



# WEB CONTENT AND SEO INTERNSHIP

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Acadia Mountain Guides, Inc. offers a number of internship opportunities for qualified college and high school students interested in retail business management, marketing, website management, climbing instruction, outdoor leadership and guide service operations. Yes, we are still a place where you can do it all! You will be making real decisions with real consequences. You will be expected to be very motivated, a solid self-starter, detail oriented and willing to work a full schedule. In return, you take home many new skills, experiences and insights that will prove beneficial throughout your career.

Alpenglow Adventure Sports, founded in 1986, is a division of Acadia Mountain Guides, Inc. Alpenglow is a true outdoor and mountaineering store that maintains the flavor and tradition of a classic mountain shop run by active alpinists and outdoor enthusiasts. We sell what we know and we want shopping to be fun and educational.

## Web Content and SEO Internship

Grease up your fingers and get ready. This internship will give you great finger strength for climbing. The Web Content/SEO intern is responsible for developing product content, photos, and awesome keywords for AlpenglowGear.com so that consumers absolutely can't resist making a purchase.

## Expectations

- Writing product descriptions and other web content, gathering new key words and assisting with key word discovery.
- Selecting and editing product photos.
- Working with web analytics and Google Adwords to improve web optimization.
- Using product information to develop engaging and informative product and landing pages.
- Becoming familiar with search engine rankings and best practices for improving natural search traffic
- Analyzing the competitive marketplace, including monitoring competitor websites and promotions to recommend areas we can improve upon

This is an unpaid internship requiring 8 to 40 hours per week commitment and may be done during the day or evening. The schedule and length of internship is flexible. Students must be able to receive educational credit OR provide proof of the educational benefit for their internship experience from their high school/University department/counselor.

## Internship Requirements

The web content/SEO intern must be organized, be super attentive to detail and have analytical and problem solving skills. They should enjoy writing clever little phrases that will make people want to buy our stuff. If you like to internet surf for outdoor gear and know why some URL's always show up then this is the internship for you. The ability to work in a fast-paced, ever-changing environment on your own is a must.

Experience with internet marketing, search engine optimization and web analytics is preferred, but not required. Proficiency with Mac systems, MS Excel, MS Word, Photoshop, web analytics, HTML and other web development software is preferred.

## To Apply:

Complete our application (available at [acadiamountainguides.com](http://acadiamountainguides.com)) and return it electronically with a letter of interest and resume to Jon Tierney ([climb@acadiamountainguides.com](mailto:climb@acadiamountainguides.com)). The first step in getting your internship is following these directions well.