



SEARCH ENGINE OPTIMIZATION (SEO) SPECIALIST- at Triticum Exploitatie B.V. - www.l-mesitran.com

We are looking for a talented and confident candidate to join our team!

This is our vacancy in a nutshell

Are you the type of person that has a **passion** for **analyzing and optimizing** our online presence? If you are **an expert in SEO** and a **critical thinker**, you fit the profile we are looking for. In order to *optimize* and *improve* our online presence, we need you to be able to carry out the necessary analysis and report them to the management, which will lead to optimizing the online presence yourself. You will be primarily responsible for the entire process of optimization, from analyzing to reporting to improving on a daily basis.

These would be your daily primary tasks

- Monitor the progress and results of activities and ensure cross-channel campaign integration and alignment, and report and use findings to improve the campaign planning and execution;
- Carry out keyword research;
- Manage social media accounts and be responsible as the first point of contact for questions asked;
- Review technical SEO issues and recommend fixes;
- Optimize website content and landing pages;
- Direct off-page optimization projects (e.g. linkbuilding);
- Collect data and report on traffic, rankings and other SEO aspects;
- Work with the operational, sales and content creation teams to optimize campaigns.

Profile

Creative communication skills and an analytical mind;
English is the primary language;
Eager to learn and makes sure that we have a strong cross-channel online presence;
Experience in Google Analytics;
Knowledge of HTML/CSS;
Preferably experience with Photoshop;

Contact

Motivation and CV must be supplied in English **only**. Address your correspondence to Mr. Falco Slegt, falco@mesitran.com, Slepeweg 44, 6222 NK in Maastricht. Should you have any questions, please email or call at +31 43 325 1773.

About us

Triticum is an international medical device company and a global leader in the field of wound care management products based on honey. With headquarters in Maastricht, this company has been established in 2000 and has an international, competitive culture. The product range includes honey based wound care (L-Mesitran).