WordPress Specialist/SEO

**Job Summary**
The WordPress/SEO Specialist will be responsible for the Search Engine Optimization of Wares the More® website, checking blogs and landing pages, updating HTML code across the entire website, accessing and uploading the information provided by the affiliate marketing providers. He/she must have experience as a frontend and backend developer, with attention to detail and enjoy some repetitive tasks within Word Press, multi-tasking between WordPress and affiliate networks. He/she will work with the Founder for direction, providing updates and collaboration.

**Duties:**
- Upload products, html code(s) and keep website up-to-date with daily deals and working links
- Monitor, track and report on SEO performance and trends
- Maintain a calendar for scheduling deals and updates from the affiliate marketing providers
- Optimizing meta tags, headers, keywords for search and user experience
- Google Web Master Tool experience/will train - identify errors, review reports and make edits
- Ensure all merchants links/content is on-brand and consistent in terms of style, quality and tone
- Working knowledge of Social Media Platforms (Facebook, Google+, Twitter, Pinterest, Instagram, LinkedIn)

**Desired Skills and Experience**
- Ability to work 10-15 hours a week, and most times will work remotely
- Frontend and backend developer experience
- Working knowledge of Word Press and proficient with HTML, PHP
- Familiarity with Google Webmaster Tools
- Experience with site redirect strategies
- Experience optimizing site for mobile users; review current site with comments
- Basic Photoshop skills, or intermediate skills preferred
- Attention to detail, extreme accuracy and the ability to check your work
- Experience using Facebook Insights, Google Analytics and goal tracking
- If you have web development experience (Word Press Theme and Plug in development), there are other new projects to create

**About Wares the More®**
Wares the More® is an interactive online boutique shopping portal with custom designed boutique rooms for women, men, kids and categorically more. Wares the More® is a brand within a brand, and partners with affiliate marketing providers providing retail merchants and services to consumers. We are working to bring a new approach to on-line shopping, and create stronger brand recognition for the company, while increasing revenue and engaging online shoppers with an interactive experience.

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