

## SEO Executive

### Description

Based in the Barnsley area for over 25 years, Countrywide Healthcare are the leading specialist of healthcare consumables and equipment to the care sector and public. The business has an unrivalled reputation and has enjoyed fantastic sales growth to £35m in our last financial year.

### Job Purpose

We are looking for a full-time SEO Executive to support our ambitious growth plans across our websites and marketplaces. Working closely with our Head of E-Commerce and the rest of the multi-disciplinary Online team, the successful candidate will have the following responsibilities:

- Increase the organic visibility of our websites through the application of best-in-class SEO tactics and constant performance measurement.
- Undertake in-depth SEO audits of our websites, making on-page and technical SEO recommendations to ensure that they meet best practices and are optimised for search engines.
- Identify UK market search trends and perform detailed keyword research to ensure that our websites are optimised for the correct words and phrases.
- Perform regular keyword research, preparation and analysis and weekly negative keyword research and search query reporting.
- Perform ongoing competitor keyword analysis and reporting.
- Stay up to date with search algorithm updates, advancements, and opportunities within SEO, where relevant share this information with the ecommerce team.
- PPC Campaigns setup, optimisation, and budget management.
- Assistant with digital campaigns in creating content such as blogs, product descriptions etc., to drive traffic to our websites and increase revenue.

### Key Skills Required

- Have strong IT skills, good organisation skills with attention to detail
- Have at least 2+ years of experience working in an e-commerce or agency environment
- Ability to work on own initiative as well as in a team
- Previous experience within an SEO role and be able to know SEO inside out and self-motivated to learn the latest trends. (Essential)
- Experience using SEO and Analytics tools, such as SEM Rush, AWR, Google Trends, Google Analytics, and Google Tag Manager. (Essential)
- Experience using Google, and Bing AdWords, setting up and monitoring PPC campaigns. (Essential)
- Experience with the Magento and WordPress CMS, uploading and editing content (Preferred)
- Basic knowledge of HTML, CSS is a plus (Preferred)

### Job Benefits

### Hiring organisation

Countrywide Healthcare

### Employment Type

Full-time

### Industry

Healthcare

### Job Location

National Distribution Centre,  
Ferry Moor Way, S72 7BN,  
Barnsley, South Yorkshire

### Working Hours

Mon to Fri 9am-5pm

The position comes with a competitive salary and company pension scheme.

**Contacts**

To apply for this position please contact [recruitment@countrywidehealthcare.co.uk](mailto:recruitment@countrywidehealthcare.co.uk) and quote "SEO Executive" in the email subject.

No agencies please.