords from that list for every page of this client's website.

Create a sheet on your excel file. Create three columns. One will be URL and the other one will be keywords.

It will look something like this:

A	B
<b>Keyword</b>	<b>Target Page</b>
wedding photographer Ireland	<a href="https://photosligo.com">https://photosligo.com</a>
ballymagarvey village weddings pictures	<a href="https://www.photosligo.com/ballymagarvey-village-wedding-photos">https://www.photosligo.com/ballymagarvey-village-wedding-photos</a>
<a href="#">darek novak photography</a>	<a href="https://www.photosligo.com/">https://www.photosligo.com/</a>
<a href="#">darek novak wedding photographer sligo</a>	<a href="https://www.photosligo.com/">https://www.photosligo.com/</a>
<a href="#">getting married in trinity college dublin</a>	<a href="https://www.photosligo.com/trinity-college-borris-house/">https://www.photosligo.com/trinity-college-borris-house/</a>
<a href="#">irish wedding photographers</a>	<a href="https://photosligo.com">https://photosligo.com</a>
<a href="#">millhouse wedding</a>	<a href="https://www.photosligo.com/wedding-ceremony-millhouse-ireland">https://www.photosligo.com/wedding-ceremony-millhouse-ireland</a>
<a href="#">mount druid wedding</a>	<a href="https://www.photosligo.com/alternative-wedding-mount-druid">https://www.photosligo.com/alternative-wedding-mount-druid</a>
<a href="#">trinity college wedding</a>	<a href="https://www.photosligo.com/trinity-college-borris-house">https://www.photosligo.com/trinity-college-borris-house</a>
<a href="#">wedding photographer dublin</a>	<a href="https://www.photosligo.com/wedding-photographer-dublin">https://www.photosligo.com/wedding-photographer-dublin</a>
<a href="#">wedding photographer ireland</a>	<a href="https://photosligo.com">https://photosligo.com</a>
<a href="#">wedding photographers ireland</a>	<a href="https://photosligo.com">https://photosligo.com</a>
<a href="#">arthur's barn wicklow wedding</a>	-
<a href="#">ballintubbert wedding packages</a>	<a href="https://www.photosligo.com/ballintubbert-house">https://www.photosligo.com/ballintubbert-house</a>
<a href="#">ballymagarvey village wedding</a>	<a href="https://www.photosligo.com/ballymagarvey-village-wedding-photos">https://www.photosligo.com/ballymagarvey-village-wedding-photos</a>
<a href="#">barn wedding ireland</a>	<a href="https://www.photosligo.com/rustic-barn-wedding-durhamstown-castle">https://www.photosligo.com/rustic-barn-wedding-durhamstown-castle</a>
<a href="#">barn wedding photographers ireland</a>	<a href="https://www.photosligo.com/rustic-barn-wedding-durhamstown-castle/">https://www.photosligo.com/rustic-barn-wedding-durhamstown-castle/</a>
<a href="#">bellinter house wedding</a>	<a href="https://www.photosligo.com/bellinter-house-wedding">https://www.photosligo.com/bellinter-house-wedding</a>
<a href="#">best irish wedding photographers</a>	<a href="https://photosligo.com">https://photosligo.com</a>
<a href="#">borris house carlow weddings</a>	<a href="https://www.photosligo.com/borris-house-wedding/">https://www.photosligo.com/borris-house-wedding/</a>
<a href="#">cliffs of moher wedding venues</a>	<a href="https://www.photosligo.com/cliffs-of-moher">https://www.photosligo.com/cliffs-of-moher</a>
<a href="#">cloughboden house wedding</a>	

Basically, we will assign one or multiple keywords for every page of that website. If the client's website doesn't have a page for a keyword or if we can't find a relevant page for a keyword, we will give a - and later on create that page for him.

### Step 5: On Page SEO

Now that we have assigned pages for keywords, let's optimize every page for those keywords. We don't want you to over-optimize a page. Be natural. Try to follow these steps:

- The main keyword should be in a h1 heading somewhere in the page
- One image will have an alt-text that is the same as the keyword
- Another image will have a variation of the keyword as alt-text
- One h2 which will be a variation of the main keyword (if your main keyword is wedding photographer Dublin, then a h1 can be Wedding photographer Dublin and a h2 can be something like, Why Are We The Best Wedding Photographer in Dublin).
- We want at least 5 LSI variations of the keyword naturally throughout the page.

- Make sure that the page has 3 internal links to other pages of the site
- Make sure that the page has 2 external links to other websites (don't link to a competition)
- Whenever you are done fixing on page SEO for an URL, mark it green on your excel task sheet.
- Do the same for all pages for this client.

## Very Important Things to Remember

- **If you are confused about something, always ask.** Don't experiment with a client's website. These are real businesses and changing a plugin, breaking anything can create huge confusion and might also result in canceling contracts.
- When you are writing meta descriptions, titles for a client's website, always check with Grammarly.com for grammar.
- Feel free to ask any questions you have in mind to me at [khalid@khalidfarhan.com](mailto:khalid@khalidfarhan.com) and I will always get back to you under 24 hours.
- Don't just follow the above guidelines. Use your creative brain to find out solutions that can help your client. Suggest solutions, marketing strategies in the email thread.
- You will be expected to manage 15-20 client websites for us. Don't finish one and then move to the next one. Try to spend hours evenly among all clients.
- Everything that you do with us falls under NDA. Never share login details or anything else with another company/freelancer or outside the company. This will result in immediate termination.