HAYSTACK PEOPLE

SEO Specialist (platform)

Established | Vast | 65k

COMPANY'S PROFILE

The company is an international comparison and review platform that connects consumers to service providers across multiple countries and languages. It operates in a niche market where organic visibility is everything and where the impact of your work is directly measurable. The team is compact, international and informal. You'll have short lines to leadership and real ownership from day one. Search is changing fast. AI is reshaping visibility and organic traffic is less predictable than it used to be. That's exactly why this role exists and why they need someone who understands the new reality and acts on it.

JOB DESCRIPTION

You are responsible for the organic growth and overall performance of the platform. You analyse rankings and traffic trends and understand why performance changes. You improve technical SEO, site structure and internal linking. You optimise content and strengthen topical authority. You work closely with product and design to improve page quality, trust signals and user journeys. You test improvements and monitor the impact on traffic and lead generation

This is a hands-on role. You work in the tooling yourself and take responsibility for execution, not just direction.

WHAT YOU'LL BRING

- 3+ years of experience in growth, SEO or digital marketing
- Strong hands-on SEO experience (technical and content)
- Experience in a B2C environment (marketplace, e-commerce or lead generation preferred)
- Data-driven mindset and ability to work independently
- Fluent English (C1 level)

WHAT YOU GET

- Salary indication up to €4500 gross per month based on 40 hours, depending on experience
- 8% holiday allowance
- Pension scheme
- 25 vacation days
- Travel reimbursement
- Hybrid working model

Are you interested? Please contact S. Jouseiph at s.jouseiph@haystackpeople.nl

Contact & solliciteren

https://haystackpeople.nl

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