



2025 - 2026

PFE Internship Book

Marketing Department

About Us

At MASS Analytics, we help brands make marketing decisions with confidence. We combine rigorous analytics with real-world business understanding to show exactly what drives growth and how to get the most out of every marketing dollar.

Our team works closely with clients to simplify complex data, turn insights into action, and make marketing measurement feel less like guesswork and more like actionable clarity.

Why Join Us

At MASS Analytics, we place a high value on an atmosphere that encourages innovation and teamwork. As a result of our unwavering commitment to delivering a rewarding work experience, we have been named one of the Best Places to Work.



Topic 1

SEO Growth

Description:

We are looking for an intern who can help us improve our organic search performance. You will work with our team to understand how the site performs today, find clear opportunities, and support changes that lead to steady traffic growth. We will guide you, and we expect you to be curious, proactive, and ready to take responsibility for your work.

Key attributes / Main competencies:

Organic performance

- Review pages and identify opportunities to improve rankings
- Support updates to titles, structure, and internal links
- Help run simple tests and track the results

Website authority

- Support link outreach and content promotion work
- Research new link opportunities that are relevant and useful

Technical support

- Assist with full site audits
- Flag issues related to speed, mobile use, crawl and broken links
- Work with content and development teams to follow up on fixes

Tracking and reporting

- Help set up and verify tracking in Analytics and Search Console
- Monitor changes in traffic and rankings
- Report on results and suggest next steps

Profile we are looking for:

- Basic understanding of SEO
- Interest in search performance and how to improve it
- Basic use of WordPress
- Familiarity with HubSpot
- Familiarity with Google Analytics and Search Console
- Comfortable researching, testing, and learning from data

Learning Outcomes:

- How to use tools like SEMrush, Google Analytics and Search Console
- How to build a traffic growth plan based on data
- How to make updates that improve traffic
- How SEO connects with content, design and development work
- How to report insights in a clear and actionable way

Your Journey Starts Here!

Apply Now!

mass-analytics.com/about/careers

