

SEO Strategy Manager

Menlo Park, CA

+2 locations

Business Marketing

+3 more

Meta's mission is to empower people to build community and bring the world closer together. As part of this mission, the SEO Manager will enhance our web marketing footprint globally. As SEO Manager, you will be responsible for increasing search visibility, traffic, and conversions across Meta's B2B and B2C web properties. You will partner with cross-functional marketing, development and product teams to develop strategy and integrate SEO best practices across Reality Labs and Business Marketing sites.

SEO Strategy Manager Responsibilities

- Develop and execute SEO (Search Engine Optimization) strategies to boost search visibility and drive traffic
- Conduct keyword research and prioritize opportunities for growth
- Demonstrate expertise in diagnosing technical SEO issues, collaborate with cross-functional teams to implement scalable solutions, and advocate for best practices
- Manage domain migrations and cross sites interlinking strategies for Meta
- Collaborate with product and web teams to apply SEO best practices
- Partner with Data Science and Marketing Analytics to refine measurement frameworks
- Stay informed on industry trends, search engine updates, and AI (Artificial Intelligence) impacts
- Conduct competitors analyses and market research to identify trends
- Fostering a collaborative and open team environment, helping evangelize SEO/GEO best practices, learnings and industry trends within the company

Minimum Qualifications

- 8+ years of experience in SEO for high-traffic, competitive web properties

- Experience partnering with product management, product design, and other cross-functional teams (Analytics, Research, Creative, etc.) to drive business results
- Experience using data to inform strategy and communication, and to develop meaningful go-to-market approaches that drive business outcomes
- Proficient in data analysis and reporting
- Expertise in on-page, off-page, technical, and content SEO
- Experience with website migration and multilingual sites
- Proficiency in SEO tools and web analytics
- Proven to work autonomously and act as the subject matter expert on cross-functional teams
- Demonstrated experience in communicating complex subject matter to non-technical audiences
- Bachelor's Degree

Preferred Qualifications

- Demonstrated experience creating data-driven narratives
- Experience with HTML, CSS, and Single-Page Applications
- Basic SQL knowledge

About Meta

Meta builds technologies that help people connect, find communities, and grow businesses. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology. People who choose to build their careers by building with us at Meta help shape a future that will take us beyond what digital connection makes possible today—beyond the constraints of screens, the limits of distance, and even the rules of physics.

For those who live in or expect to work from California if hired for this position, please click [here](#) for additional information.

\$152,000/year to \$213,000/year + bonus + equity + benefits Individual compensation is determined by skills, qualifications, experience, and location. Compensation details listed in this posting reflect the base hourly rate, monthly rate, or annual salary only, and do not include bonus, equity or sales incentives, if applicable. In addition to base compensation, Meta offers benefits. Learn more about [benefits](#) at Meta.

Equal Employment Opportunity

Meta is proud to be an Equal Employment Opportunity employer. We do not discriminate based upon race, religion, color, national origin, sex (including pregnancy, childbirth, reproductive health decisions, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, genetic information, political views or activity, or other applicable legally protected characteristics. You may view our Equal Employment Opportunity notice [here](#).

Meta is committed to providing reasonable accommodations for qualified individuals with disabilities and disabled veterans in our job application procedures. If you need assistance or an accommodation due to a disability, fill out the [Accommodations request form](#).

The screenshot shows a web browser window with the URL `metacareers.com/profile/job_details/1555549369007480`. The navigation bar includes links for Meta, Jobs, Teams, Career Programs, Working at Meta, Blog, and Podcasts. The main content area displays the job title "SEO Strategy Manager" with a location of "Menlo Park, CA" and "+2 locations". It also lists "Business Marketing" and "+3 more" categories. A blue "Apply now" button is visible. Below the button, the job description states: "Meta's mission is to empower people to build community and bring the world closer together. As part of this mission, the SEO Manager will enhance our web marketing footprint globally. As SEO Manager, you will be responsible for increasing search visibility, traffic, and conversions across Meta's B2B and B2C web properties. You will partner with cross-functional marketing, development and product teams to develop strategy and integrate SEO best practices across Reality Labs and Business Marketing sites." A section titled "SEO Strategy Manager Responsibilities" follows, listing 11 bullet points: "Develop and execute SEO (Search Engine Optimization) strategies to boost search visibility and drive traffic", "Conduct keyword research and prioritize opportunities for growth", "Demonstrate expertise in diagnosing technical SEO issues, collaborate with cross-functional teams to implement scalable solutions, and advocate for best practices", "Manage domain migrations and cross sites interlinking strategies for Meta", "Collaborate with product and web teams to apply SEO best practices", "Partner with Data Science and Marketing Analytics to refine measurement frameworks", "Stay informed on industry trends, search engine updates, and AI (Artificial Intelligence) impacts", "Conduct competitors analyses and market research to identify trends", and "Fostering a collaborative and open team environment, helping evangelize SEO/GEO best practices, learnings and industry trends within the company".