

Website Benchmarking Specialist

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Company: London Strategy

Location: United Kingdom

Category: other-general

Website Benchmarking Specialist Role & Responsibilities

Website Analysis: Conduct comprehensive benchmarking analyses of client websites, evaluating performance metrics, user experience, and overall functionality. Identify areas for improvement and opportunities for enhanced website performance.

Competitor Benchmarking: Research and analyze competitor websites to understand industry benchmarks and identify best practices. Provide insights and recommendations to enhance the client's competitive positioning.

Performance Metrics: Define and track key performance indicators (KPIs) related to website performance, user engagement, and conversion rates. Develop reports and dashboards to communicate performance metrics to clients.

User Experience Optimization: Collaborate with UX/UI designers and developers to enhance the user experience based on benchmarking insights. Implement improvements to increase user satisfaction and engagement.

SEO Analysis: Conduct SEO benchmarking to assess the effectiveness of current strategies. Provide recommendations for optimizing website content, structure, and metadata to improve search engine rankings.

Technology Stack Evaluation: Evaluate the website's technology stack and infrastructure to ensure it aligns with industry standards and best practices. Propose technology upgrades or optimizations to enhance website performance.

Experience: Bachelor's or Master's degree in Computer Science, Web Development, IT, Computer Engineering or a related field. Proven experience (5+ years) in website benchmarking. Excellent project management skills, with the ability to manage multiple projects simultaneously. Demonstrated experience leading cross-functional teams and managing stakeholders at all levels of the organisation. 5+ years' experience in project

management within a consulting organisation (Big4 preferred) Prior experience in the Museum industry (STRONG PLUS) Must be familiar with project metrics reporting and dashboards. Experience in reporting to senior/executive-level stakeholders. Experience in preparing and running workshops. Managed projects in different time zones and across different geographies Relevant bachelor's degree (MBA preferred) Knowledge, Skills & Abilities Deep understanding of website benchmarking principles and technologies. Bachelor's degree in relevant space Solid presentation and PowerPoint skills (MUST) Excellent oral and written communication skills in English (MUST) Powerful executive reporting/communication skills Strong analytical capability and advanced Excel skills Strong attention to detail, organisation and collaboration skills Ability and comfort interacting with all levels of management, business leaders and technology stakeholders Understand the privacy and confidentiality of clients (will be under NDA) Employment Details Compensation: Competitive Start date: Immediately Location: Flexible (remote work for UAE-based company; travel may be required) Job type: Contract or Fulltime About London Strategy We are a boutique management and IT consulting firm based in London with vast experience in M&A, IT and transformation services in the Life Science and IT industry. Our team transforms complexity into priority actions, a clear timeline, and executive decisions supported by appropriate governance. You will be able to work with senior advisors with big-4 and top-tier advisory firm backgrounds. Our success comes from a shared belief in rolling up our sleeves, working hard to solve complex challenges, executing plans and implementing technology to help transform organisations. As we continue to grow and deepen our impact on organisations worldwide, we seek the right people to join us on our mission. Recruitment Process: If the position interests you, please apply now. We will send you a confirmation of acknowledgement. Upon successful selection for an interview, the process will occur in the following three stages: First Stage: An initial video call with a project manager to go through background and experience about the role Second Stage: A case study structured as a one-hour offline self-study and an online presentation stage to the interviewer Final Stage: This will be a final interview with a partner within the company Please note that in some circumstances, there may be changes to the stages depending on the specific needs of the hiring process.

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