



**SEO Specialist**  
**Beau-coup.com**  
(Mountain View, CA)

## **Position Overview**

Want to come work at a fast-paced, high-energy Internet company? Join an entrepreneurial organization focused on building a world-class culture. Beau-coup is a leading online retailer of favors, gifts, decorations, and supplies for parties and special occasions. The SEO Specialist will own the company's natural Search Engine Optimization (SEO) practice, including link development, on-site optimization, research, and reporting.

## **Key Responsibilities**

- SEO technical analysis and evaluation
- Optimizing pages for better conversion – in-depth understanding of how to best align on-page and on-site components with keyword volume and other variables to maximize impact
- Backlink strategy and implementation – familiarity with the role inbound links play in search rank and specific ideas for how companies can encourage organic, targeted linking from loyal customers, partners and other constituents
- Keyword discovery and expansion
- Incorporating social media in SEO strategy
- Industry and competitor analysis
- Up-to-date understanding of search engine ranking signals, and well-considered ideas about how they are likely to evolve
- Monitoring and reporting on SEO metrics

## **Desired Experience and Qualifications**

The ideal candidate relies on ethical best practices, rather than SEO gimmicks or fads, yet constantly tests new techniques and judge them via metrics-driven analysis. S/he uses a balanced approach, weighing opportunity against risk, and understands that user experience and conversion are important, not just driving traffic. In addition, the candidate possesses:

- at least 3 years organic search marketing experience
- an intimate understanding of SEO practices, search engine algorithms and the latest industry trends
- a proven history of significantly increasing organic traffic to websites
- extensive understanding of analytical tools, such as Google Analytics and Google, Yahoo and Bing's Webmaster tools
- the ability to measure and report on SEO metrics, with strong Excel skills and proficiency manipulating data to derive actionable insights
- the ability to read and interpret web site code (HTML)
- a BA/BS degree



## Personal Attributes

- Superior strategic, analytical, and interpersonal skills
- Values compatible with company culture, and able to work in a collegial manner with a good sense of humor
- Ability to embrace the sense of urgency, innovation and resourcefulness required at a fast-paced small company environment
- Kind and caring towards colleagues, views co-workers as “family”
- Passion for winning and competitive

## Company Overview

Beau-coup ([www.beau-coup.com](http://www.beau-coup.com)) is a leading online retailer for wedding favors, baby shower favors and other special occasion favors and gifts. Our vision is to become the definitive online destination for the products, information, and resources needed for stylish entertaining. We are a growing and profitable start-up company that has been in business since 2002. Beau-coup is regularly featured in prominent publications such as The Wall Street Journal, InStyle magazine and Martha Stewart. In 2009 Beau-coup debuted on the Inc. 5000 list of the fastest growing private companies in America, having achieved a 3-year growth rate of 243%, and was named again to the list in 2010. We offer a fun, energetic work environment and are looking for a talented individual to join the team and grow with us.

## Location

- The position is based in the company’s headquarters in Mountain View, CA
- Conveniently located near the Hwy 101, 237 and 85
- Within walking distance to restaurants and easy access to downtown Mountain View

## Salary and Benefits

- Competitive salary commensurate with experience
- Full medical, dental and vision insurance; life and disability insurance; 401K plan

## How to Apply

Please reply to this posting with your cover letter and resume to [recruiting@beau-coup.com](mailto:recruiting@beau-coup.com). Please place **SEO SPECIALIST** in subject line. Beau-coup is an equal opportunity employer. We encourage all qualified candidates to apply.