

SEO Smoothie

<https://seosmoothie.com/job/seo-specialist>

SEO Specialist

Description

SEO Specialist remote position based in Ireland

Location:

Remote

About Us:

SEO Smoothie is a full-service digital marketing agency, mainly specializing in SEO but also providing PPC, content marketing and website optimization.

We focus on helping businesses grow online visibility, improve search rankings, and drive targeted traffic through data-driven strategies and innovative solutions.

We're constantly growing and welcome talented professionals to join our talent pool for future opportunities.

SEO Specialist Role Overview

Responsible for improving website visibility and search rankings through on-page and off-page SEO strategies, keyword research, and performance analysis.

Works closely with content and marketing teams to drive targeted traffic and optimize online presence.

Responsibilities

- Conduct keyword research and identify growth opportunities.
- Optimize website content, meta tags, and structure for search engines.
- Monitor and analyze SEO performance using analytics tools.
- Implement on-page and off-page SEO strategies.
- Collaborate with content and marketing teams to align SEO efforts.
- Stay updated with the latest SEO trends and algorithm changes.

SEO Specialist responsibilities remote position

You may find it exciting to work as an SEO Specialist fully remote in a digital marketing agency—saving time on commuting, having flexibility, and shaping your own workday. But there's another side of the coin. Without clear boundaries, it's easy to end up working more hours than anyone notices, and maintaining a healthy work-life balance can be challenging.

In a remote role, you're responsible for delivering results and managing your tasks independently. Some companies track activity closely, which can feel intrusive, so finding your rhythm and communicating openly is key. If you can handle the responsibility while protecting your health, remote work offers freedom, growth, and the chance to contribute meaningfully to projects across the agency.

Hiring organization

SEO Smoothie

Employment Type

Full-time, Part-time, Contractor

Job Location

Remote

Date posted

August 16, 2025

Qualifications

- Proven knowledge of SEO best practices and search engine algorithms.
- Experience with SEO tools (e.g., Google Analytics, Search Console, SEMrush, Ahrefs).
- Strong analytical and problem-solving skills.
- Familiarity with HTML, CSS, and website structure optimization.
- Excellent communication and teamwork abilities.
- Ability to stay updated with industry trends and changes.

Job Benefits

Here's why SEO Smoothie could be a great fit for a remote SEO Specialist

SEO Smoothie is a digital marketing agency based in Ireland. If you're Europe-based, this role could be ideal since most of our clients are in the region. Living in Ireland gives an additional advantage, as understanding local cultural nuances helps with local clients. That said, we operate internationally and have clients across all time zones- including LATAM, USA, Canada, Australia – so we can choose your client list based on location and experience. After that it's up to you to manage your time effectively, deliver results, and maintain good contact with your clients while enjoying the freedom of remote work.

Contacts

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.