



Search Engine Optimization/Search Engine Marketing

A little bit about Diamond C:

Founded in 1985 by Kim and Mike Crabb, Diamond C has grown from a small, local manufacturer to a 800+ team members strong company. Today, Diamond C is still a family-owned and operated company in Mt. Pleasant, TX, Diamond C continues to strive to produce innovative, feature-rich custom trailers while promoting the well-being and success of its team members, customers, and community abroad.

About the Position:

We are looking for an SEO/SEM expert to join our team! In this role, you will optimize Diamond C's online presence through effective SEO strategies and managing paid SEM campaigns. This will play a crucial role in improving our website's organic visibility, driving targeted traffic, and maximizing conversions.

Essential Functions:

- Develop and execute a broad keyword strategy, coordinating with stakeholders across the company to ensure its effectiveness.
- Complete competitive analysis of other companies within the industry
- Working with Copywriter to optimize copy on the website and on ads
- Working with Graphic Designer/Videographer to ensure content needed for the website and Google ads are met
- Develop and execute a link-building strategy
- Performing keyword research to expand keyword opportunities
- Researching and implementing content recommendations for organic SEO success
- Develop and execute ongoing Google Ad and Meta campaigns
- Working with dealers on SEO/SEM recommendations for their own websites
- Researching market trends and strategies to stay current with the times
- Track, report, and analyze website analytics and PPC initiatives and provide regular reports on metrics and progress

- Manage campaign expenses, stay on budget, and estimate monthly costs.
- Market research on our target market, SOV, sentiment, etc.
- Work with Website Maintenance Manager and development team to ensure SEO best practices are implemented on new and ongoing initiatives
- Optimize website content, structure, and meta tags to enhance search engine crawlability and indexing.

Key Competencies:

- Proficient Verbal and Written Communication Skills
- Creative Idea Generation
- Time Management
- Understanding of search engine algorithms and ranking methods
- Comfortable analyzing high volumes of data on a daily basis
- Proven SEO experience
- Proven SEM experience managing PPC campaigns across Google
- In-depth knowledge with website analytics tools such as Google Analytics
- In-depth understanding of the use of long and short format content across all media platforms not limited to meta, google etc...
- High-level understanding of the evolution of the Ai landscape in SEO strategy through the use of Answer the Public or ChatGpt-related tools..
- Familiarity with WordPress or other content management systems
- Experience with other aspects of marketing is a plus

We encourage and welcome applicants with any and all backgrounds, experiences, abilities, and competencies. All decisions regarding hiring, promotion, discipline, and discharge are based on qualifications, merit, and the needs of the business. We are an equal opportunity employer.