

# SEO & Google AdWords Volunteer

## Description

The SEO & Google AdWords Assistant is an unpaid virtual volunteer position. This role works closely with the American SPCC team to improve the likelihood that readers will discover our content through organic search and through our Google AdWords campaigns. He/she will optimize content for online search by rewriting headlines, and developing strategies through researching keywords and recommending new areas of focus as well as assisting with various operations surrounding Google advertising.

He/she directly contributes to American SPCC's vision and mission to promote social impact to end abuse and improve children's lives, via the promotion of the organization's advocacy, awareness, and education initiatives. Predetermined issues promoted by American SPCC include, but are not limited to: child abuse, child neglect, child sexual abuse, child exploitation, trafficking, bullying, cyberbullying, domestic violence, foster care, child safety, shaken baby syndrome and positive parenting. This role is crucial to spreading our message, and expanding our virtual reach and growing our community.

## Duties and Responsibilities

SEO & Google AdWords Volunteer expectations:

- Employ best SEO practices and apply them to American SPCC online content material, including website, blogs, and newsletters.
- Review current AdWords campaigns, ads, and keywords.
- Respond to American SPCC team about content in progress or recently published.
- Daily/weekly Google AdWords account management - analyzing & optimizing ad campaigns.
- Revise SEO guidelines and performance, suggesting new strategies to improve performance.
- Research audience potential and targeting for SEO and Google keywords, craft alternate headlines, and launch campaigns (upon approval) to support these strategies.
- Recommend relevant topics and stories/blogs based on search-audience potential.
- Report results, findings and trending topics to American SPCC team.
- Monitor tools and help resolve errors and problems identified by google.
- Maintain and promote organization's image and reputation.

## Skills & Personal Traits

- A strong interest and knowledge of SEO and audience development.
- Strong data analytics skills and adept at using Google AdWords/Analytics platforms.
- Proficient in use of Google AdWords keyword research tool and Google Trends.
- Creative, good editorial judgment, and an analytical mindset.
- Able to present clear, constructive feedback and recommendations.
- Passion and commitment for helping organizations achieve greater social impact.
- Excellent mathematical skills, exceptional organizational skills and attention to detail.
- Excellent oral communication, presentation and interpersonal skills.
- Works well independently and as part of a team.
- Interest in advocating for children and raising awareness of child abuse and bullying
- Interest in nonprofit sector.
- Ability to maintain the “voice” and reputation of an organization.
- Ability to adhere to deadlines and results focused.

## Qualifications

- Working knowledge of SEO and Google Analytics tools.
- Certification in SEO and AdWords, a plus.

## Term/Commitment

This position requires a minimum 3-month commitment for an average of 2-4 hours per week, which will be completed virtually in the SEO & Google AdWords Volunteer's own office or home. Position commitment is subject to renew and extension by agreement from both parties.

## Requirements

Please send completed [application](#), along with three reference letters and a copy of resume or CV.

**PLEASE NOTE:** If for some reason, your position requires you to be in direct contact with minor children, a personal background check will be required. No exceptions.

## Benefits and Recognition

This virtual position provides valuable experience for digital marketing, SEO, or digital media students. Suited to individuals with a keen interest in the nonprofit sector or consultancy field, and anyone dedicated to the positive physical, emotional, and intellectual development of children and youth in the United States.

Our volunteers are highly valued members of the American SPCC team and contribute to making a significant difference in the successful execution of American SPCC's vision and mission, our advocacy, awareness, and education initiatives, and helping promote social change to end abuse. American SPCC will provide milestone acknowledgements and reference letters for all volunteers who successfully complete their volunteer placement.

## **About American SPCC**

American Society for the Positive Care of Children was founded in 2011 as a 501(c)(3) nonprofit charitable organization from the strong desire of one caring individual to make a difference in the lives of abused children in America.

We believe that childhood should be fun for kids. A time to learn, be nurtured, and loved. Childhood shouldn't hurt, but the harsh reality is that for many American kids, childhood not only hurts, but is often fatal. Millions of American children experience devastating childhoods, with long-term debilitating effects. In America, children are being abused and dying every day. Child abuse, neglect, exploitation, and bullying are at epidemic levels in the United States.

Every day at American SPCC, we ask the question, what can we do to have a positive impact on the lives of children today, tomorrow, and in the future?

American SPCC is devoted to promoting social change to end abuse, leading to a safer, healthier, and happier world for children. Through our advocacy, awareness, positive parenting, anti-bullying, and social media campaigns, we advocate for American children and raise public awareness to help end child abuse in all forms. Together with our community of supporters, we give a voice to the 'voiceless' — the abused, neglected, bullied, and marginalized children of America.

There's NO excuse for child abuse! If you believe children don't deserve to be abused or bullied, join us, as we fight against the epidemic of child maltreatment, and bullying in America. Apply today!

**Social Impact • End Child Abuse • Improve Children's Lives!**

[Apply Now](#)

email: [volunteer@americanspcc.org](mailto:volunteer@americanspcc.org)