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## Link Building Specialist - Career Description

**Company:** [StepForth Web Marketing Inc.](#)

**Job Location:** Victoria, BC



### As a Link Building Specialist you will:

- Assist in Keyword discovery and expansion
- Generate quality links for clients
- Directory submissions and revisions
- Work with clients to identify the most appropriate blogs
- Conduct online research to identify Web sites suitable for client
- Link Building through social media, blogs, articles and press releases
- Research and analyze competitor advertising links if necessary
- Generate measurable results for clients as well as the generation of reports

### You will have:

- Excellent written and verbal communication skills in order to write and edit high quality content
- Efficient and detailed
- Goal oriented
- Familiarity with the internet, social media sites, search engines, discussion boards, blogs, video sharing sites and podcasting is an asset but a willingness to learn is essential
- Proficient in Microsoft Applications
- Demonstrate a proactive work ethic
- Organized approach to work and meticulous record keeping
- Well-honed customer skills
- Possess initiative
- Able to deal with a wide variety of personalities
- Professional manner in dealing with clients and co-workers
- Ideally you will have experience with comprehensive keyword research

**Terms of Pay:** to start you will be given jobs on a contract basis until we can vett your work and reassure ourselves you are ready to be a full time member of our veteran marketing staff. Hours and pay are subject to discussion based on your pre-qualifications.

**Note:** there is a great deal of opportunity for advancement and StepForth's end goal here is to find a long term, well remunerated employee.

### Please Get To Know Us

- [About StepForth Web Marketing Inc.](#)
- [About Ross Dunn, the CEO, Owner and Founder](#)
- [See other StepForth Career Openings](#)