We are hiring!
SEO Specialist
We are Covers and we are on our way to becoming the leading sports betting authority on the planet! Do you want to join us on this exciting journey?

We bring together expert insight, rich experience and a passionate community - helping sports bettors bet smarter, win more consistently and have fun doing it.

We’ve assembled a community of trusted experts and operators, alongside knowledgeable fans, who turn mountains of data into juicy discussion and insightful tips that help bettors focus on what matters most - their love of the game, and the thrill of their win.

Covers is rapidly growing in the ever-expanding landscape of sports entertainment and we are constantly looking to add to our group of all-stars.

Covers.com is serviced by NS Sports Media Pros Ltd., a related company who specializes in professional services and is located in Halifax, Nova Scotia.
OUR CULTURE & VALUES

Fuel with Fun...Fun is fuel for our creativity and the glue that binds us together. It’s why we’re happy to come to work each day, and means we show up with optimism and compete with passion. Enjoying being here helps us do our best work.

Tackle it Together...We know that together is better. Building trust as a team means sharing how we’re feeling and what we’re working on. We create a sense of belonging by believing in each other’s strengths and celebrating our successes. And it means we all show up to play our part for the team.

Deliver a Great Experience...We’re proud of what we deliver. Our cutting edge projects keep us motivated and challenge us to take risks. We know our users love us for the quality of the experiences we create. They trust us to keep looking ahead - to be at the top of our game, so they can be at the top of theirs.

Build your Game...We’re driven by our expertise, and are here to learn, teach and mentor each other. We all grow when we share our knowledge - and we know we need to leave our comfort zone to build our confidence and our mastery. Together we learn as much from our slip-ups as our successes.

Let’s Do This Together
We understand that our industry is usually associated with a non-diverse persona, but we have created a workplace and community that brings fun, experience and opportunities for all! Therefore we have made a commitment to ensure we are welcoming to all people.

We are an equal opportunity employer that is welcoming to those of any gender, race, color, religion or belief, ethnicity, sexual orientation, disability, or any other self-identifying group. We are continuously improving our culture to ensure that we create an inclusive and fun environment with opportunities to excel within our organization.
THE ROLE

Due to growth, we’re on the hunt for a world-class SEO Specialist who’s passionate, knowledgeable and a real team player. You’ll be responsible for on-page and technical SEO on our two domains, in the exciting, fast-paced industry of sports.

You’ll be able to back up your knowledge and experience with a ‘win as one’ mindset, working in partnership with others to achieve common goals.

You’ll work collaboratively with other departments, handling issues in a dynamic and creative way. With full ownership of some exciting projects, you’ll bring your enthusiasm and love of SEO to make suggestions that can make huge differences to our traffic.

If you’re an SEO who is frustrated at things not being actioned, you’ll love working with us, as we thrive on a ‘get things done’ mentality.
WHAT YOU’LL DO

• Performing regular SEO audits and deliver actionable roadmaps for technical fixes
• Performing keyword research to provide direction and insight for our content team
• Stay up to date with the latest SEO strategies, algorithm updates and industry news
• Optimize the website for maximum SERP visibility (e.g. structured data)
• Regular reporting and analysis which includes traffic, rankings, and other SEO aspects
• Competitor analysis including keywords and search strategy
• Update and maintain SEO documentation
• Develop and implement link building strategy
• Educate people across the organization on SEO best practices
• Perform SEO gap analysis and outline areas of potential growth

What You Will Not Do

• You will not write any content
• You will not do any development or coding
• You will not run any PPC campaigns

Bonus Points

• Familiarity with programming languages & frameworks (.Net, CSS, Java Script & HTML)
• Certificated in Google Analytics
• Bachelor’s degree in marketing, web development, digital media, or related fields
• Experience with SEO A/B testing
• Experience in content marketing & content growth
• Experience with server logs
WHAT YOU’LL BRING

• Minimum 2 – 5 years of SEO experience with proven success results
• Experience with mainstream SEO tools (Screaming Frog, SEMrush, Ahrefs, Google Analytics, Google Search Console and more)
• Experience with large websites & ecommerce SEO
• Excellent analytical, organizational, problem solving and time management skills
• Excellent knowledge of site structure and best practices
• Solid understanding of on-page SEO factors and best practices
• Solid understanding of Web Vitals metrics and how to measure & optimize for them
• Excellent writing, speaking and communication skills
• Knowledge of known ranking factors and search engine algorithms
What we can do for you!

- A competitive base salary package
- Individual and company performance based annual discretionary bonus
- Paid time off: 3 weeks’ vacation, public holidays, birthday, office is closed between Christmas Eve and New Years
- Health and dental benefits
- 3% company matched pension contributions
- Self-driven annual training budget so you can continue to grow professionally
- Flexible working hours and work from home options
- Company parties in the summer, winter, and a few fun events in between
- Engaging, fun, and casual company culture
- Dog friendly office
- Free parking

If you read this and instantly thought you were a great fit with the skills and passion we're looking for, then please submit your cover letter and resume to careers@covers.com. We'd love to hear from you!
Apply today to join an amazing team!