Byte

Website Optimization Specialist

Description

Bloomerang combines the best tools, resources, and people to provide a world-class experience for tens of thousands of nonprofits, allowing them to raise more money and do more good in the world. Our powerful software and stellar customer service have made us one of the highest rated fundraising/donor CRMs on the market. In addition to creating thriving nonprofits, weâ??re also in the business of creating thriving employees. At Bloomerang, youâ??ll be a part of a mission-driven culture built on the core values of Empathy, Unity, and Transparency. We know the key to our success is our people, and weâ??re proud to be home to some of the most innovative and skilled employees in the workforce today.   The Role As a Website Optimization Specialist you will assist in the overall maintenance and enhancement of website performance, improving search engine visibility, and increasing user engagement. You will be collaborating with the Sr. Manager of Website Marketing to implement targeted testing and personalization strategies, tracking and analyzation of website metrics, while also playing a vital role in performance improvements for conversion rate optimization.   What You Will Do Coordinate the publication of website content and resources, ensuring compliance with current SEO standards Collaborate with cross-functional teams including marketing, design, revenue operations, business development, and sales to implement website optimizations Analyze website data and metrics to identify opportunities for website optimization Assist in the implementation of various website and content migration projects Execute A/B tests and analyze results to improve website performance Monitor website traffic and user behavior to identify areas for improvement Conduct quality assurance testing to ensure website changes are working as intended Continuously monitor and optimize website load times for optimal performance Assist with other web optimization-related tasks as assigned   What You Need to Succeed 1-3 years of experience in website management, A/B testing, or related field Experience with SEO best practices, keyword research, and analytics tools Strong knowledge of HTML Knowledge of WordPress and its core features or similar CMS Familiarity with website optimization best practices and techniques Strong analytical and problem-solving skills Ability to work independently and as part of a team Attention to detail and ability to manage multiple tasks simultaneously   Benefits Health + WellnessYouâ??ll have access to generous health, vision, and dental insurance options as well as, Fringe, a platform where you choose the perks and services that best meet your individual needs and enhance your quality of life. Employees receive Fringe points on a monthly basis and can spend them on a wide range of perks and services such as DoorDash, Talkspace, AirBnb, and more! Time Off Youâ??ll get a competitive PTO package that includes 20 PTO days, 3 flex days, 4 optional volunteer Days, 12 paid holidays, as well as paid parental leave. 401k Youâ??ll receive a 401k match to help invest in your future.   EquipmentEverything you need to be successful, shipped right to your door.   Compensation   The salary range for this position is: $57,000 – $86,000. You may also be eligible for a discretionary bonus. Actual compensation within the range will be dependent on your skills, experience, qualifications, and location, as well as applicable employment laws. Location This is a permanent, full-time, fully remote position. Employees living in Indianapolis, IN are welcome to work from our company headquarters. We do not offer Visa sponsorship or relocation assistance at this time.   Accommodations Applicants who require accommodations may contact careers@bloomerang.com to request an accommodation in completing an application.   Bloomerang is an Equal Opportunity Employer. Individuals seeking employment at Bloomerang are

Hiring organization
Bloomerang

Job Location
Indianapolis, Indiana, United States

Base Salary
$ 50000 - $ 110000

Date posted
May 25, 2024

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considered without regard to race, color, religion, national origin, age, sex, marital status, ancestry, physical or mental disability, veteran status, gender identity, or sexual orientation. Please mention the word **VERIFIABLE** and tag RMy44MC4yMTUuMTM2 when applying to show you read the job post completely (#RMy44MC4yMTUuMTM2). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts
Job listing via RemoteOK.com