SEO Specialist (Including AI Search/GEO)

About North Shore Digital

North Shore Digital is an award-winning digital marketing agency based in North Vancouver, BC. We specialize in lead generation, Google Ads, SEO, and web analytics for home services businesses.

Our mission is to help awesome people succeed online by making data make sense for their business. We are a people-first company that values transparency, collaboration, and continuous learning.

*When applying to the role please read the "how to apply" section (at the bottom of this job posting) carefully. ***Due to the high volume of applicants we will only respond to applications that follow these instructions****

The Role

Part-Time (3 Days/Week to Start) – With Opportunity to Grow into Full-Time

The SEO Specialist at North Shore Digital is responsible for leading next-generation organic growth strategies across search engines, AI chat interfaces, and localized search environments. This role combines advanced SEO strategy with emerging Generative AI Optimization (GEO), Local SEO, and data-driven experimentation to drive measurable results for our clients.

As a part-time strategic specialist, you will own the end-to-end SEO process — from onboarding and technical optimization to performance reporting and AI search innovation. You will work cross-functionally with our account managers, content creators, and developers to build SEO strategies that not only rank but convert.

You will also play a leadership role in advancing how AI search results are influenced, using tools and models to future-proof client visibility in an evolving digital landscape.

What You'll Do

NORTH SHORE DIGITAL

Client Onboarding & Strategy Development
Lead all SEO onboarding activities including client discovery, SEO audits, keyword research, competitive analysis, and website health assessments, while developing customized SEO and GEO strategies that align with client goals and ensure accurate tracking and performance measurement from day one.

Ongoing SEO Campaign Management
Implement and refine SEO campaigns across on-page, technical, and off-page pillars to drive measurable organic growth; continuously optimize strategies based on search trends, AI platforms, and ranking performance to increase visibility, traffic quality, and conversions.

AI Search (GEO) & Technical Optimization
Optimize client websites and content for AI-powered search engines and generative platforms, conduct ongoing technical SEO audits, resolve indexing and site performance issues, and implement enhancements such as schema markup, internal linking, and redirect strategies to improve search presence.

Content Strategy & Link Acquisition
Develop and execute content optimization and link acquisition strategies focused on search intent, topical authority, and AI retrievability, ensuring clients build strong domain authority and maintain a healthy, trustworthy backlink profile.

Performance Analysis, Reporting & Insights
Monitor organic performance metrics such as keyword rankings, traffic trends, and conversion rates, translate data into actionable recommendations, and build reporting dashboards to demonstrate campaign impact and drive client decision-making.

Collaboration & Delegation
Work closely with Account Managers and internal teams to align SEO efforts with client goals, delegate implementation tasks effectively to content creators and developers, and ensure seamless execution across all SEO projects.

Continuous Innovation & Leadership
Stay at the forefront of SEO and GEO advancements, incorporate AI tools to improve efficiency, and act as the in-house expert responsible for guiding North Shore Digital's evolution in AI search optimization and next-generation organic growth strategies.

What You'll Bring

You have **5+ years of hands-on SEO experience** within an agency or in-house environment and a proven track record of driving measurable organic growth. You understand the full ecosystem of search and how SEO directly impacts business objectives—not just rankings, but lead generation, revenue, and long-term client success.

Your expertise spans **on-page, technical, and off-page SEO**, including schema markup, Core Web Vitals, site architecture, indexing logic, and local SEO signals. You bring a strategic mindset to keyword mapping, topical authority, and entity optimization, and you're comfortable building the technical roadmap required to execute at a high level.

You are deeply curious about the future of search and already lean into **AI, LLMs, GEO optimization, and emerging generative platforms**. Rather than waiting for trends, you actively explore how AI is reshaping content retrieval, user intent, and search experiences—and you bring forward innovative ideas that position our clients ahead of the curve.

You are a **proactive and creative problem solver** with strong analytical capabilities, using tools such as GA4, Google Search Console, Ahrefs, SEMrush, Screaming Frog, Looker Studio, and AI-powered SEO platforms to uncover insights and make data-backed decisions. You leverage AI tools to increase efficiency, enhance content production, refine strategies, and identify opportunities that others miss.

You are an excellent communicator and collaborator who can translate complex SEO findings into clear recommendations for both technical and non-technical stakeholders. Highly organized and self-driven, you thrive in a fast-paced environment, manage multiple client strategies simultaneously, and are passionate about continuous learning and leading in an industry that is rapidly evolving.

Why Join North Shore Digital

Culture of Growth: We prioritize learning and development, offering opportunities to expand your skills and grow within a supportive environment. Our team is made up of curious consultants who constantly push for improvement.

Client-Centric Philosophy: We believe our clients are the heroes of the story, and we are their trusted guides. Transparency, trust, and long-term partnerships are the foundation of our success.

Commitment to Excellence: At North Shore Digital, we don't settle for "good enough." We aim for meaningful results, using data to drive decisions and strategies that deliver real impact.

Collaborative Environment: We foster a team culture built on mutual respect, shared successes, and an inclusive, people-first approach.

Community Engagement: As proud members of the North Shore community, we actively contribute to the region's growth and value creating local impact.

How to Apply

Step 1: Go to https://northshore.digital/careers/

Step 2: Fill out and submit the application form (Under "Current Openings")

Please include both your resume and customized cover letter **OR** video highlighting why you feel you would be an excellent fit for this specific position.

Only applications that contain BOTH a resume and customized cover letter OR video will be considered.