



CAREERS AT YESSS



With over 50 years' experience in the electrical wholesale industry, we are an energetic organisation that is part of a very successful European business. With a network of over 400 trading branches across continental Europe, and over 95 branches currently open in the UK, there has never been a better time to get on board.

SEO Executive

Responsibilities:

- Conduct in-depth keyword research to identify relevant keywords and phrases for our target audience.
- Optimise website content, including meta tags, headings, and descriptions.
- Implement local SEO strategies to improve visibility in local search results.
- Develop and implement link-building strategies to increase website authority.
- Monitor and analyse website performance using analytics tools to identify areas for improvement.
- Stay up-to-date with the latest SEO trends and algorithm updates.
- Collaborate with the marketing and ecommerce teams to ensure SEO best practices are implemented.
- Track, report, and analyse SEO performance metrics.
- Identify opportunities for SEO improvements and make recommendations accordingly.

Whilst carrying out the above role, training will also be provided to allow skill set development if successful candidate wants to.

Requirements:

- Minimum of 2 years of experience in SEO.
- Strong understanding of search engine algorithms and best practices.
- Proficiency in SEO tools and analytics platforms (e.g., Google Analytics, Search Console, SEMrush).
- Excellent analytical and problem-solving skills.
- Strong communication and interpersonal skills.
- Ability to work independently and as part of a team.
- Good working knowledge of the Microsoft Office Suite.
- A passion for digital marketing and a desire to stay up-to-date with industry trends.

Desirable Skills:

- Knowledge of paid search advertising (PPC).
- Experience with A/B testing and conversion rate optimisation.
- Knowledge of the electrical wholesale industry (not essential).

What we offer:

- Competitive salary and annual bonus scheme
- 25 working days per year plus all UK public and Bank Holidays
- Opportunities for professional growth and development
- A dynamic and collaborative work environment
- The chance to be part of a rapidly growing company

For more details, please contact HR at careers@yesss.co.uk
www.yesss.co.uk/topic/careers