

## SEO Specialist, B2B

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Company: Taboola

Location: Israel

Category: other-general

Curious about what it's like to work at the world's number 1 discovery platform as a/n **SEO specialist**? We're glad you asked!

### **What is the key purpose of a/n SEO specialist?**

As a **SEO specialist** working in the Turnkey Commerce department in Ramat Gan

We are looking for an experienced SEO specialist with strong analytical and technical skills, to join our team. Their role will be to drive relevant and targeted organic search traffic for **the largest publishers in the US** .

This person will be working alongside an expert Editorial team, advanced Engineers, and a top-notch marketing team to create a robust SEO strategy to drive search traffic and brand visibility for the website.

At Taboola, we currently work in a **hybrid work model** giving employees the flexibility to work from home a few days a week. We have offices in Ramat Gan and Beer Sheva and are looking to grow to additional locations such as Jerusalem, where our Taboolars have the opportunity to meet their teammates, connect with other teams and socialize with friends.

### **What are some of the things you do on a day-to-day basis?**

Implement Content/On-Page SEO, Technical SEO, and Off-Page SEO strategy, collaborating with world-class Editorial, and creative teams.

Research opportunities that will drive valuable traffic for the business in collaboration with the business teams.

Work with other marketing departments to run cross-channel campaigns.

Execute technical audits to continuously improve the site's content quality.

Provide SEO insights and recommendations based on on-page SEO review, keyword research and competitive analysis.

Monitor and evaluate search results and performance across major search channels.

### **What skills and qualifications do I need?**

5+ years of experience in SEO

Native English

Experience working with creating / managing content in CMS environments

Knowledge of HTML / CSS

Experience with website analysis using a variety of analytics tools, including Search Console, Google Analytics, Tableau as well as other reporting tools

Excellent analytical skills, the ability to interpret data and trends along with meticulous attention to detail.

A track record of successful SEO program execution

Have a passion for continued learning and staying up to date on industry news

Innovative, on-the-spot, creative problem solver who demonstrates both technical and analytical skills.

### **It would be great if you also have:**

Experience working with large publishes

Experience working in the SMB, personal finance or ecommerce space

Have strong data analytic skills; able to pull & manipulate multiple datasets to inform strategy with data.

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### Cross References and Citations:

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