



SEO Content Lead

 Headquarters - Katy, TX

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Come work at a place where we take pride in creating a workplace environment that values hard work, commitment, and growth.

Job Description:

Education:

- Bachelor’s degree in relevant field of study or equivalent years of related work experience required

Work Experiences:

- 5+ years of experience with creating and/or editing content for the web.
- 5+ years SEO-specific experience
- 2+ Project Management Experience
- Ecommerce experience is a plus

Skills:

- Teamwork & positive attitude: works collaboratively with a positive and can-do approach to opportunities and challenges to get the right things done quickly.
- Expert editing skills: knowledge of the latest AP Style guidelines and best practices for writing online; have an eye for the grammatical and styling errors and passion for providing helpful feedback
- Deep on-page SEO Knowledge: is up to date on the latest SEO best practices and is able to incorporate that knowledge in the content as well as help a body of writers to do the same
- Extremely organized & detail-oriented: balancing the intricacies of content, SEO initiatives and various other projects with larger company objectives
- Data driven: able to tie activities and accomplishments with data elements, metrics and KPIs to analyze and adjust strategies based on feedback
- Effective: able to prioritize projects and activities based on importance and urgency
- Pride of work: able to take pride in your work have a sense of urgency with a focus on quality
- Excellent communicator: ability to clearly communicate with various teams and evangelize SEO and content marketing
- Innovative: constantly focused on improving, growing, and coming up with new ways to grow and propel our content.
- Google Search Console, Analytics & Keyword Planner, and similar analytics tools
- Basic HTML experience; advanced HTML & CSS experience is a plus

- Edit/write various content pieces to uphold Academy Sports + Outdoor's brand voice/tone, grammatical and factual accuracy, readability, and expertise, authority, and trust.
- Perform keyword research to identify optimal seed and LSI keywords are selected for each content item.
- Incorporate a strong narrative with every writing project and develop insightful content that is engaging and is written for users first as well as search engines with a heavy focus on storytelling.
- Come up with creative and interesting content pitches in various formats including but not limited to long-form, short-form, how to guides, listicles, infographic outlines, and video formats that can be measured and tracked
- Be able to understand, assist and drive multiple SEO activities i.e perform audits, update redirects, outreach for backlinks, etc
- Audit all existing content to ensure best practices and ensure all content provides a strong balance of UX, CRO and SEO
- Helping maintain content standards, guidelines and procedures, including editorial calendars and our CMS as needed.
- Monitoring and reporting on all work with hard data including performance of traffic, rankings, conversions and other trends and be able to explain all successes and failures based on findings
- Thinking creatively with your team to come up with SEO strategies that are aligned with project goals and company objectives

Physical Requirements & Attendance

- Acceptable level of hearing and vision to perform job duties
- Adhere to company work hours, policies, procedures and rules governing professional staff behavior

Full time

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Academy® Sports + Outdoors is one of the nation’s largest sporting goods and outdoor retailers. It’s no surprise that we not only know how to create experiences for our customers, but for our team members as well. Understanding our people and the things that matter to them the most has been at the core of the Academy® culture for over 80 years. With more than 20,000 team members, we take pride in creating a workplace environment that values hard work, commitment, and growth.

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