



Full-time SEO Content Writer

Hong Kong

At HelloToby, we are building an online local services marketplace that connects local service providers with people who needs them. We want to transform the way people accomplish any project by offering them the fastest and easiest way to hire trusted local service providers, anytime and anywhere. Visit us at www.hellotoby.com for more info.

About the Role

The SEO Content team focuses on attracting users to the HelloToby platform by creating high quality content that addresses the problems and needs of our target audience through channels like blogs, search engines, and social media. Additionally, the team works closely with key service providers on our platform to create high quality content about their business.

Responsibilities

- Assist acquisition team in the onboarding process by engaging key service providers, producing high quality content about their business
- Generate, review, edit and optimize key landing service page content for SEO purposes including increasing on-page relevance and search engine discoverability
- Assist content manager in managing distribution channels including social, blog, website, mobile app, eDMs, and PR
- Build on a powerful SEO-friendly blog by identifying, creating and promoting top quality onsite and offsite content
- Perform ongoing keyword research including discovery and expansion of keyword opportunities
- Develop new content partners to work with our brand and build referral traffic through link building and placement
- Provide regular insight into competitor marketing outreach strategies
- Track, report and analyze web analytics and landing page conversion rates

Qualifications

- Excellent writing skills is a must for Cantonese Chinese and proficient with English;
- Strong execution skills in carrying out tasks within a tight deadline
- Data-driven mindset, makes practical decisions based on a mix of quantitative and qualitative feedback

Apply via email jason@hellotoby.com by 7 June