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## **SEO and SEM Expertise Needed for Immediate Project**

### **Purpose:**

Help Community Action Marin with search engine keyword research and website page optimization. creating a list of long- and short-tail keywords they should target in their SEO and SEM efforts and optimizing their WordPress website.

Our organization has limited awareness in our community. We want those who need our services (low income & communities of color) in Marin County to be able to find us and know the full range of programs we have to support them. We also want others to partner with us, either to provide services, volunteer, or donate.

We currently have analytics data to share, which should make it easy for you to get started. We also have someone who can provide access to analytics/WordPress, and the ability to provide any other information you need.

What we need is a list of possible keywords (up to 50) with estimates on monthly search volume and cost per click. Recommendations on the most impactful keywords to target for Organization's goals.

### **Community Action Marin Goals**

To reduce poverty and promote equity through advocacy and the provision of education, mental health and safety-net services to low-income families and individuals.

### **Agency contacts:**

Volunteer Services – [volunteer@camarin.org](mailto:volunteer@camarin.org)

## **Responsibilities and duties:**

- Set up the search integration
- Recommend keywords
- Log into our WordPress website and using Yoast, begin to optimize our pages by adding keywords and meta tags, etc.
- Complete the project work within established timelines.
- Be aware of the latest techniques and procedures used in web designs.
- Suggest new ways of improving the quality of project issues.
- Ability to use strong analytical and artistic approaches to solve complex issues.
- Demonstrate a positive attitude and welcome a collaborative work environment.
- Adhere to Agency privacy and confidentiality standards, health and safety protocols, and the code of ethics.
- Communicates with individuals in a respectful manner and responsive approach to differing beliefs and practices, sexual orientations, disability statuses, gender identities, ages, cultural preferences, linguistic needs, and other state and federal protected statuses.

## **Time commitment:**

Optional Days/Hours based on project scope

## **Required skills and qualifications:**

### **Skills**

- Experience with Search Engine Optimization.
- Experience in Microsoft Word, PowerPoint and Adobe Creative Cloud a plus.

- Excellent creative and innovative skills.
- Professional and/or educational experience in SEO and SEM technology.
- Ability to engage with individuals in an empathetic, culturally responsible manner
- Verbal and written communication skills

### **Qualifications**

- Demonstrate good judgement
- Willingness to provide a pleasant and welcoming environment
- Adapts well to a dynamic, rapidly changing environment and works effectively within a team

### **Benefits to Volunteer:**

- Volunteer for Marin County's largest nonprofit social services provider.
- Assist Community Action Marin with embodying a "whole-family" approach.
- Gain valuable experience and make a difference using your commitment, passion, creative skills, and vision to improve the lives of people and families in need.
- Advance equity and build a better community.
- Make a tangible impact within the community
- Professional development
- Fun, inclusive, and engaging work environment

### **Location:**

Work remote.

### **Reasonable Accommodations:**

Reasonable accommodations may be made to enable individuals with qualifying disabilities to perform essential functions.

