

Job Description – SEO & SEM Specialist

Full-time or part-time role that may be hybrid, remote or in our Berry NSW office (Australian Eastern Time Zone preferred, senior contractor considered)

About the role

Handmade Web & Design is looking for a SEO & SEM Specialist who can confidently deliver **local SEO, organic search, paid search and paid meta campaign engagements**, while helping us operationalise **AI-driven search and discovery strategies** for clients.

You'll work closely with the Director and web team to execute month-by-month SEM and SEO programs, follow SOPs where required, contribute insights, and help clients improve visibility where people actually search today – Google Maps, local pack, organic results, and AI answers.

This is a hands-on role. You'll be executing, analysing, refining, and explaining.

About Handmade Web & Design

Handmade Web & Design is a strategy-led digital agency based in Berry, NSW. We design and build high-performing websites, then help clients grow through search, local visibility, and increasingly, AI-driven discovery.

We work with service-based businesses, professional services, education providers, non-profits and multi-location organisations. Our SEO work is practical, structured, and tied to real commercial outcomes – not vanity metrics.

As search evolves, we're expanding beyond "classic SEO" into **AEO (Answer Engine Optimisation), local entity optimisation, and AI chat agent visibility** across Google, Bing, Apple, OpenAI, Perplexity, Anthropic and emerging platforms.

We also design and manage a small number of our client's Google Ads campaigns, as well as Meta campaigns.

Key responsibilities

Local SEO & foundations

- Build and optimise **Google Business Profiles** (single & multi-location)
- Manage **NAP consistency**, citations, and directory profiles
- Develop and execute **review acquisition strategies**
- Optimise local landing pages (service + location pages)
- Implement local schema (Organisation, LocalBusiness, FAQ, Review, etc.)
- Monitor local pack & Maps performance

Organic SEO delivery

- Keyword research with local, commercial & informational intent
- On-page optimisation (titles, metas, headings, internal linking)
- Content optimisation & briefing (not fluff writing)
- Technical SEO audits (crawlability, indexation, Core Web Vitals basics)
- Search Console & GA4 monitoring
- Link earning & authority building (measured, quality-first)

AI optimisation (AIO) & search evolution

- Optimise content for AI summaries, featured answers & conversational search
- Structure content for LLM consumption (entities, clarity, authority, context)
- Assist with optimisation for:
 - Google SGE / AI Overviews
 - Bing / Copilot
 - ChatGPT & other AI assistants (brand & entity presence)
- Support development of AI Chat Agents (content structure, grounding sources, schema inputs)
- Track emerging AIO best practices and contribute to SOP improvements

Google and Meta Ads

- Input into the design of successful search or social ad campaigns
- Set up measurement tags, analytics, etc
- Set up and optimise ad campaigns in Google Ads and Meta platforms
- Create and optimise high-converting landing pages

Reporting & client delivery

- Produce clear, plain-English SEO & Ad Campaign reports
- Identify trends without over-claiming causation
- Highlight risks, opportunities, and priorities
- Support monthly reporting & “focus for next month” insights
- Assist with explaining SEO concepts to non-technical clients

What we're looking for

Essential

- 3+ years hands-on SEO experience (agency or in-house)
- Strong understanding of **Local SEO** and **AEO**
- Confident with Google Search Console, GA4, GBP Manager, Google Ads, Meta Ads
- Strong written communication (clear, structured, human)
- Strong understanding of on-page/content and hierarchical structuring of websites around semantic/topical relationships
- Strong understanding of ranking factors and how to influence them
- Comfortable working to **processes, SOPs & checklists** and improving them where possible

Highly regarded

- Google Ads Certification
- Experience with multi-location SEO
- Familiarity with schema & structured data
- Exposure to AI search, SGE, or LLM-driven content optimisation
- Experience collaborating with web developers & designers
- Background in service-based or professional services SEO
- Australian market experience

Mindset fit

- Pragmatic, not dogmatic
- Curious about where search and digital marketing are heading (not stuck in 2018). A self-starting, entrepreneurial knowledge-seeker and researcher.
- A good listener for client goals, needs and feedback
- Comfortable saying "we don't know yet, but here's what we're testing"
- Values clarity, evidence, and client trust over hype
- Attention to detail, analytical thinker
- Ethical, honest, straight-talking (while maintaining a diplomatic sensibility)

Tools you'll likely use

- Google Search Console & GA4
- Google Business Profile Manager
- Screaming Frog or similar
- Ahrefs / SEMrush (or equivalent)
- PageSpeed Insights / Lighthouse
- CMS platforms (primarily WordPress)
- AI tools for research, analysis & testing (not content spam)

Why work with Handmade Web & Design

- Strategy-led SEO (not churn-and-burn retainers)
- Real investment in **AI & future-proof search**
- Sensible client expectations and long-term relationships
- Clear processes, but room to improve them
- Direct access to decision-makers
- Flexible working arrangements

Terms

The terms of this role depend on the candidate's location, availability and experience.

Position: Full-time or Part-time (senior contractor considered)

Location: In-office (Berry NSW 2535) / Hybrid / Remote (Australian Eastern time zone preferred)

Remuneration: \$65,000–\$95,000 pro rata plus superannuation, depending on experience

Reports to: Owner

How to apply

Please email your CV, contact details for two referees, and a short note explaining why you feel you'd be a good fit for this role to katie@handmadeweb.com.au by 21 August 2026.

In your application, we'd especially like to hear about:

- Examples of local SEO or organic wins you've worked on
- Anything you've experimented with in AI-driven search (even if early)
- Proof/portfolio of experience with Google Ads and Meta Ads

We'll begin interviewing suitable candidates as applications come in.