

# BLUE SKIES

— L I F E S T Y L E —

**Position:** SEO Executive

**Location:** Bournemouth, UK

**Remuneration:** From £26,000 per annum plus KPI bonus, dependent on skills and experience

**Job Type:** Full-time, Permanent

## **The Role**

We have a fantastic new job opportunity for an SEO Executive with proven experience in Search Engine Optimisation and Organic Search techniques using key word research tools, web page content analysis and audits, and Google Analytics.

Working as the SEO Executive in the company you will be responsible for the SEO performance of the portfolio of Blue Skies Lifestyle websites. This includes conducting keyword research, optimising website content, performing technical audits, and implementing SEO best practices. You will execute SEO campaigns that drive organic traffic and improve search engine rankings. We have never needed to and have no desire to use PPC campaigns due to the strength and quality of our websites, with our success built on purely organic search results.

We are looking for a motivated, communicative and well organised individual to become a pivotal member of our team, ensuring the SEO performance of the company websites is maximised, maintaining our market leading position.

This is a new, varied, office-based role offering the opportunity to work alongside our in house IT, Operations, Product and Marketing teams, having a hands on approach to maintaining, improving and enhancing our successful and world reputed websites.

## **Key Responsibilities**

The SEO Executive is responsible for, but is not limited to:

- Improve organic search rankings and drive targeted traffic
- Conduct thorough keyword research and analysis to identify opportunities and trends
- Optimise website content, meta tags, and landing pages for search engines
- Copywriting across all brand websites
- Monitor and report on SEO performance using tools such as Google Analytics, Search Console, Moz, and SEMrush
- Create and maintain an SEO strategy
- Lead on-page and off-page SEO initiatives, including link building and outreach
- Stay up to date with the latest SEO trends, algorithm changes, and best practices
- Collaborate with our website content creators, developers, and the marketing team to align SEO efforts with overall marketing goals
- Advise the Marketing and Product teams of targeted keywords and key phrases for blog content and general website pages
- Blog analysis and performance monitoring
- Perform continued analysis of all company websites, providing insights and recommendations for improvements from a functionality, performance and SEO perspective
- Compile and present monthly analysis reports of company websites' performance, making recommendations on content needed to improve SERPS, and any alterations required to the websites in order to improve SEO
- Analysis and presentation of competitor websites from an SEO and content perspective

## **The Perfect Candidate**

The key skills and qualities include:

- Proven experience as an SEO Executive or similar role
- Ability to analyse data and provide actionable insights
- In-depth knowledge of SEO principles and best practices
- Have a strong understanding of keyword research and optimisation
- Familiarity with content management systems (e.g., WordPress)
- Commercial experience with Google Analytics and other Google tools including Lighthouse, PageSpeed Insights, Trends, keyword tracker, search console, dev tools, webmaster tools
- Technical expertise in page speed, load time, rendering, lazy loading, HTML alt/title/H tags, server-side redirects, Schema.org structured data, XML sitemaps, meta data
- A proactive, can-do attitude, ensuring that jobs get done in a timely manner
- Reliable and punctual
- Articulate and grammatically able
- Be organised. Ability to manage and prioritise workload efficiently with a strong attention to detail
- Excellent interpersonal, verbal and written communication skills
- A strong and dedicated work ethic
- Work under pressure within a fast-paced environment

## **The Company**

Blue Skies Lifestyle Ltd is a family-run, online luxury travel agency encompassing 4 brands. [Ski In Luxury](#) is our largest brand and renowned for being the best luxury ski chalet agency worldwide. Our other brands are [Ultimate Luxury Chalets](#), a collection of the top 100 luxury rental chalets across Europe, [Alps In Luxury](#) featuring summer rental chalets in the Alps, and [Villas In Luxury](#), our summer villa holiday portfolio. Our incredible team all share a passion for the mountains and luxury travel.

If you are keen on joining this exciting, forward-thinking company with an incredible team already in place, then please apply now by sending your CV to [lauren@skiinluxury.com](mailto:lauren@skiinluxury.com) with a cover letter explaining why you feel you are the perfect fit for the role.

