

[ResourceWise](#) is the parent company of four companies in the Forest Products and Chemicals industries: Forest2Market, Fisher International, Tecnon OrbiChem and Wood Resources International. All ResourceWise companies provide data, analytics, business intelligence and value chain expertise to their respective industries.

## **Website Optimization Manager**

### Charlotte, NC

ResourceWise is seeking a Website Optimization Manager with experience in website, search engine and conversion rate optimization. The primary functions of this role will be to manage all corporate websites, overseeing continuous improvement efforts for site performance, lead generation and conversions. The successful candidate will have excellent website troubleshooting and problem-solving skills, strong analytical skills, meticulous attention to detail and a passion for understanding and implementing new web trends and best practices.

### **Requirements**

- BSc/BA in Marketing, Business or related field
- 5 years of proven experience driving performance on B2B websites
- The ability to diagnose and fix structural website issues
- Advanced knowledge of standard and current SEO practices
- Mastery of CMS platforms, HubSpot preferred
- Advanced knowledge of HTML/CSS

### **Responsibilities**

- **SEO to increase lead generation**
  - Assist content creators with keyword research and content strategy
  - On-page SEO – optimize individual web pages around specific keywords to increase search traffic from queries
  - Technical SEO – audit and improve the technical implementation of our websites making them more accessible for both human and machine users
- **Website optimization to improve lead generation and conversion rates**
  - “Own” the websites and landing pages to ensure they are driving qualified leads on desktop and mobile
  - Improve domain authority of websites
  - Use of website optimization tools—Google Analytics/Webmaster/Search Console, Semrush/MOZ—to identify and fix issues that affect the performance of B2B websites
  - Fix structural issues on sites caused by algorithm and other changes
  - Improve UX with page speed optimization
- **Data Analysis and Reporting**

### **Compensation and benefits**

- Compensation is commensurate with experience
- Yearly performance bonus
- Medical, dental, vision benefit programs provided
- 401k with company match

### **Contact**

- Please send resume and cover letter to [careers@resourcewise.com](mailto:careers@resourcewise.com)