



## APPENDIX A

### Source Interlink Career Opportunity Form

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**POSTING DATE:** February 12, 2010

**POSITION:** SEO Specialist

**DEPARTMENT:** Source Interlink Media/Automotive.com

**LOCATION:** Irvine, CA

**REPORTS TO:** Director, SEO

**FUNCTIONS:**

We are seeking an experienced Search Engine Optimization Specialist to join our in-house SEO team. Responsible for working with SEO team to generate traffic to existing web properties and the creation / development of new targeted search engine campaigns focused on topics provided by the Marketing Team.

#### **Job Duties and Responsibilities:**

- Managing search engine infrastructure for various web properties
- Monitoring and tuning performance of the sites for the various natural search engines
- Implementing and testing strategies to increase conversion rates across web properties.
- Creating and optimizing website copy, on-page elements, Meta tags, etc. to support websites and ranking metrics.
- Optimize the structure, URL format, and filenames of existing and new website sections
- Creating website traffic, ranking, and conversion reports for management.
- Creating flow documents, specifications, and work with APP team to create SEO applications.
- Provide support to the marketing team.
- Updating/keeping current SEO documentation.
- Keep current on search engine trends, algorithms, and best practices

#### **Education/Experience:**

- 3+ years of SEO experience in web environment, preferably on high-volume traffic sites.
- Must have a proven track record with organic search engine optimization
- Bachelor's Degree in computer or marketing related discipline is preferred.

#### **Knowledge, Skills, and Abilities:**

- Strong understanding of web development process and search algorithms
- Up to date knowledge of current industry trends and strategies related to SEO
- Experience with HTML, CSS, and other programming languages
- Experience with keyword analysis
- Able to work independently and in a team environment

- Excellent communication skills; verbal and written.
- Extremely detail oriented and thrives in a fast-paced deadline oriented environment
- MS Office Suite (Visio, Word, Excel, Outlook)
- Omniture SiteCatalyst
- Axure
- Macromedia Dreamweaver
- Adobe Photoshop

**HOW TO APPLY FOR THIS POSITION:**

Mail, fax or email resume, letter of interest, internal job posting application, and any other relevant information you would like to submit to:

**NAME:** Human Resources  
**ADDRESS:** 774 S. Placentia Ave.  
Placentia, CA 92870

**FAX:** 714-939-2526

**EMAIL ADDRESS:** [career@sorc.com](mailto:career@sorc.com)