

SEO Smoothie

<https://seosmoothie.com/job/link-building-specialist>

Link Building Specialist

Description

Grow Your Career as a Remote Link Building Specialist

Exciting opportunities await as a Link Building Specialist in a digital marketing agency. In this remote role, you'll help build authority and traffic for international clients through strategic link-building campaigns, outreach, and content partnerships. This position is ideal for someone who enjoys combining creativity with analytical skills to improve SEO performance.

The Link Building Specialist focuses on increasing website authority and search rankings through strategic outreach and high-quality backlink acquisition.

Works closely with SEO and content teams to develop effective link-building campaigns.

Responsibilities

Responsibilities and Strategic Execution

As a Link Building Specialist, you'll take ownership of outreach campaigns, prospecting, and relationship-building with relevant websites. You'll coordinate with SEO teams to ensure links align with keyword strategies, content plans, and overall client goals. This role is perfect for candidates who thrive on managing tasks independently while delivering measurable results.

- Research and identify high-quality backlink opportunities.
- Conduct outreach to websites, bloggers, and influencers for link placements.
- Develop and execute link-building strategies to support SEO goals.
- Monitor backlink profile and disavow low-quality links as needed.
- Collaborate with content creators to generate linkable assets.
- Track and report on link-building performance and KPIs.

Qualifications

- Proven experience in link-building and outreach campaigns.
- Strong understanding of SEO and search engine ranking factors.
- Excellent communication and negotiation skills.
- Ability to analyze backlinks and identify opportunities for improvement.
- Familiarity with SEO and outreach tools (Ahrefs, SEMrush, Moz, Hunter.io).

Job Benefits

Work Remotely with Flexibility and International Exposure

Working remotely offers the freedom to manage your schedule and collaborate with clients and teams across Europe, USA, LATAM, and other international markets.

Hiring organization

SEO Smoothie

Employment Type

Part-time, Contractor

Job Location

Remote

Date posted

August 16, 2025

You'll gain exposure to diverse industries and campaigns, with autonomy over your outreach approach while contributing to meaningful SEO growth.

Contacts

Apply and Make an Impact

If you're ready to advance your SEO career, this remote role allows you to apply your link-building expertise, develop relationships with international clients, and make a tangible impact on SEO results. Applying is straightforward, and the role is suited for candidates who are self-motivated, organized, and excited to contribute strategically in a fast-paced digital marketing environment

We're always growing and looking for talented professionals.

When you apply, there may not be a current opening that exactly matches your profile, but we'd love to keep your CV on file for future opportunities.

Use the apply form or submit your CV to careers@seosmoothie.com to join our talent pool.