

Technical SEO & Web Analyst

Location: Annapolis, Baltimore, or Eastern Shore area preferred

Type: Full-time

Work Style: Remote with 1-2 in-person team meetings per week

About No Fluff

No Fluff is a technology-enabled services firm that helps B2B companies show up more clearly, earn trust, and get recommended in AI tools like ChatGPT, Gemini, and Perplexity. We combine AI, automation, and modern search practices with human judgment and hands-on execution to help clients improve visibility, strengthen authority, and move faster on what matters.

We are building a company for people who like solving problems, taking ownership, and improving how work gets done. We value curiosity, initiative, experimentation, and sound judgment. People here are expected to think for themselves, use technology intelligently, and push work forward without waiting for perfect conditions.

Who We're Looking For

We're looking for a hands-on **Technical SEO & Website Operator** who knows how to improve websites directly, not just talk about strategy. Most SEO roles focus on rankings. This role is more specific: making sure that when an AI system encounters a client's website, it can clearly understand who they are, what they offer, and why they should be cited in a buyer conversation.

We're open to hiring this as either an intern or entry-level role, depending on experience. What matters most is strong technical curiosity, problem-solving, and the ability to improve how websites perform and get understood by search engines and AI tools. You should be confident working inside WordPress and Elementor, publishing content, improving technical SEO, fixing issues, and keeping work moving across different client environments, even when a CMS behaves unexpectedly or a plugin refuses to cooperate. This role sits at the intersection of SEO, site structure, schema, content publishing, performance improvements, and troubleshooting.

What You'll Do

- Use AI-supported keyword and prompt research to identify the highest-value search opportunities by buyer, use case, and topic
- Turn insights into practical website priorities, including page updates, internal linking, metadata, and content recommendations
- Audit client websites for AI crawler access, structured data completeness, Core Web Vitals performance, and technical SEO health (semi automated)
- Implement technical SEO and on-site improvements directly in WordPress and Elementor (llms.txt implementation, schema, entity clarity etc.)

- Publish and update pages directly inside CMS; blog posts, metadata, schema, internal links, and supporting content elements
- Improve crawlability, site structure, indexation, page performance, internal linking, contextual anchor text and more for AI readability
- Troubleshoot site issues across plugins, templates, publishing workflows, and light front-end challenges
- Collaborate with the Digital PR & Content Specialist to align content publication with SEO and authority-building strategy.
- QA changes after launch and support both client delivery and No Fluff's own website and search visibility effort

What You Bring

- 2-4 years (or equivalent coursework/projects) in technical SEO, web operations, or digital marketing, with hands-on execution experience, not just strategy.
- Ability to read and write basic HTML, CSS, and JSON-LD. You can implement schema manually when a plugin isn't enough.
- Fluency in at least two major CMS platforms, with the ability to navigate new ones quickly.
- Working knowledge of Core Web Vitals, crawl budget management, and site speed diagnostics.
- Proficiency with tools like Google Search Console, Screaming Frog, Ahrefs or SEMrush, and PageSpeed Insights. Open to using AI tools to accelerate audits, draft structured data, and surface patterns faster.
- Familiarity with how AI crawlers (GPTBot, Claude-Web, Google-Extended) index and use web content.
- Detail-oriented and organized; you track what you changed, why, and what happened next.

How We Work

We're a small, ambitious team building a modern service business for the AI era. We test ideas in the real world, and care far more about useful progress than polished theory. We value people who ask questions early, bring solutions, not just problems, document what they learn, and have strong opinions they're willing to update when the data says otherwise. We're also building something genuinely new, and we want a team that's curious, direct, fun to work with, and excited about where this industry is going.

- Flexible PTO, summer Fridays, and company closure from Christmas to New Years (if urgent client work is done!)
- Hands-on access to the latest AI tools, automation platforms, and visibility tech.
- Direct founder access, real ownership over your work, and a front-row seat to building something new.
- Bonus potential tied to company revenue growth.
- Small team, big impact. **No corporate drag, no endless meetings.**

Email your resume to info@nofluffmktg.com