



Ethical SEO Specialist

Location: Remote, Hybrid, or Field-based (United Kingdom)

Company: iTech

Hourly Pay: 10% above the minimum wage per hour, paid monthly.

Employment Type: Permanent

About iTech

iTech is a start-up tech company on the cusp of launch, eager to bring in a talented Ethical SEO Specialist who's ready to make a real difference and grow alongside us. As a specialist (e-)service supplies company, iTech is the destination for professional e-Shop, Website Design, Web Hosting, SEO services, and Plugins tailored to customers' needs by providing innovative solutions, user-friendly interfaces, and expert, reliable support.

As a 'people first' business, we take the time to listen and understand what customers want from our e-services and provide the support they need. Our focus is on meeting customer needs and operating in a way that enables staff to take pride in the business, making customers happy to interact and buy from us. We strive to maintain constructive relationships with our customers and empower our staff to personalise each e-service to work in harmony with customers' requirements, maximising quality workmanship by encouraging individual ownership and focusing on customer care. Hence, the Company acknowledges that training and commitment are essential requirements for the continued success of the Company.

Our mission is to elevate every customer's online presence through ethical, white-hat SEO and transparent, creative digital strategies. We are committed to building trust, delivering measurable results, and helping our clients stand out in an increasingly competitive online world.

The Role

We are seeking a motivated Ethical SEO Specialist to establish a crucial role within our growth strategy. You will focus on engaging with customers, building rapport, and establishing robust business relationships. This role is key to providing exceptional product and (e-)service solutions to businesses and domestic customers, helping them meet their digital marketing needs efficiently.

Your mission will be to increase website traffic and keep visitors engaged by reviewing the current SEO setup and creating a content plan that delivers a seamless user experience with relevant content that answers visitors' questions. The ultimate goal is to generate more leads, attract clients, and increase company revenue.

You will blend digital analytics, marketing expertise, and tech tools to shape how our business and customers present themselves online. Following best practices and adapting to ever-changing search engine algorithms will be essential.

Key Responsibilities

- Analyse SEO data using tools such as Google Analytics, Search Console, SEMrush, and Ahrefs to understand performance and identify improvement opportunities.
- Conduct technical SEO audits and propose improvements to boost site health, speed, and usability.
- Develop and apply both on-page and off-page SEO strategies, including backlink building, to reach business goals.
- Optimise content to align with search engine requirements while matching user expectations and brand personality.
- Build and maintain a strong backlink profile to increase domain authority.
- Regularly track SEO progress and provide actionable feedback.
- Keep up to date with SEO trends, algorithm changes, and best practices.
- Collaborate with social media, content colleagues, developers, marketers, and customers to embed SEO best practices across all channels.



- Craft and roll out content plans that get brands noticed, boost organic traffic, and nudge visitors to act.
- Conduct detailed keyword research to identify valuable search terms and trends relevant to the business and its customers.
- Build, track, and tweak keyword strategies to ensure content ranks higher.
- Monitor competitor SEO tactics and identify opportunities for improvement.
- Present SEO results clearly and understandably to management and clients.
- Conduct regular technical audits to fix broken links, update metadata, adjust URL structures, and organise heading tags.
- Offer SEO advice and support to clients, guiding or acting when necessary.
- Apply user experience and conversion rate optimisation techniques to turn visitors into engaged users and improve site performance.
- Champion ethical SEO practices and educate clients and the community on the adverse effects of black-hat techniques.
- Build and sustain strong relationships with key accounts, engaging potential clients through proactive outreach.
- Understand and assess the needs of each business, recommending products and (e-)services that best meet their requirements.
- Collaborate closely with management to ensure a seamless client experience from initial contact through to ongoing service/product delivery.
- Ensure staff compliance with environmental regulations and company obligations.
- Communicate effectively with marketing teams and other business units to strengthen internal relationships.
- Collect, analyse, and summarise data and market trends to inform strategic decisions.
- Design, develop, and maintain high-quality, responsive WordPress websites that are visually appealing and user-friendly.
- Ensure websites meet client branding and marketing goals to generate leads.
- Implement responsive web design techniques to ensure accessibility and visual engagement across devices.
- Customise and modify WordPress themes and plugins to meet specific project requirements.
- Optimise website speed, security, and SEO elements to enhance overall site performance.
- Maintain and update websites regularly, troubleshoot issues, and ensure compliance with web standards and accessibility requirements.
- Collaborate with clients and internal teams (content, SEO, marketing) to deliver websites aligned with business goals.
- Work with marketing, social media, and development teams to embed SEO best practices across all digital channels, including YouTube, LinkedIn, and e-commerce platforms.

Marketing iTech e-Services

- Develop and implement marketing strategies to promote iTech's e-Shop solutions, Website Design, Web Hosting, SEO services, and Plugins.
- Create compelling campaigns to raise brand awareness, generate qualified leads, and highlight the unique benefits of our products.
- Utilise SEO, social media, email marketing, and paid advertising to maximise reach.
- Collaborate with sales and customer support teams to tailor marketing efforts based on customer feedback and market demands.
- Monitor and analyse campaign performance, optimising future initiatives to maximise ROI.
- Build and maintain relationships with industry partners and influencers to expand iTech's market presence.
- Educate the market on the value of ethical SEO and high-quality digital services, reinforcing iTech's reputation as a trusted provider.



- Participate in industry events and webinars to showcase iTech's expertise and network with potential clients.

Person Specification

- Proven experience in an SEO role (agency or in-house) with a track record of improving organic traffic and search rankings.
- Proficiency with SEO tools such as Google Analytics, Search Console, SEMrush, and Ahrefs.
- Strong understanding of HTML, CSS, and preferably some JavaScript and PHP.
- Experience with WordPress development, including theme and plugin customisation.
- Analytical mindset with the ability to interpret data and translate it into actionable insights.
- Excellent communication skills, able to explain complex SEO and web concepts clearly to non-technical stakeholders.
- Strong organisational skills with the ability to manage multiple projects and deadlines.
- Commitment to continuous professional development in SEO, digital marketing, and web design.
- Team player with confidence to work independently and proactively.
- Familiarity with UK English spelling, grammar, and digital marketing trends.
- Relevant degree, qualifications, or certifications in marketing, IT, web development, or related fields are desirable but not essential.
- Willingness to travel for client meetings, staff events, and industry conferences as required.

What's on Offer – Benefits

- **Working Hours:** 9 am to 4 pm, Monday to Friday, with flexibility for occasional evenings, nights, or weekends during specific projects.
- **Work Setting:** Flexible mix of remote, hybrid, and field-based work to suit business and client needs.
- **Full-Time Hours:** 35 hours per week, with some flexi-hours available.
- **Annual Leave:** 28 days' holiday per year, including public holidays.
- **Performance Bonus:** Discretionary annual incentive bonus of 10% of gross salary, paid every July (subject to Tax and National Insurance).
- **Pension Scheme:** Company pension available after a four-month qualifying period.
- **Professional Growth:** Ongoing opportunities for training, professional development, and career advancement as iTech grows.

Why Work at iTech?

SEO and web design are among the most dynamic, creative, and intellectually stimulating fields in digital marketing. At iTech, you will face exciting challenges, solve complex problems, and see the real impact of your work daily. You will enjoy a varied role with autonomy and the opportunity to grow your career in a supportive, people-focused environment. Skilled SEO and WordPress professionals are in high demand across the UK, and this role offers a chance to be at the forefront of that growth.

How to Apply

If you are passionate about ethical SEO, skilled in WordPress website design, and eager to contribute to a company that values people and quality, we want to hear from you. Please submit your CV along with a cover letter explaining why you are the perfect fit for iTech. Include examples of your SEO and website design work where possible.

Please note that employment in this role is subject to a Basic Disclosure check. This is a background check that verifies any unspent criminal convictions. We'll guide you through the process if you're successful at the interview stage.

iTech is an equal opportunity employer and welcomes applications from all qualified candidates regardless of background or identity.