

Online Marketing SEO/SEM Coordinator

PaySimple, voted one of the best places to work in Denver, is staffing up to support explosive growth in 2012! We are looking for an Online Marketing SEO/SEM Coordinator to become an integral member of our team. This is an exciting career opportunity and we're looking for a superstar to fill this role.

Job Description:

PaySimple has over 6,500 customers actively utilizing our cloud based receivables management solution for small businesses. We'll grow this number exponentially over the next couple of years and are looking for a superstar SEO marketer to drive this growth. This position's main focus will be critical in driving our acquisition goals forward with optimization of both our Search Engine Marketing and Search Engine Optimization efforts. This position will also execute and coordinate initiatives on additional customer acquisition marketing channels both existing and those to come. It is important for the online marketing coordinator to have a firm grasp of analytics as it pertains to online marketing as this will role will be in engaging in testing and analysis of current tactics as well as the development of future initiatives.

Responsibilities:

- Understand the PaySimple product and marketing objectives/goals
- Implement innovative SEO/SEM strategies to increase inbound traffic and drive lead generation and new customer acquisition
- Optimization—on-page, content, internal external links, and keyword mix
- Monitor SEO/SEM trends and translate into actionable items to drive PaySimple's acquisition efforts
- Utilize Google Analytics, as well as keyword and social tools, to identify trends and areas of opportunity
- Provide in-depth reporting and analysis of SEO performance with actionable insights and recommendations to increase new customer acquisition and reduce cost per acquisition
- Effectively manage PPC campaigns across search engines (Google, Yahoo/Bing, and smaller engines as needed) with a keen understanding of their services, capabilities, and operational requirements
- Provide in-depth PPC reporting and analysis of campaign performance with actionable insights and recommendations to reduce cost per acquisition and increasing overall program growth and ROI

Qualifications:

- 3-5 years of SEO/SEM experience
- Experience managing campaigns within Google AdWords and Microsoft AdCenter
- Familiarity with both Google and Bing Webmaster Tools
- Experience with keyword research, density analysis, reporting, and link building tools (e.g., SEOMoz, KeywordDiscovery, etc.)
- Basic HTML skills
- Experience/understanding of analytics platforms and CRMs (Salesforce experience a plus), including familiarity with pulling data from these various sources to create one cohesive reporting platform
- Excellent data analysis skills (proficient knowledge of Microsoft Excel required), with the ability to draw conclusions and communicate results to management
- Strong written and verbal communication skills a must
- Affiliate marketing experience is a plus



The PaySimple Solution is a cloud-based receivables management software that enables small businesses to bill, collect, and manage their customers' payments under one user-friendly system. PaySimple headquarters is located in the heart of LoDo. We are building an extraordinary company and looking for talented, energetic, and motivated individuals to join our unique environment.

If you are looking for a company that is truly focused on empowering small businesses with superior technology, come join a company that rewards authenticity and supports energy with a passion.

Visit our website at www.paysimple.com and click on [Career Opportunities](#). Read about our vision, our energy, and the PaySimple PATHS to extraordinary returns. If this truly speaks to you, click Apply Now to fill out our fun application and send us your resume and cover letter. We look forward to hearing from you!