

GENTLEMAN'S JOURNAL

Job Title: SEO Executive

Location: London (Hybrid — in-office + remote)

About Gentleman's Journal

Over the last ten years, Gentleman's Journal has built one of the most premium and influential men's luxury audiences in the world. Today, Gentleman's Journal is the premier lifestyle publication, agency and influencer brand for the modern gentleman — 'a curated handbook of the finer things in the world'.

Our offering:

- [Gentleman's Journal](#)
- [GStudio](#)
- [GInfluence](#)
- [GJ Marketplace](#)

The Role

We are seeking a highly motivated and skilled SEO Executive to join our team. The SEO Executive will be responsible for analysing, reviewing, and implementing changes to our website to ensure that it is optimised for search engines to further drive web traffic. The ideal candidate should have a strong understanding of search engine algorithms and be able to formulate effective SEO strategies.

Working with the Head of Growth and the Editor, the SEO Executive will also be responsible for helping to develop and execute the content plan. Furthermore, the SEO Executive will be responsible for adding SEO best practices to all features before being released online as well as creating new content (through AI platforms) to help bolster SEO performance.

This is a growth-first role - we need to leverage organic search to hit our web traffic targets by the end of the year.

Key Responsibilities

- Conduct keyword research and selection to identify relevant keywords for website optimisation.
- Perform on-page and off-page optimisation activities, including link building, meta tag optimisation, and content optimisation.
- Working with our Developers to implement immediate onsite / tech changes.
- Identifying low-hanging fruit from current ranking terms - where we can optimise pages to increase rankings, impressions and clicks.
- Working with the Head of Growth and Editor in building out and executing on a content strategy that will get us the monthly web traffic we need to achieve by the end of 2023.

- Identifying what key categories and search terms we want to go after, improve on and be known for (across all key lifestyle categories).
- Building more page depth with current anchor and ranking pages.
- Building completely fresh structures around new anchor pages based on key categories and search terms.
- Being the last point of contact on all features before going live - making sure these are optimised from a tech sense and implementing key terms based on the strategy.
- Reporting - weekly feedback on where improvements can be made and what needs to be done with KPIs vs. our objective.
- Regular auditing of the performance of the current website as part of the feedback loop.
- Monitor website performance using tools and create reports to showcase the results of SEO campaigns vs. traffic and revenue (membership sign-ups).
- Keep up to date with search engine algorithms and best practices in SEO to maintain a competitive edge.
- Collaborate with content teams to ensure content is optimised for SEO purposes.
- Monitor website rankings and implement strategies to improve search engine rankings.
- Identify and resolve website crawling and indexing issues with search engines.
- Implement local SEO strategies to improve website visibility in local search results.
- Using AI platforms such as ChatGPT to research and produce editorial content.
- Uploading content into the CMS / website and setting live once signed-off.
- Sourcing high-quality imagery for all features.
- Creating a content schedule / calendar specifically for AI content.
- Reporting on content performance and using insights to iterate future AI content.

Candidate Requirements

- 2 years+ of experience in SEO or digital marketing.
- Strong understanding of search engine algorithms and best practices in SEO.
- Experience with website optimisation techniques, including on-page and off-page optimisation.
- Good understanding of key SEO tools such as Search Console, Semrush, Moz and Google Analytics.
- Tech and digitally savvy.
- Performance-orientated and data-driven.
- KPIs and target driven.
- Quick learner when it comes to software - e.g. ChatGPT, CMSs.
- Experience with working in CMSs is ideal (WordPress, Shopify etc.).
- Strong interest in AI and strong motivation in becoming an expert.
- Creative mindset with strong organizational skills and attention to detail.
- Ability to work independently and as part of a team.

Culture & Benefits

- Central London located office at the bottom of a Belgravia mews surrounded by pubs and restaurants.
- Regular events, socials and team lunches.

Gentleman's Journal is committed to a diverse and inclusive workplace. Gentleman's Journal is an equal opportunity employer and does not discriminate on the basis of race, national origin, gender, gender identity, sexual orientation, protected veteran status, disability, age, or other legally protected status.

To apply please send your CV to robbie@thegentlemansjournal.com.