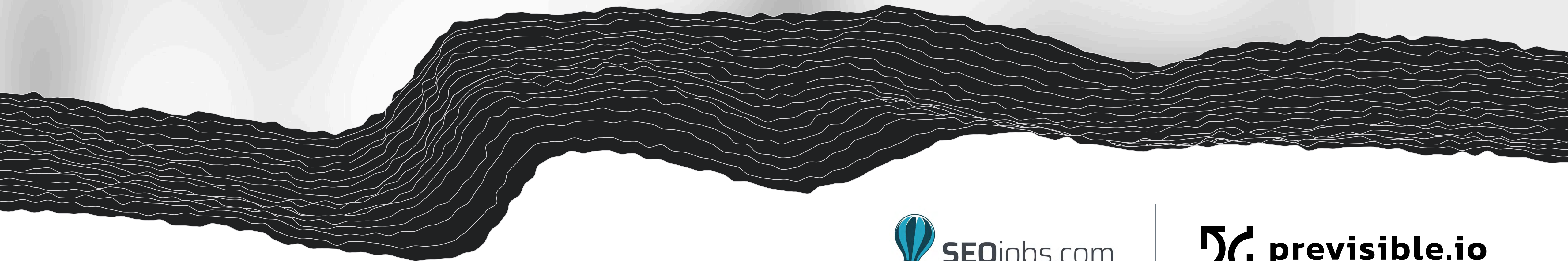


2025

PREVISIBLE STATE OF SEO JOBS REPORT



SEOjobs.com



previsible.io

The 2025 SEO career landscape is vibrant and marked by captivating opportunity alongside new data challenges.

The SEO career landscape has since its inception been constantly in flux, however in 2025 the prime opportunities professionals stand to benefit from are outpaced only by **the latest challenges presented by shifting search, data, and AI technologies.**

Humanizing SEO at the very time the profession is facing what are likely its biggest and swiftest changes yet is vital, and with our new *2025 Previsible State of SEO Jobs Report* we offer **a guide for SEO professionals at any stage of their career journey**, as well as key job market insights for SEO recruiting.

We're excited to share one of the most comprehensive career studies ever conducted in the SEO industry, examining **data on salaries, trending skills, work environments, geographic locations, and key industry roles and titles**, while offering helpful insight on **the stories our research data tells.**

The research contained in the *2025 Previsible State of SEO Jobs Report* is interpreted by some of the **industry's top voices**, who share **helpful take-aways, actionable insights, and a take on what the future of SEO looks** like as we head towards 2026.

Today's SEO career landscape is seeing a rapid evolution of the skills required to **best utilize emerging AI tools and technologies such as Google Search AI Mode, ChatGPT, OpenAI o3-mini and DeepMind**, along with **surprising shifts in where and how SEO professionals are working**, all while facing new privacy regulations.

This report **helps answer the key questions SEO professionals face today**, and presents 2025 as a unique opportunity to reach the next level of insight from data while building trust and bolstering the search industry.

Foreward

For 2025, many would say SEO is struggling because fewer job postings are available. However, this does not mean the industry is in decline. In fact, I believe new opportunities are emerging for SEOs.

There are risks, and certain areas of the industry are threatened. We've seen a decline in both content-focused SEO roles and remote opportunities. At the same time, there has been an increase in technical and leadership positions. Given the uncertainty around content creation with the rise of large language models (LLMs), it's not surprising to see content roles soften. However, as SEO grows in complexity, technical roles remain in demand and often command higher salaries.

Understanding these shifts is crucial for navigating the industry's evolution. That's why we conducted this study and took extra measures to ensure data integrity — removing duplicate job postings and clustering skill sets for a more accurate representation.

We invested in this study to support the SEO community, providing valuable insights for hiring managers to benchmark and provide SEOs an accurate picture so they can navigate our evolving industry.

SEO professionals have always been adaptable. We thrive in fast-changing environments. With LLMs and AI reshaping digital strategies, our expertise is more valuable than ever. Businesses are responding, as reflected by the increase in SEO leadership roles our data shows. I believe this trend will continue throughout 2025.



A handwritten signature in black ink, appearing to read 'Tyson S.'.

Tyson Stockton
COO and Co-Founder, Previsible

The SEO industry is filled with resources on everything from keyword research to technical audits. But when it comes to **career opportunities, salaries, and hiring trends**, there has been little transparency. Until now.

SEOjobs.com partnered with Previsible to analyze **~10,000 SEO job postings from 2024**, uncovering key insights into today's job market.



Whether you're hiring, job-seeking, or simply looking to understand where SEO is headed, this report provides a **data-driven look at the SEO job market.**

A handwritten signature in black ink, appearing to read 'Nick LeRoy'.

Nick LeRoy
Owner, SEOJobs.com

HOW TO USE THIS REPORT:

- **For SEO hiring managers**
Benchmark salary expectations, job titles, and required skills to attract top talent
- **For SEO job seekers**
Identify the most in-demand skills, salary benchmarks, and job market trends to make informed career moves
- **For all SEO professionals**
Gain insights into how evolving hiring trends reflect the state of the industry

Key SEO Industry Questions & Study Findings

- Should I get into a career in SEO in 2025?
- How much do SEO professionals earn, and what are the top roles and job titles?
- Is it necessary to work in a major metropolitan area to operate at the highest levels of the SEO employment ladder?

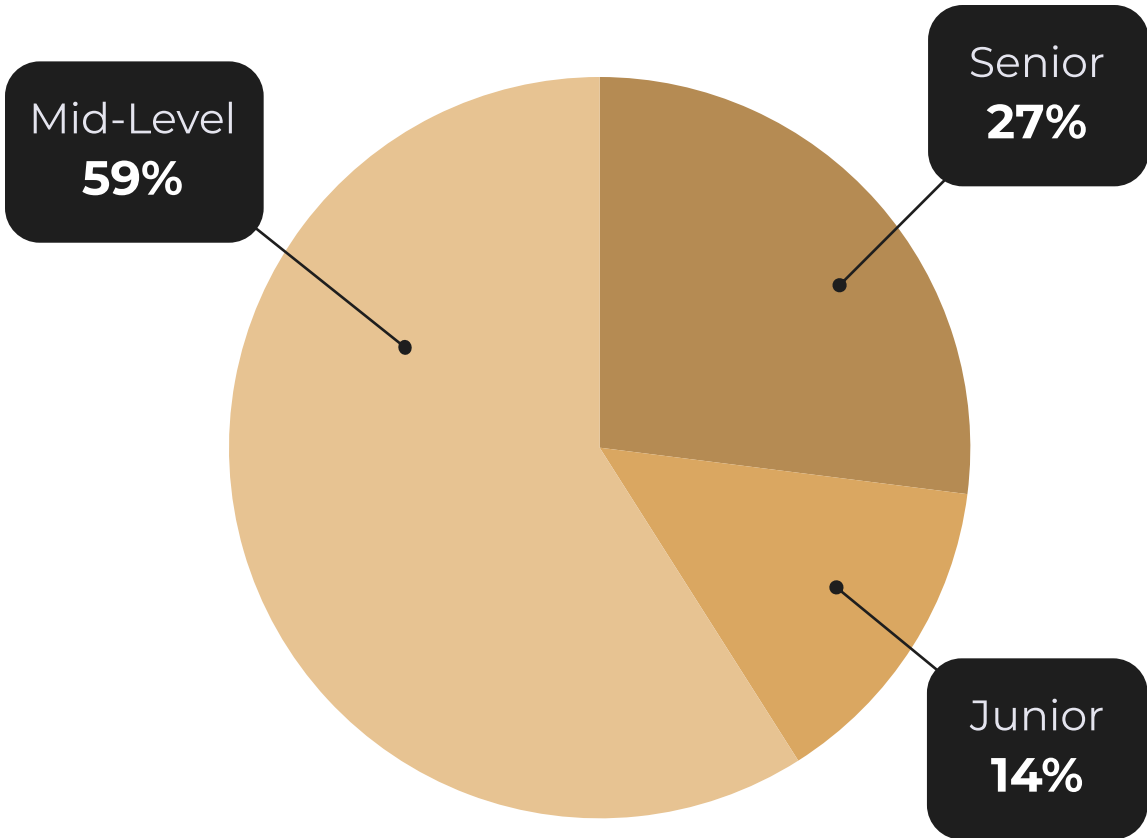
These questions cut to the heart of what we all want to know, and combine to help look at what **2025 has in store in the SEO industry**. They're also the fundamental questions the *2025 Previsible State of SEO Jobs Report* answers.

This report answers these questions and digs into many of the other important issues we all face as SEO professionals.

Key Findings

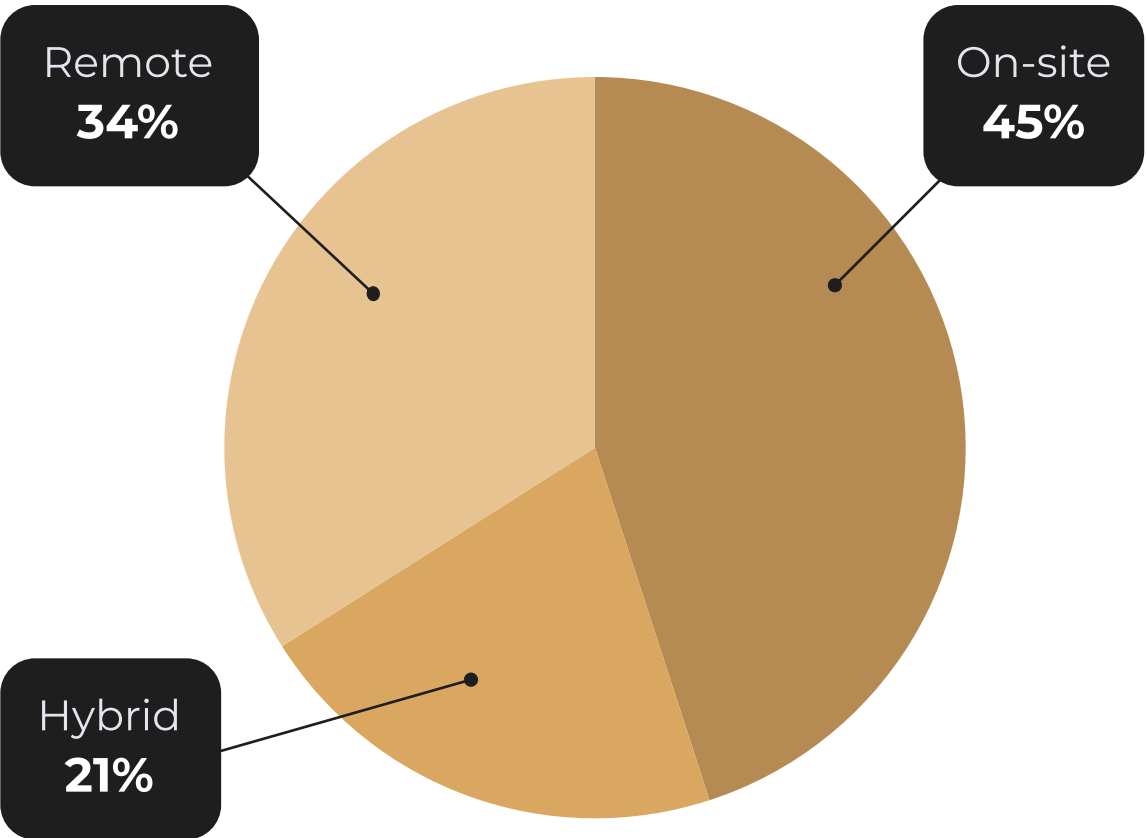
Here are eight of the key report findings, followed by the deep-dive data of the study to enhance your understanding of the **unique 2025 SEO industry career landscape**.

Job Levels



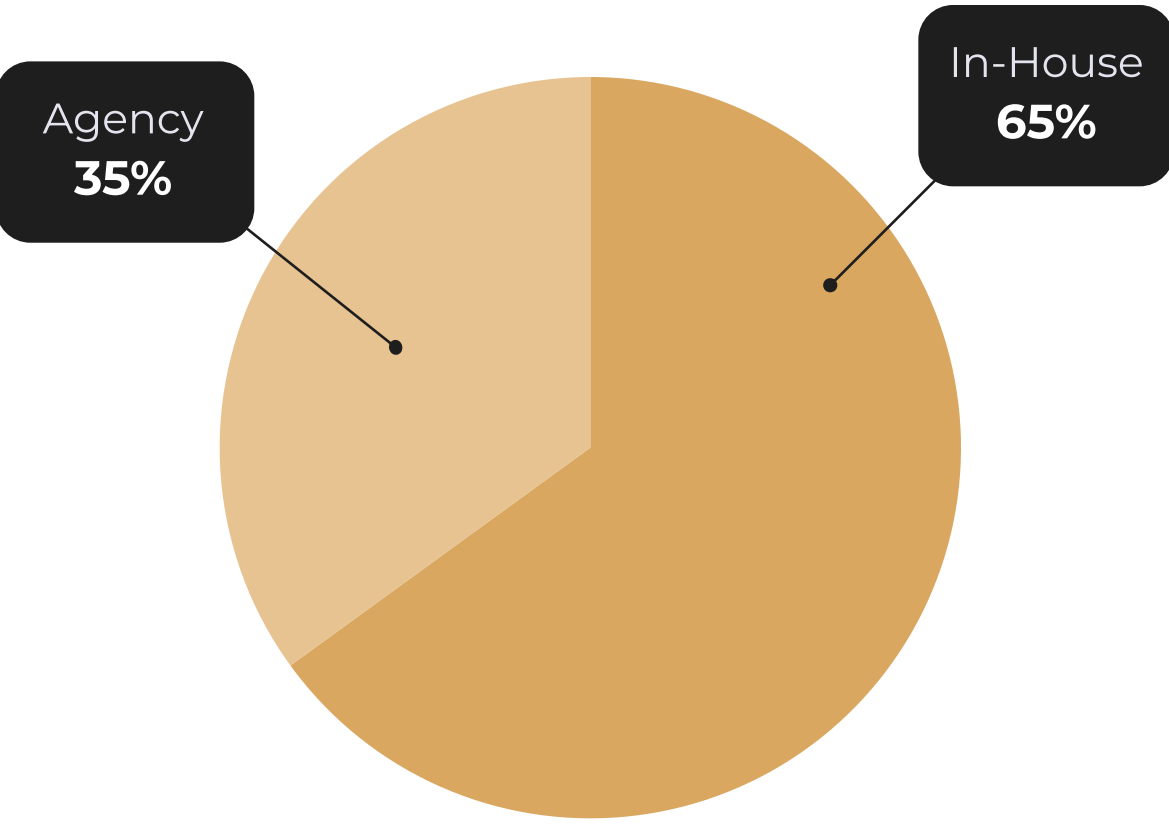
SEO roles in 2025 are largely mid-level (59%), with fewer junior (14%) and senior (27%) positions.

Work Environments



45% of SEO jobs are fully on-site, 34% are remote, and 21% offer hybrid work.

Employment Type



Most SEO jobs (65%) are in-house, while agencies make up 35% of hiring.

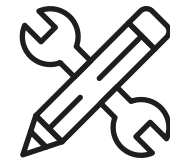
Market Trends



SEO Job Market Trends:

Senior-level job titles saw the **largest increase in 2024**.

Remote job availability decreased throughout the year.



In-Demand Skills for SEO Professionals:

Top-requested skills: **Technical SEO, Content Marketing, and Data Analytics**.

Emerging skills: **User interface (UI) and user experience (UX) knowledge and Link-Building expertise**.



SEO Salary Insights:

12% of SEO jobs in 2024 offered salaries of **\$100K+ per year**.

Each of these findings — and many others — are examined in detail in this report. To help you put the data insights in the report into context, at the end of each primary section we've included an overview of both the positive and negative take-aways, in an **SEO career bright spots and warning signs breakdown**.

“

SEO professionals are going to have to get much better at storytelling with limited data. We know that people aren't going to have fewer questions, but they're going to more places than ever to get answers.

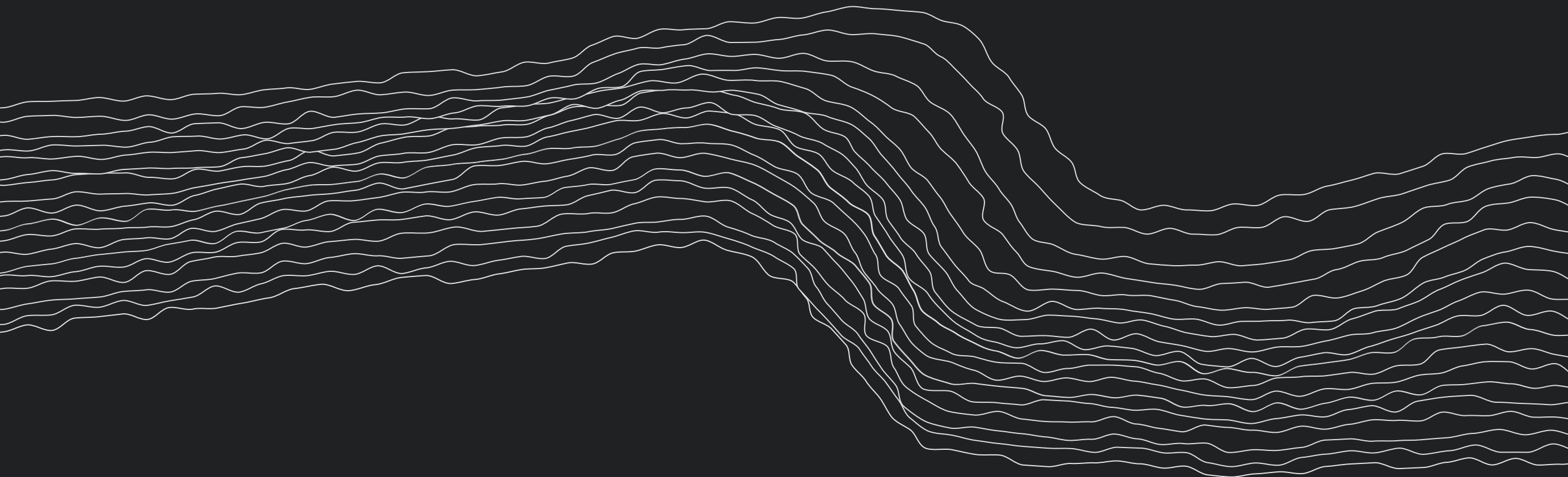
If I was in SEO in 2025, I would be expanding my skill set to also look to optimize content from a more human perspective, because content that resonates with humans has a potential to be performing in AI and SEO, but most importantly in all of the places that are growing — Reddit, LinkedIn groups, Facebook groups, .etc.



Wil Reynolds

Vice President of Innovation
Seer Interactive

Table of Contents



Section #1 / Experience: Roles, Titles & Seniority

Section #2 / Companies: In-House, Agency, Size

Section #3 / Environment: Remote, Office & Hybrid

Section #4 / Top Job Locations

Section #5 / Salary Insights

Section #6 / Top Skills

Section #7 / The Future of SEO Expert Predictions

Section #8 / Overall Report Methodology

Section #9 / About Previsible & SEOJobs.com

section #1

EXPERIENCE: ROLES, TITLES & SENIORITY



Key Narrative

Shifts in SEO roles and job titles during 2024 were signs of an industry that has inherently faced swift changes, especially in light of **AI's growing impact on how and where the world searches for answers.**

SEO strategists were among the trending job titles, **the number of content SEO positions fell**, while those seeking more senior SEO roles saw a greater number of opportunities in New York and other locations, as we'll examine in our top job locations section.

Managing changes to the workforce was seen as the **top external challenge** faced by global chief marketing officers according to recent Merkle survey data, making SEO industry role and title findings of particular importance going forward in 2025.

Let's take a look at what the *2025 Previsible State of SEO Jobs Report* shows when it comes to key SEO roles and job title data.

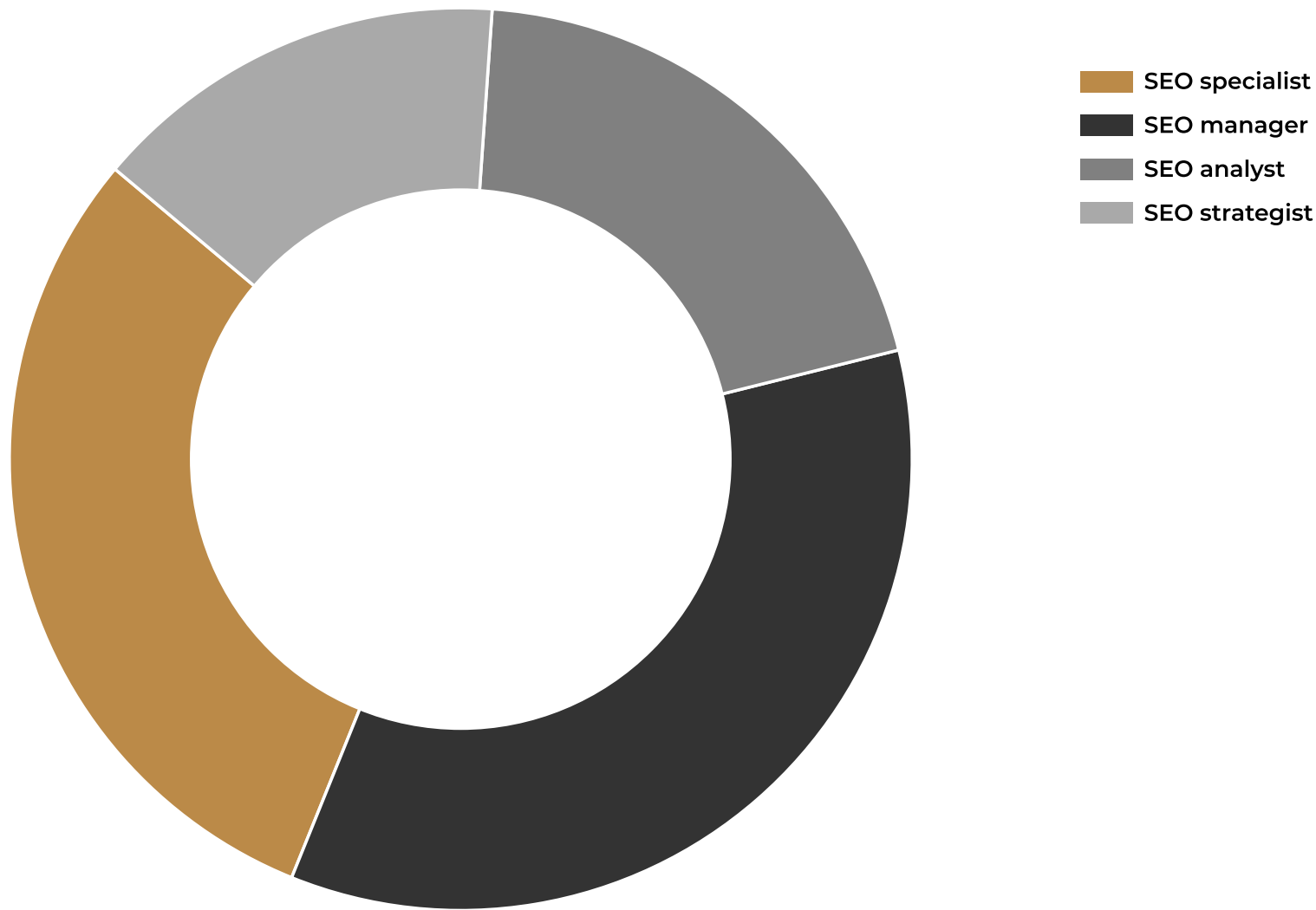


Methodology

The analysis focused on specific job titles — not close matches — without any job title transformations. The report's cluster analysis was meant to do that, which was done semi-manually, mapping specific job titles to clusters.

Data Insights

Top Open SEO Positions by Role (2024)



TOP SEO JOB TITLES

The greatest number of open SEO positions were for the roles of **SEO specialist, SEO manager, SEO analyst, and SEO strategist**, while the job titles with **the largest increase in frequency during the end of 2024 were senior-level roles.**

The job titles with the **steepest decline in frequency during 2024 were SEO content strategist and SEO content writer**, while the end of the year saw the biggest drops in the number of content SEO and SEO analyst positions.

The top **trending job titles were SEO strategist, technical SEO specialist and director of SEO.**

SEO JOB TITLES BY QUARTER

Looking at how open SEO job titles changed throughout the year can offer valuable insight into how the industry is shifting.

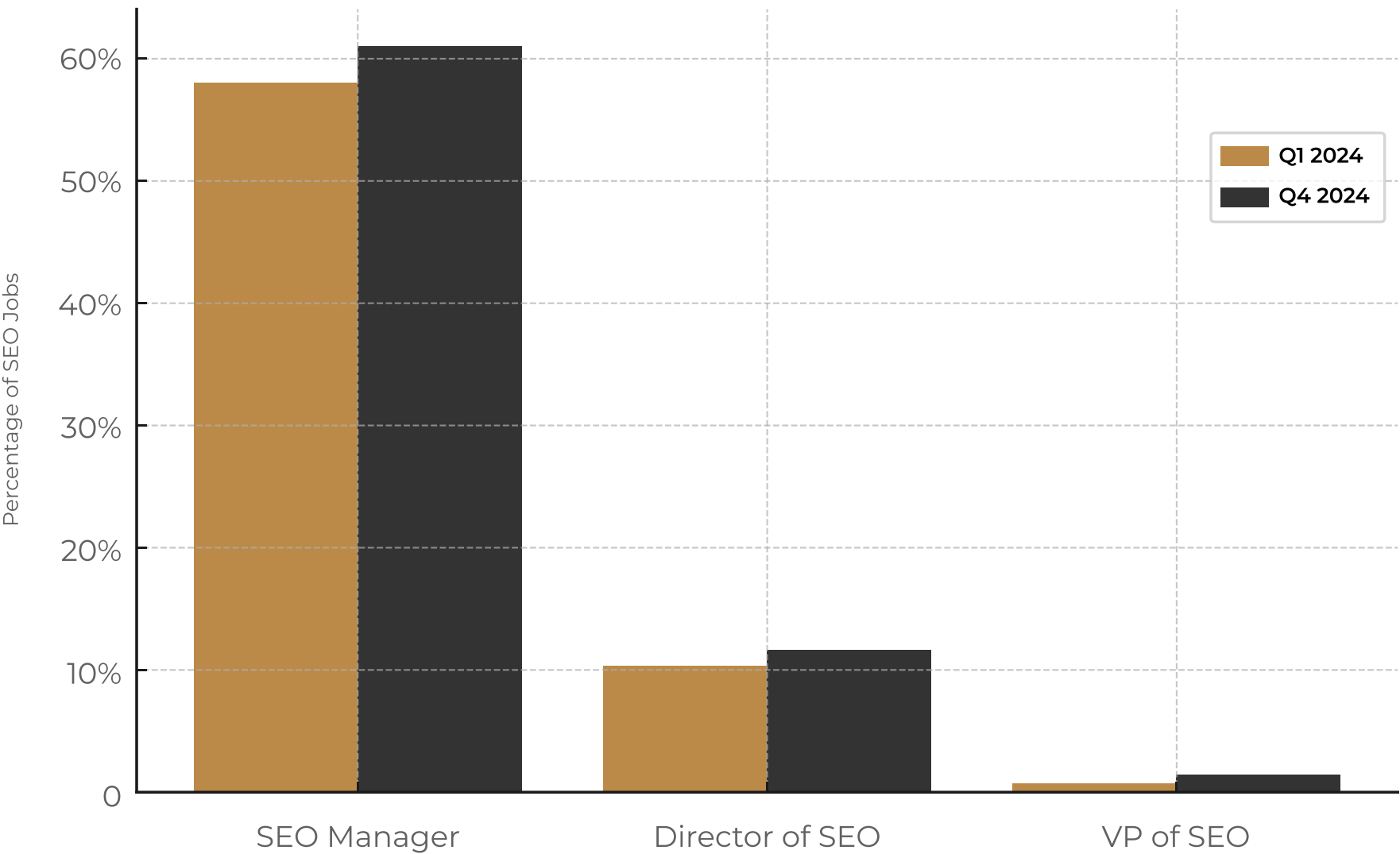
Titles On The Rise

Positions in the **SEO manager** and related title group represented **58 percent of all SEO jobs** during the first quarter of 2024, **rising to 61 percent** by the end of the fourth quarter — **an increase of five percent**.

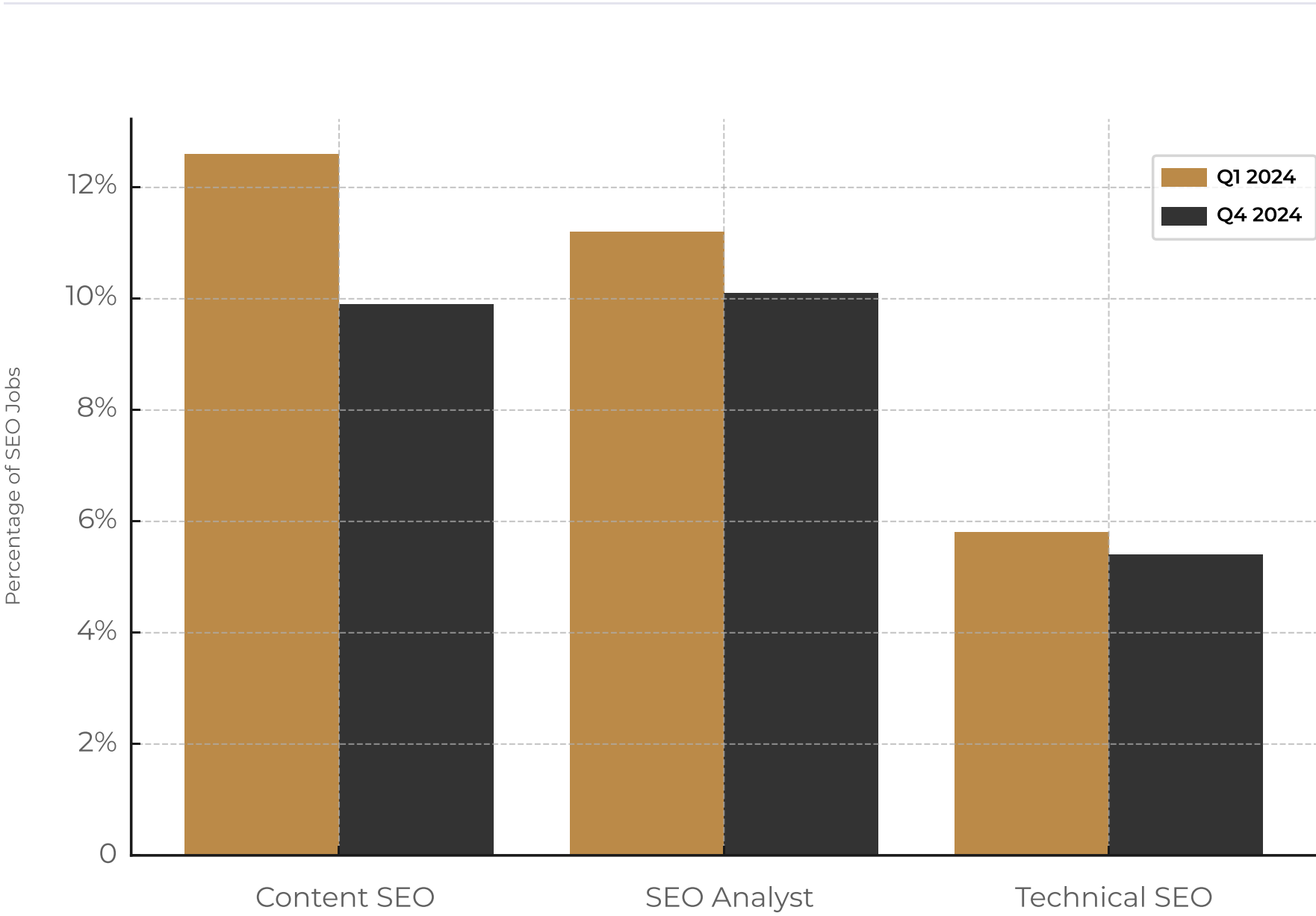
Positions in the **director of SEO** and related title group represented **10.3 percent of all SEO jobs** during the first quarter of 2024, **rising to 11.6 percent** by the end of the fourth quarter — **an increase of 12 percent**.

Positions in the **vice president of SEO** and related title group represented **0.7 percent of all SEO jobs** during the first quarter of 2024, **rising to 1.4 percent** by the end of the fourth quarter — **an increase of 50 percent**.

SEO Job Titles on the Rise (Q1 vs Q4 2024)



SEO Job Titles on the Decline (Q1 vs. Q4 2024)



Titles On The Decline

Positions in the **Content SEO** and related title group represented **12.6 percent of all SEO jobs** during the first quarter of 2024, **falling to 9.9 percent** by the end of the fourth quarter — **a decrease of 28 percent**.

Positions in the **SEO Analyst** and related title group represented **11.2 percent of all SEO jobs** during the first quarter of 2024, **falling slightly to 10.1 percent** by the end of the fourth quarter — **a decrease of 12 percent**.

Positions in the **Technical SEO** and related title group represented **5.8 percent of all SEO jobs** during the first quarter of 2024, **falling slightly to 5.4 percent** by the end of the fourth quarter — **a decrease of seven percent**.

Bright Spots

Seeing which SEO job titles are on the rise offers us a glimpse into where the industry is heading, which can be helpful to both organizations hiring in the field and to job seekers or those looking to make career shifts.

Some of the titles showing the most growth in the SEO industry are traditional ones, such as **vice president of SEO**, which saw **a 50 percent increase in frequency during the end of 2024**.

Other titles are new, and largely represent AI's rising role in SEO and its numerous branches — a shift that like-it-or-not is here to stay.

Warning Signs

When we look at the overall number of open SEO positions for all roles by quarter, certain trends become clearer.

During the end of 2024 we observed **a decrease in both the number of open SEO jobs and in the number of firms offering them**.

In such a rapidly-changing industry, SEO job titles inherently change with frequency — with certain titles falling out of favor while others ascend — and although the data shows that roles such as those in **the content SEO group dropped by 28 percent** over the year, increases in other roles such as the **58 percent rise in SEO manager positions** demonstrate the natural and ongoing process of title changes over time.

“

As the SEO industry continues to mature we are seeing the market further acknowledge the importance and complexity of search with an increase in director-level and above roles.

There is a timidness around content SEO, as many are still trying to understand how best to leverage emerging technologies.



Tyson Stockton

COO and Co-Founder, Previsible

section #2

COMPANIES: IN-HOUSE, AGENCY, SIZE



Key Narrative

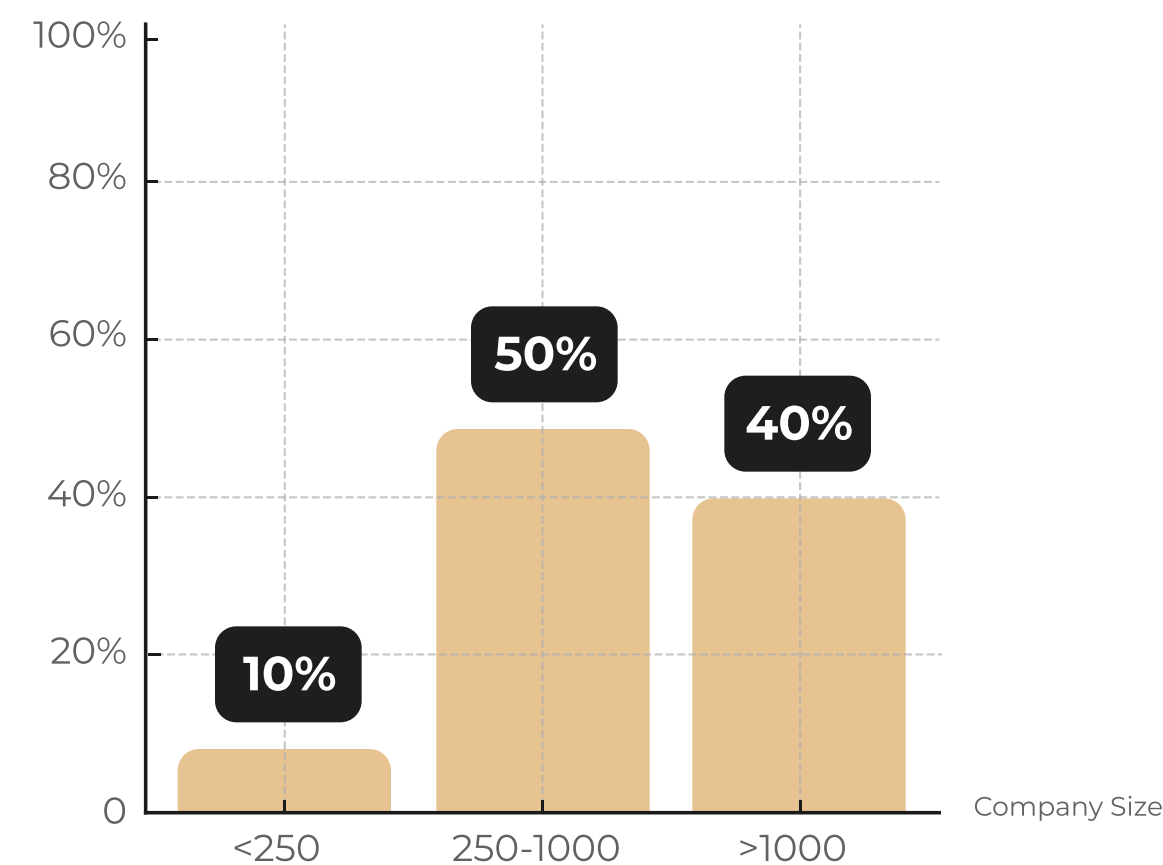
The data has clearly shown that **companies hiring for SEO roles were almost entirely mid-to-large size organizations.**

The data also told the story of an industry in which **the majority of open SEO positions were offered for in-house roles**, with 65 percent being **in-house** and only some **35 percent with agencies.**

Let's take a closer look at the companies hiring for SEO positions, which business sectors they are in, their size, and how these affect the roles they are offering.

Data Insights

SEO Roles by Company Size



SEO JOBS BY COMPANY SIZE

A hefty **90 percent of open SEO positions were offered by businesses with over 250 employees**, with the other 10 percent at smaller firms.

Breaking down SEO roles by company size showed that **half of all open positions were offered by firms with between 250 and 1000 employees**, 40 percent at firms with more than 1000 employees, and **10 percent at firms of under 250 employees**.

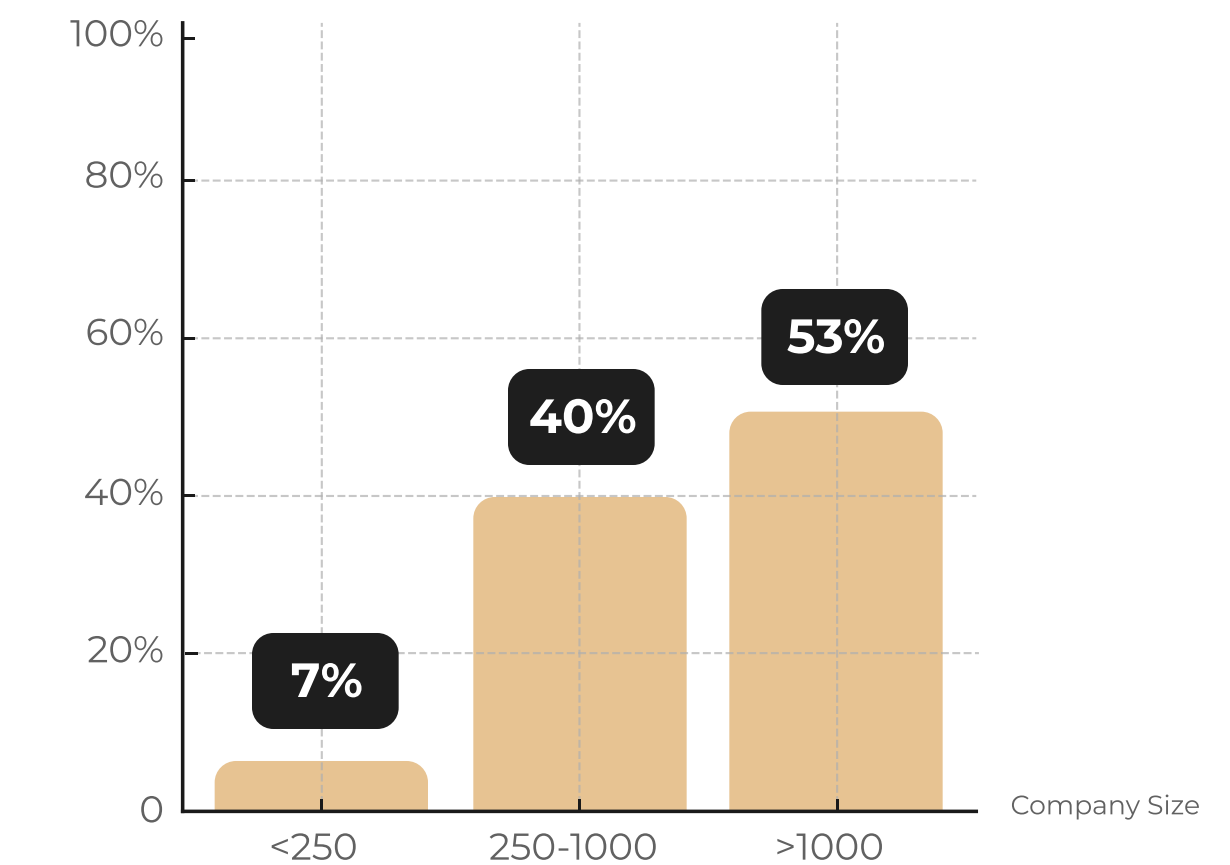
TOP TITLES BY COMPANY SIZE

When it came to which roles were being offered by companies of different sizes, the data showed that for **SEO manager positions 52 percent were at firms with between 250 and 1000 employees** and 38 percent at firms with over 1000 employees.

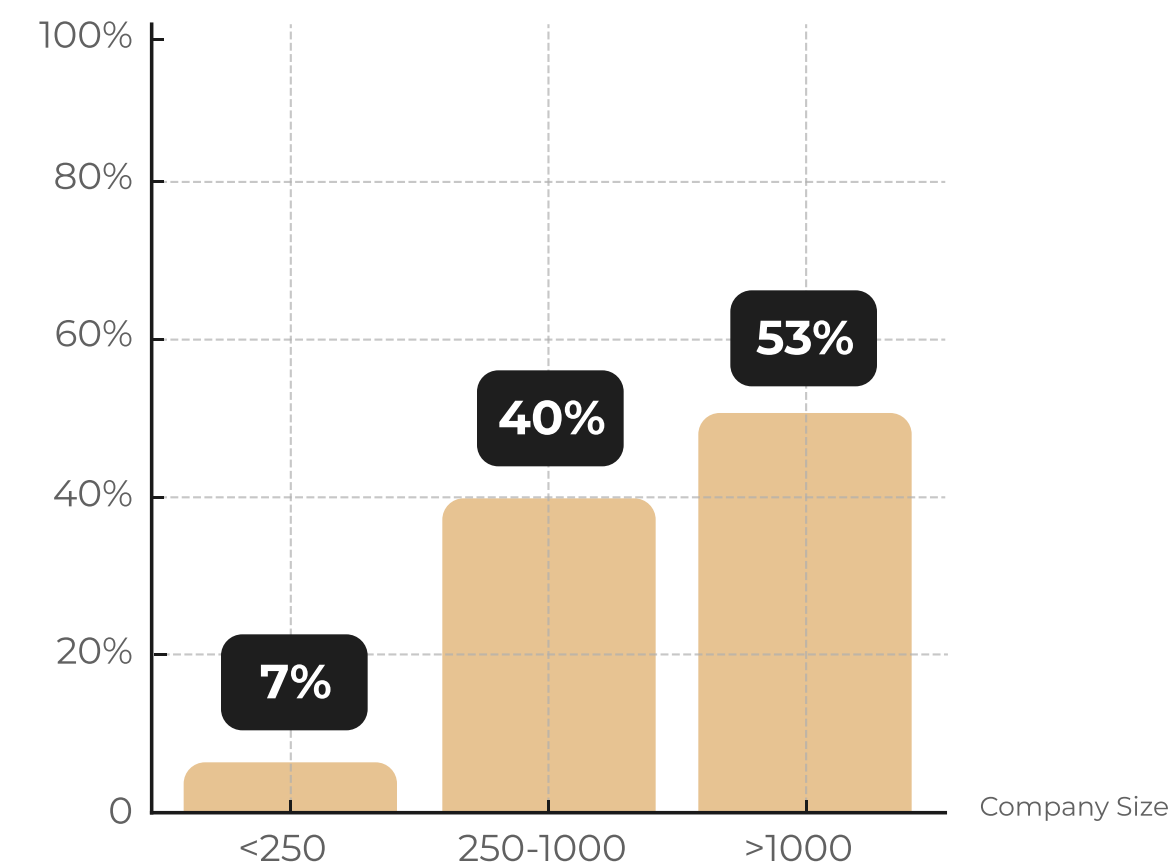
For open content **SEO positions, 56 percent were at firms with between 250 and 1000 employees**, 32 percent with larger firms having more than 1000 employees, and just 12 percent at firms with 250 or fewer employees.

Director of SEO positions were also mostly at larger firms, with **53 percent at companies with more than 1000 employees**, 40 percent in the 250 and 1000 employee range, and **seven percent at firms of less than 250**.

Director of SEO by Company Size



VP of SEO by Company Size



Looking at **SEO analyst positions**, 48 percent were at firms of over 1000, 45 percent at firms in the 250 to 1000 employee range, with seven percent at firms of fewer than 250.

For **technical SEO positions**, 44 percent were at firms in the 250 to 1000 employee range, 43 percent at firms of over 1000, and 13 percent at firms of under 250 workers.

Finally, for **open vice president of SEO positions**, 53 percent were with larger firms of over 1000, 40 percent with mid-size firms in the 250-1000 range, and seven percent at firms of under 250.

SEO ROLES – JOB SENIORITY DATA

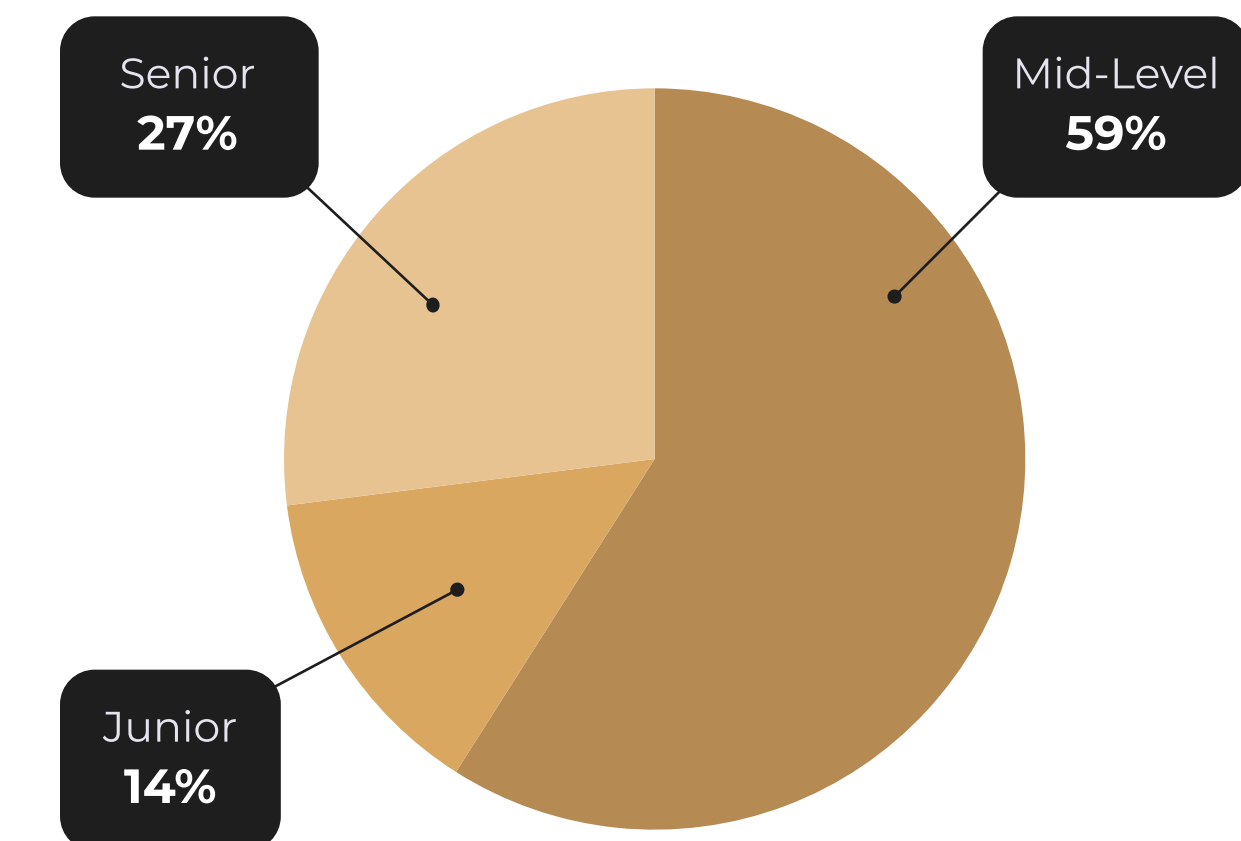
The data showed that **14 percent of open SEO roles were at the junior level, while 59 percent were at the professional mid-level, with 27 percent occupying the senior level.**

When it comes to **senior-level roles**, the data showed that such roles are most likely to be found in **New York, San Francisco, Chicago, and Austin.**

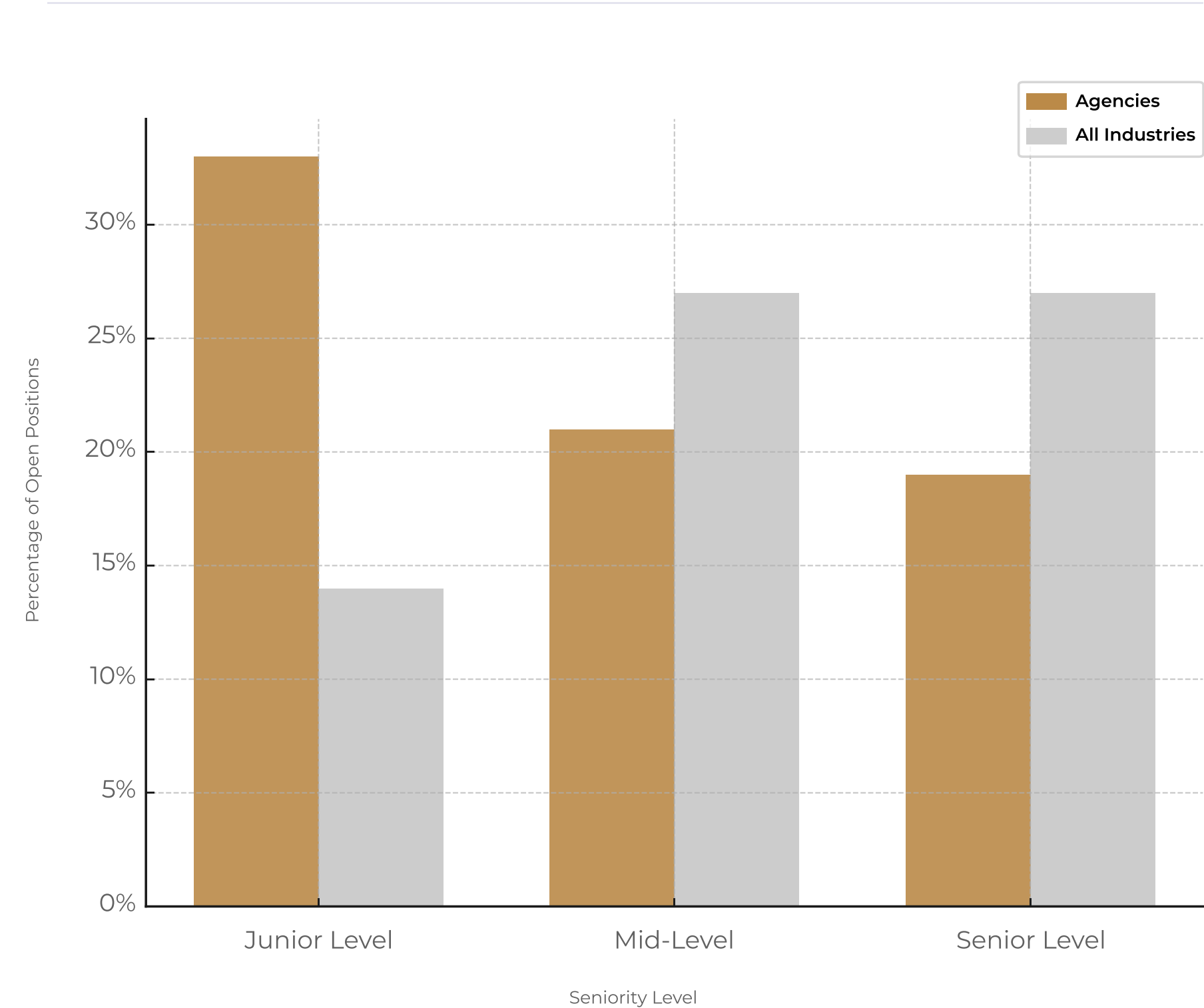
One of the advantages of SEO positions is that **professionals can find jobs in a wide variety of industries**, especially as more businesses recognize the growing importance of search success to a company's bottom line.

We have also examined the five top business sectors according to the report data, and how seniority plays a role in each of them — let's take a closer look at what we can learn from this data.

SEO Roles Breakdown by Seniority



SEO Job Seniority by Industry — Agencies



SEO JOB SENIORITY BY INDUSTRY — AGENCIES

Which industries are offering SEO roles for each level of seniority?

Our data helps answer these questions, as we next turn to seniority in the most popular SEO segments, beginning with agency roles.

56 percent of open SEO positions offered by advertising service firms and agencies were at the **professional or mid-level**, with **23 percent at the senior level**, and **20 percent at the junior level**.

The data showed that agencies offered **fewer senior level roles**, with only 19 percent of open positions at the senior level — significantly lower than the 27 percent average amongst all industries.

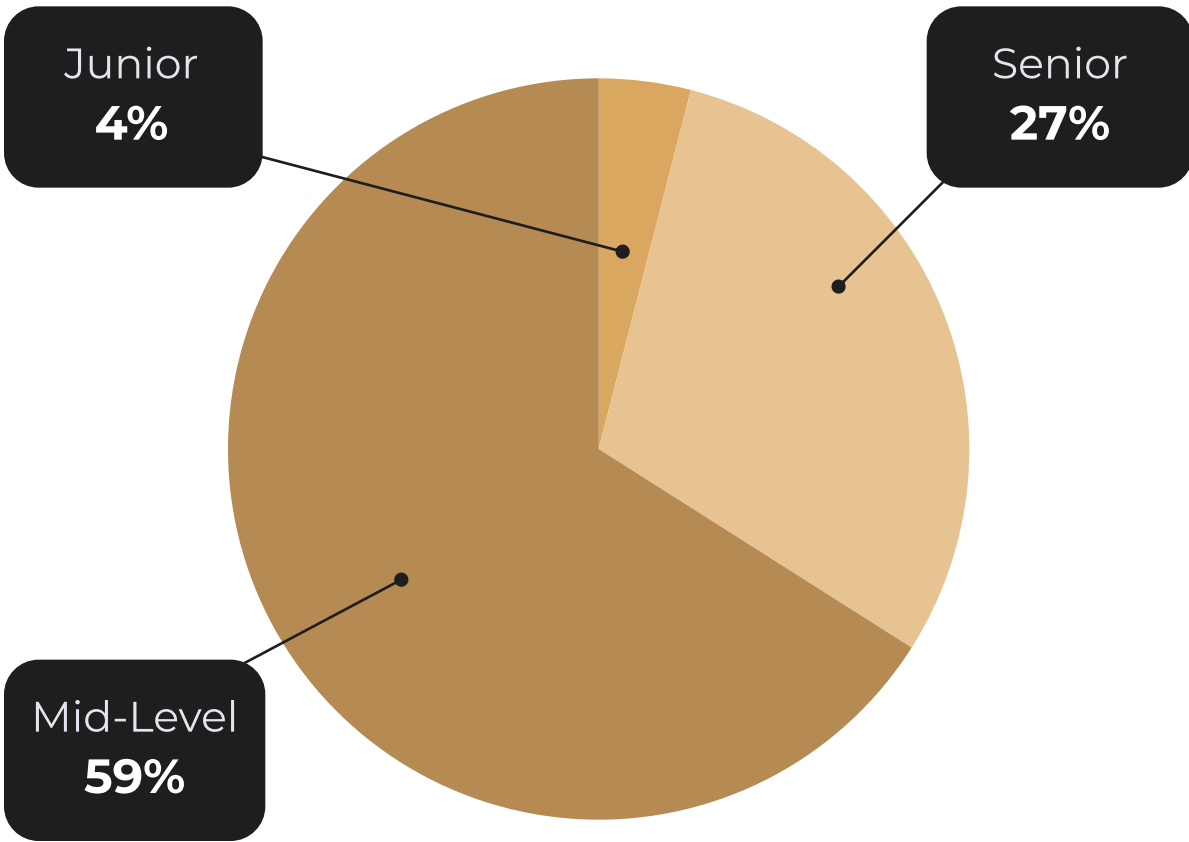
33 percent of open junior-level SEO positions were offered by agencies, significantly higher than the 14 percent average amongst all industries, while 21 percent of open professional or mid-level positions were offered by agencies.

SEO JOB SENIORITY BY INDUSTRY — SOFTWARE DEVELOPMENT

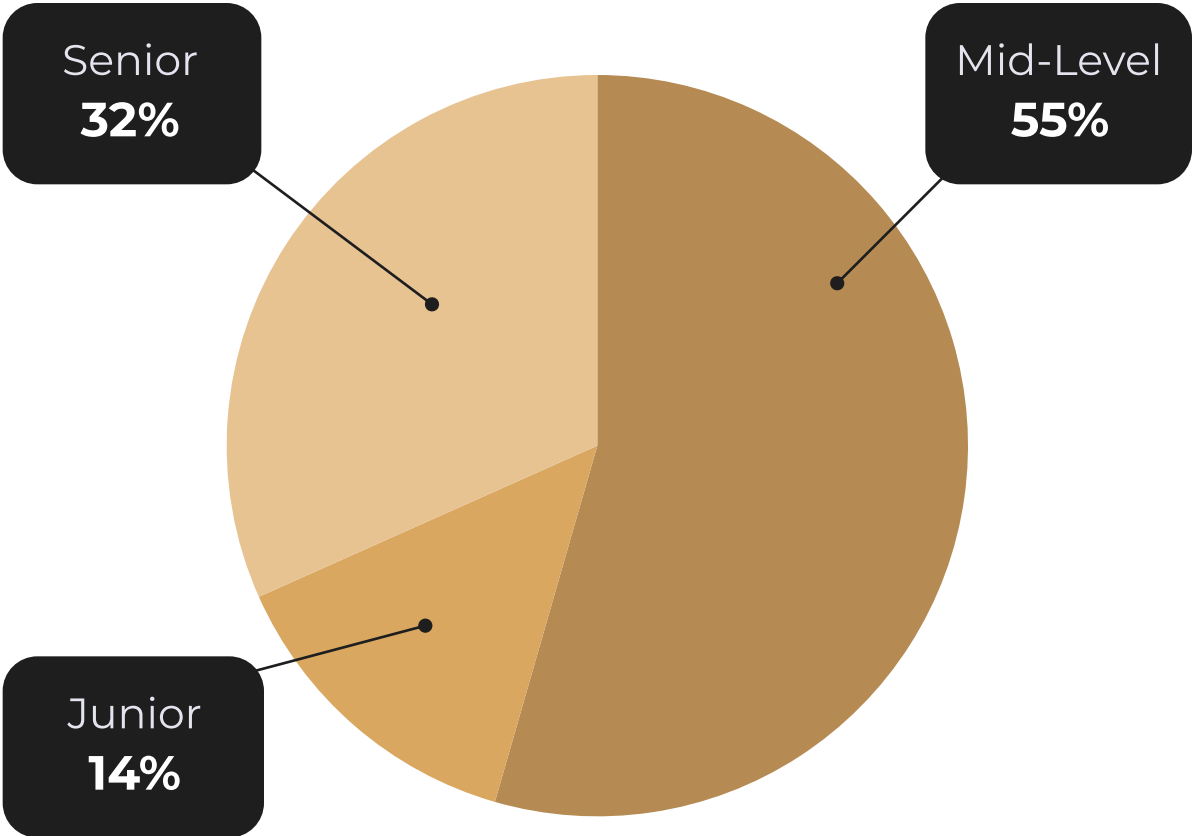
In the popular software development sector, the data showed that **59 percent of open SEO positions were at the professional or mid-level**, with 27 percent at the senior level and just four percent at the junior level.

This suggests that career seekers new to the workforce may have a more difficult time finding a junior position at software development firms, while **seasoned SEO professionals are likely to find this sector filled with greater opportunities.**

SEO Job Seniority by Industry — Software Development



SEO Job Seniority by Industry —
Technology, Information & Internet

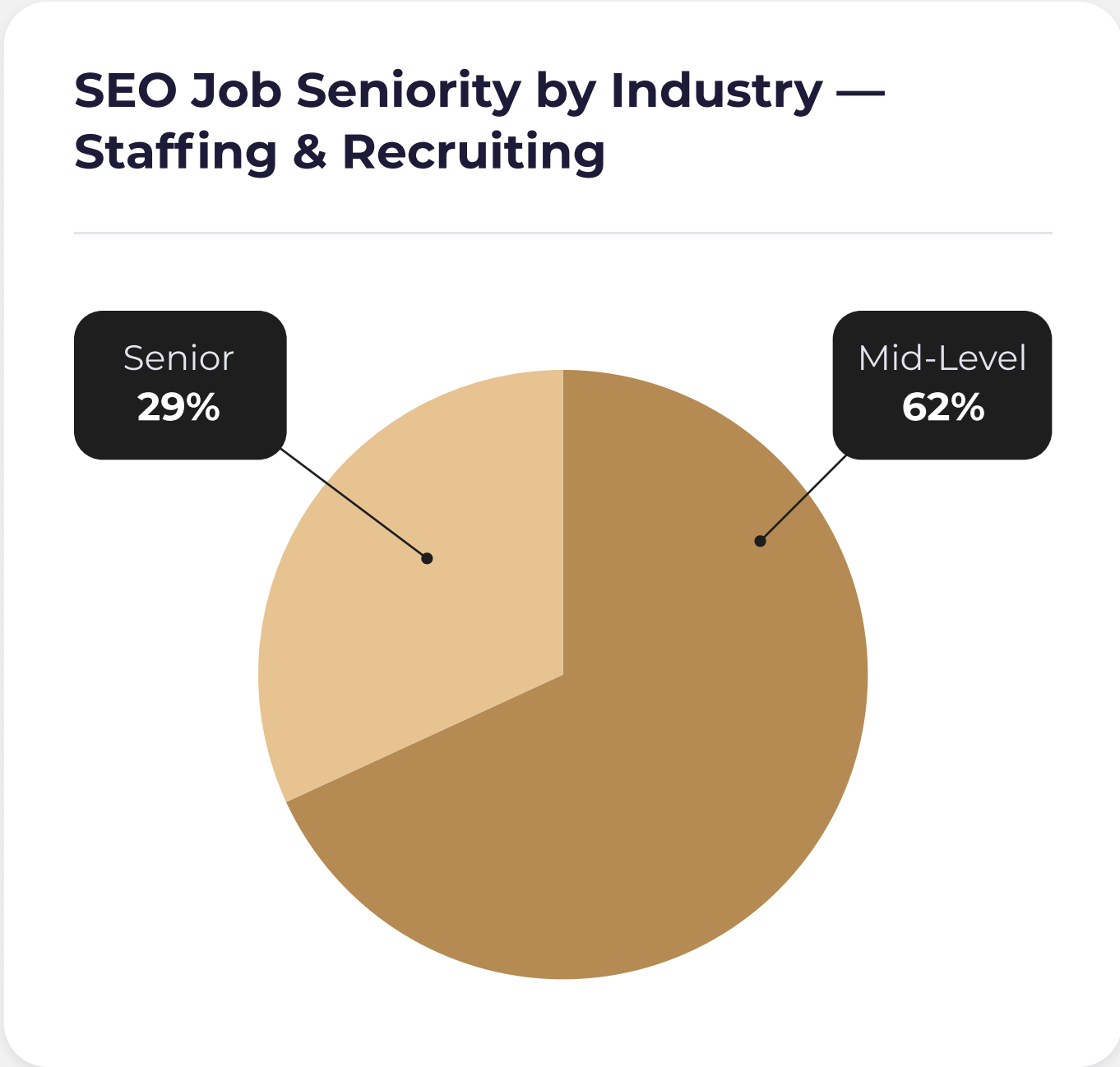


SEO JOB SENIORITY BY INDUSTRY —
TECHNOLOGY, INFORMATION & INTERNET

Looking at the technology, information and Internet sector, those seeking **junior-level** positions may face a similar situation as in the software development industry, as just 14 percent of open SEO positions were at the junior level, while **55 percent** were at the **professional or mid-level**, and **32 percent at the senior level**.

SEO JOB SENIORITY BY INDUSTRY —
STAFFING & RECRUITING

The staffing and recruiting industry — which was the fourth largest among our data set — showed an even smaller eight percent of open SEO positions, with **62 percent being at the professional or mid-level**, and **29 percent at the senior level**.





Bright Spots

SEO professionals looking to work at larger organizations find a job market that is in their favor, as **90 percent of open positions are on offer from firms at the mid-to-enterprise-level.**

The data showed that those seeking **more senior positions** — such as director or vice president of SEO — **were most likely to find them at large firms with over 1,000 employees,** however the greatest number of positions were to be found at mid-size organizations.

Those looking for more junior-level positions in agency roles saw the greatest number of opportunities.



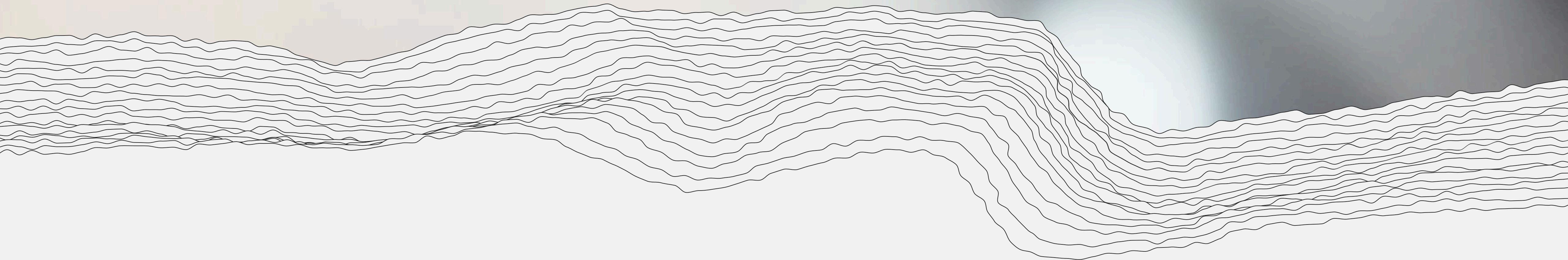
Warning Signs

SEO job seekers looking for positions at organizations with fewer than 250 employees have faced a landscape with fewer opportunities, with **only 10 percent of open positions on offer from smaller firms.**

Those seeking more junior-level positions **in the technology, information** and Internet sector have faced greater challenges, with **just 14 percent of open SEO positions at the junior level.**

section #3

ENVIRONMENT: REMOTE, OFFICE & HYBRID



Key Narrative

The locations where SEO professionals work changed during 2024, witnessed by **shifts in the number of positions requiring exclusively in-person work**, those offering fully-remote work, and those that bridge the two by offering hybrid work environments.

Overall, **45 percent of open SEO positions were exclusively on-site, 34 percent were remote, and 21 percent were hybrid.**

How do those in SEO careers feel about their workplace environment?

According to LinkedIn's latest *Global Marketing Jobs Outlook*, it's a mixed bag, with **31 percent of marketers saying that working remotely was one of their top workplace changes**, while 28 percent said the same about working in the office.

While the number of exclusively-remote open SEO positions primarily dropped throughout 2024, the data shows **a number of nuances when it comes to work location** — let's break down the numbers in detail.



Methodology

We first extracted whether open SEO jobs were remote, hybrid, or in-person based on their descriptions. When not possible, we used the remote, hybrid, or in-person designations noted by the various job listing platforms.

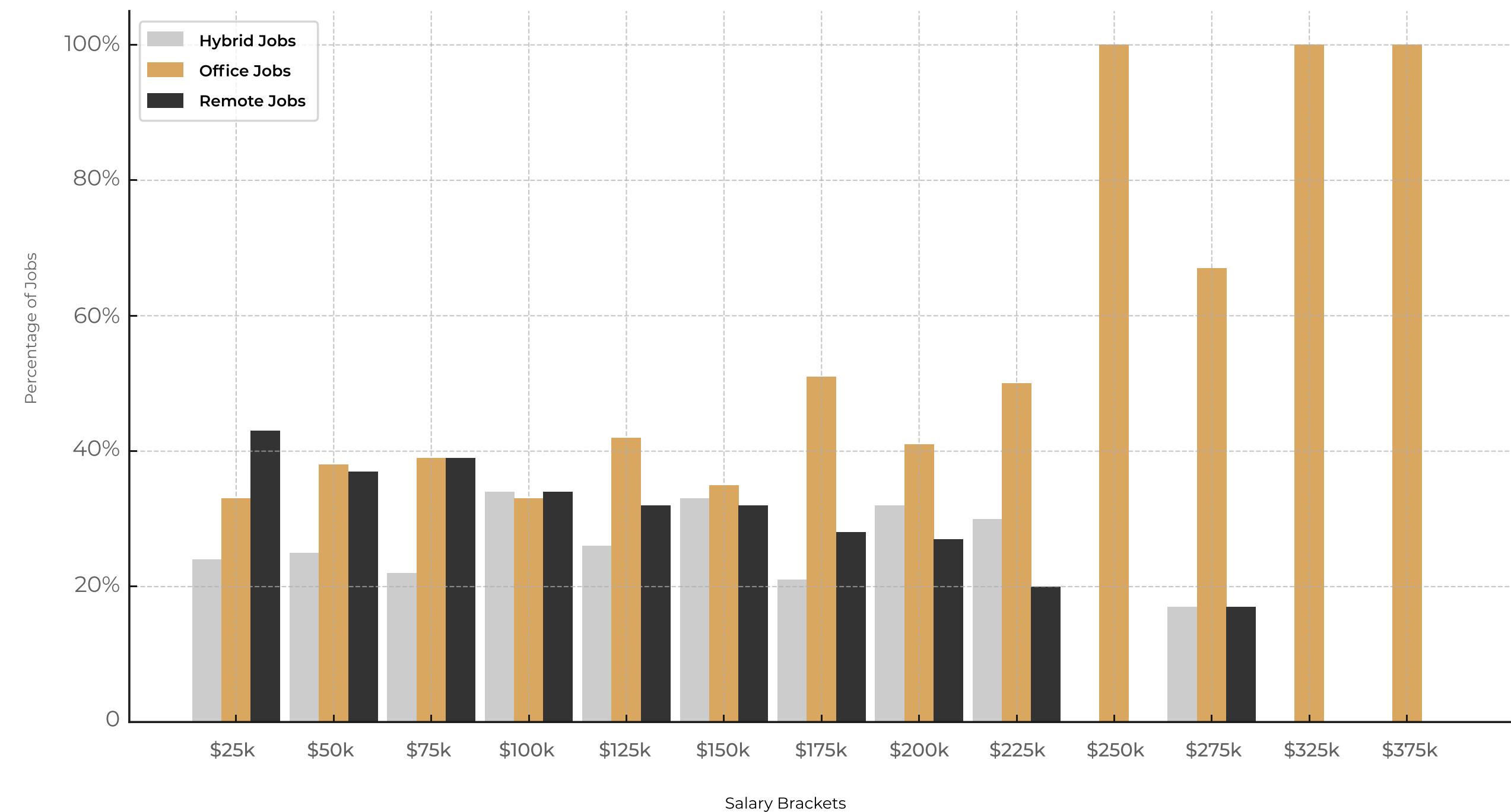
Data Insights

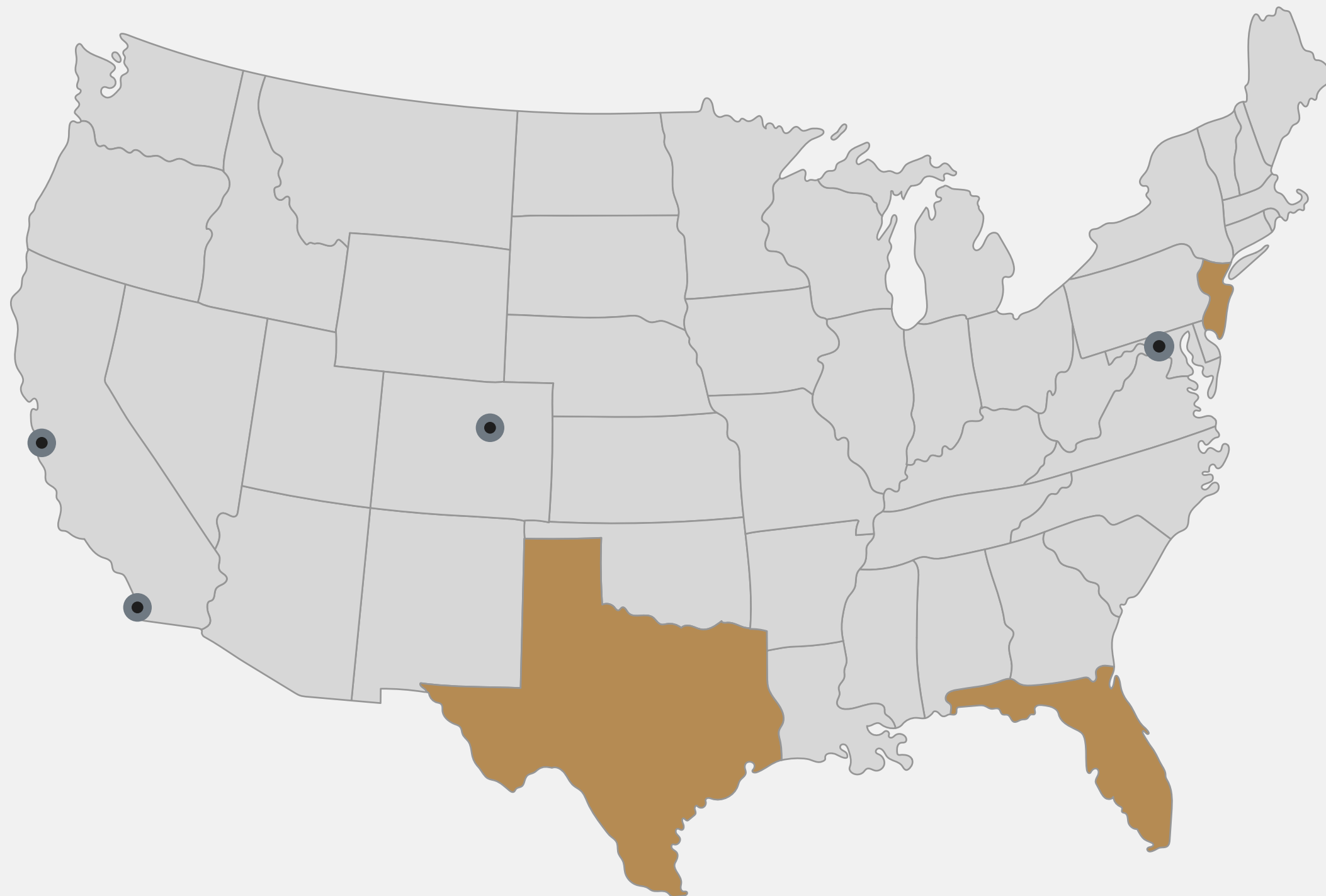
The data showed that **the frequency of exclusively-remote open SEO positions primarily dropped throughout 2024**, while **on-site roles rose steadily during the second half of 2024**, with hybrid positions also climbing steadily throughout 2024.

Mid-level professional SEO positions occupied the bulk of exclusively-remote jobs, while **the most junior and the most senior open SEO positions were most often exclusively in-person**, with **67 percent of all vice president-level open SEO positions requiring in-person work**.

The following chart tells the story of where each type of work environment stands in relation to accompanying salary.

Work Environment by Salary Bracket





We saw that **in-person open SEO roles generally offered higher salaries than open remote positions.**

Which cities and states have the most open remote SEO jobs?

The greatest number of exclusively-remote open SEO positions were located in **Denver, San Diego, Washington and San Francisco**, with Dallas taking the top spot for the highest number of exclusively on-site open SEO positions.

The data also showed that the top states for exclusively on-site open SEO positions were **Texas, Florida, and New Jersey**. In section four of the report we'll examine much more work location data.

FOURTH QUARTER 2024 WORK ENVIRONMENT DATA

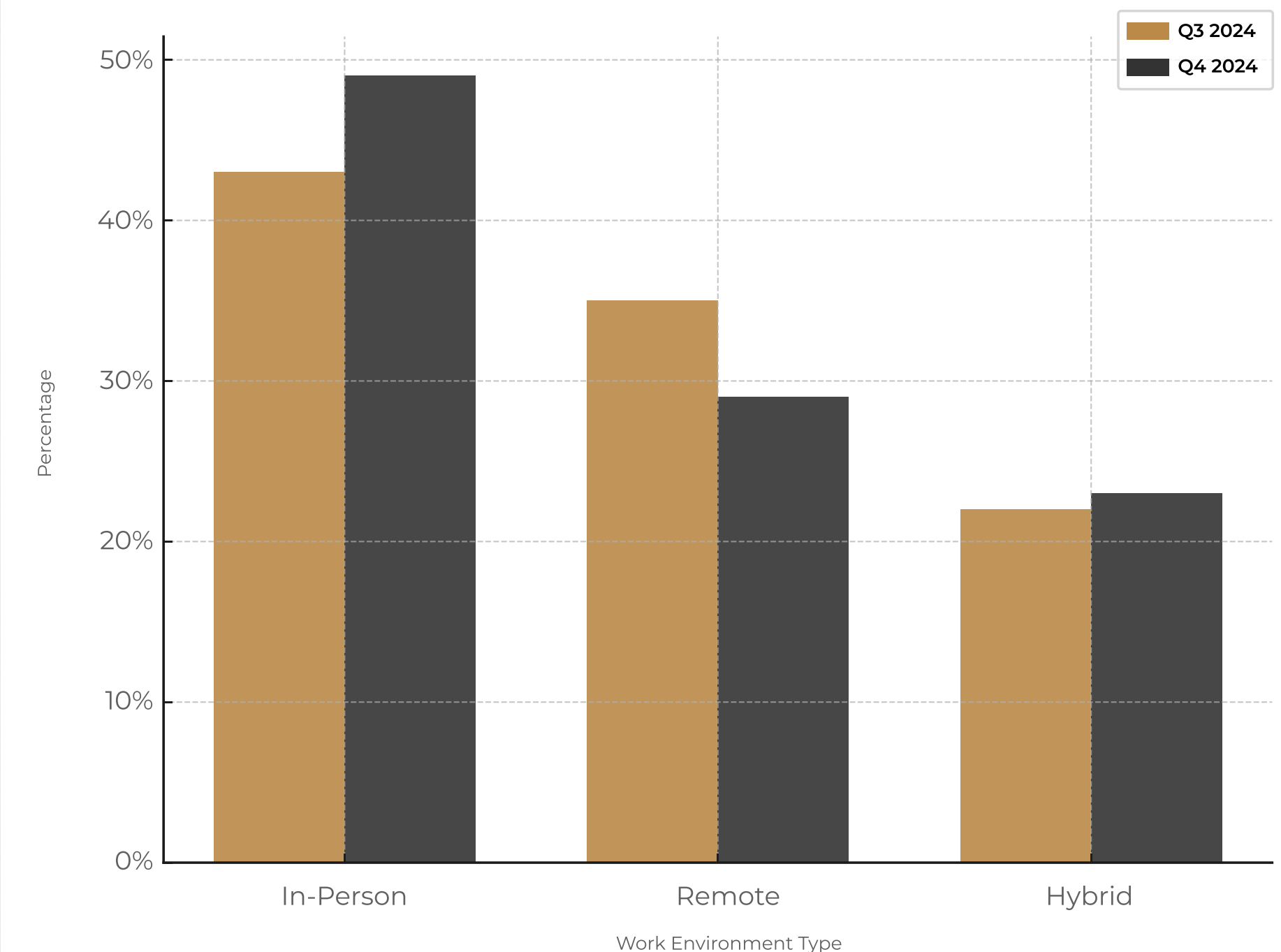
Taking a look at the end of 2024 can give us a glimpse into how work environments are changing.

During the fourth quarter **the percentage of open SEO positions requiring in-person work climbed to 49 percent**, up six percent from the 43 percent seen during the third quarter.

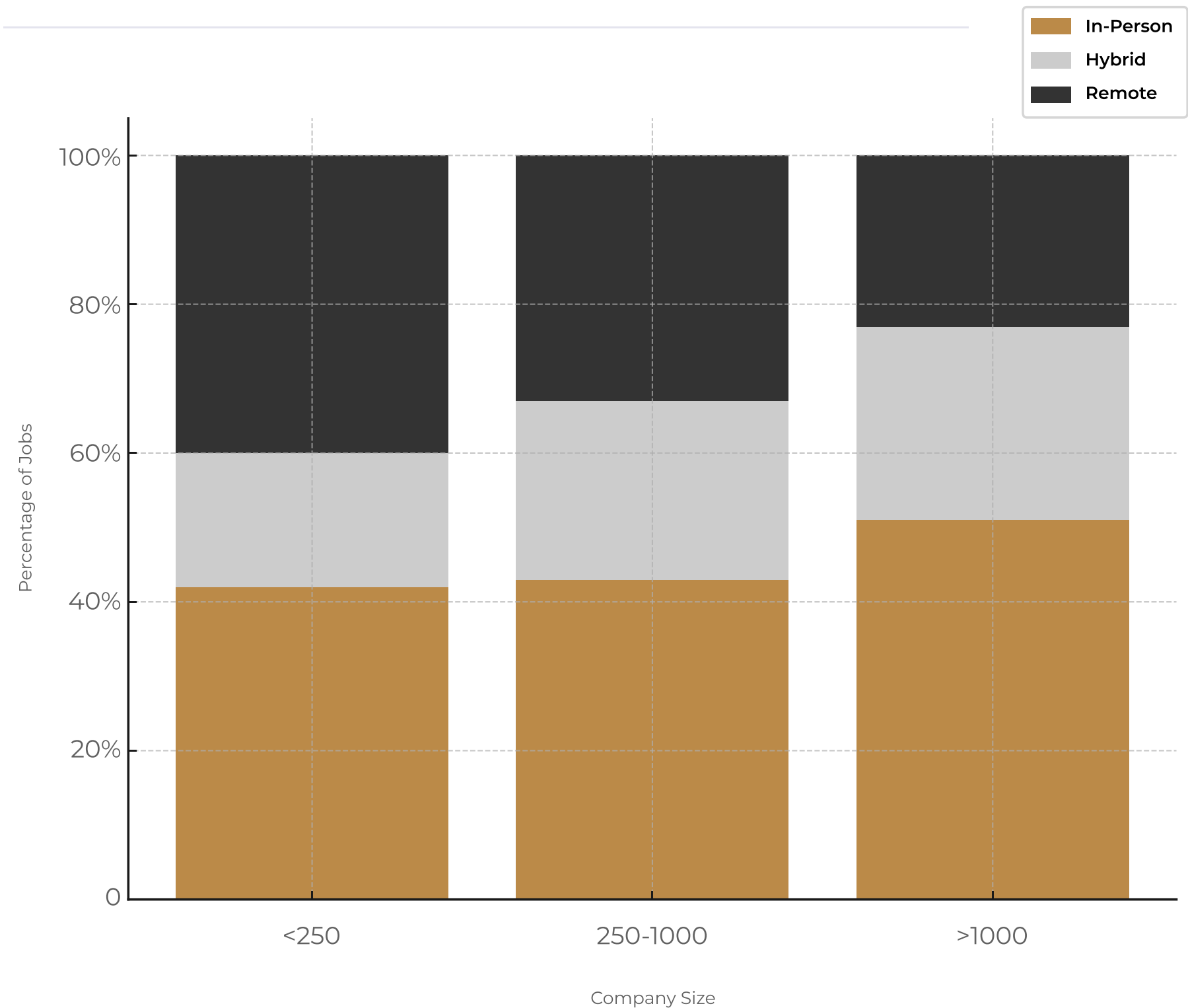
During the same timeframe **jobs offering a remote working environment fell to 29 percent**, down six percent from the 35 percent seen during the third quarter.

Finally, the fourth quarter saw **hybrid working environment positions climbing to 23 percent** — up one percent from the third quarter.

Work Environment Trends in Q3 vs Q4 2024



Work Environment by Company Size



WORK ENVIRONMENT SEO JOB DATA BY COMPANY SIZE

When we look specifically at how the work environment landscape changes according to the size of a company, we get a glimpse of trends by company size when it comes to remote, in-person, and hybrid jobs.

At the **smallest firms** of 250 or fewer employees, **42 percent of open SEO positions required an in-person working environment**, while remote jobs weren’t far behind at 40 percent, with 18 percent being hybrid jobs.

At **medium-sized companies** of between 250 and 1000 employees **43 percent of open SEO positions were in-person**, 33 percent remote, and 24 percent hybrid.

At **large firms** with over 1000 employees, **51 percent of open SEO positions were in-person**, 26 percent hybrid, and 23 percent remote.

The data showed that **SEO professionals seeking to work remotely found the highest percentage of open SEO positions at the smallest firms**, while those looking to work in-person found the most opportunity among the largest companies.



Bright Spots

SEO professionals looking to work at larger organizations find a job market that is in their favor, as **90 percent of open positions are on offer from firms at the mid-to-enterprise-level.**

The data showed that those seeking **more senior positions** — such as director or vice president of SEO — were **most likely to find them at large firms with over 1,000 employees,** however the greatest number of positions were to be found at mid-size organizations.

Those looking for more junior-level positions in agency roles saw the greatest number of opportunities.



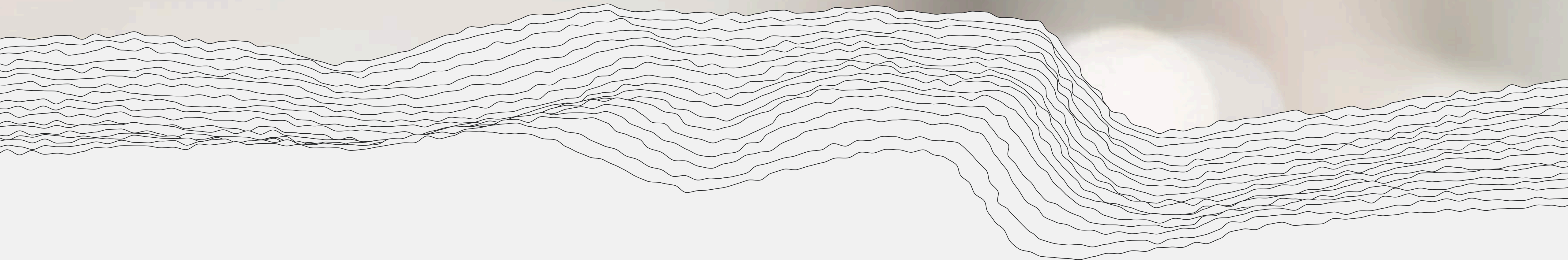
Warning Signs

SEO job seekers looking for positions at organizations with fewer than 250 employees have faced a landscape with fewer opportunities, with **only 10 percent of open positions on offer from smaller firms.**

Those seeking more junior-level positions **in the technology, information and Internet sector** have faced greater challenges, with **just 14 percent of open SEO positions at the junior level.**

section #4

TOP JOB LOCATIONS



Key Narrative

When it comes to where SEO professionals are the most likely to find open positions, 2024 saw changes in the states and cities offering the most opportunities.

From **trending states including North Carolina and Pennsylvania and cities including New York and Chicago**, to **decreases in others including Florida and Colorado**, 2024 offered a fascinating look at where the most SEO jobs are.

Let's examine the state of the SEO industry when it comes to job locations.



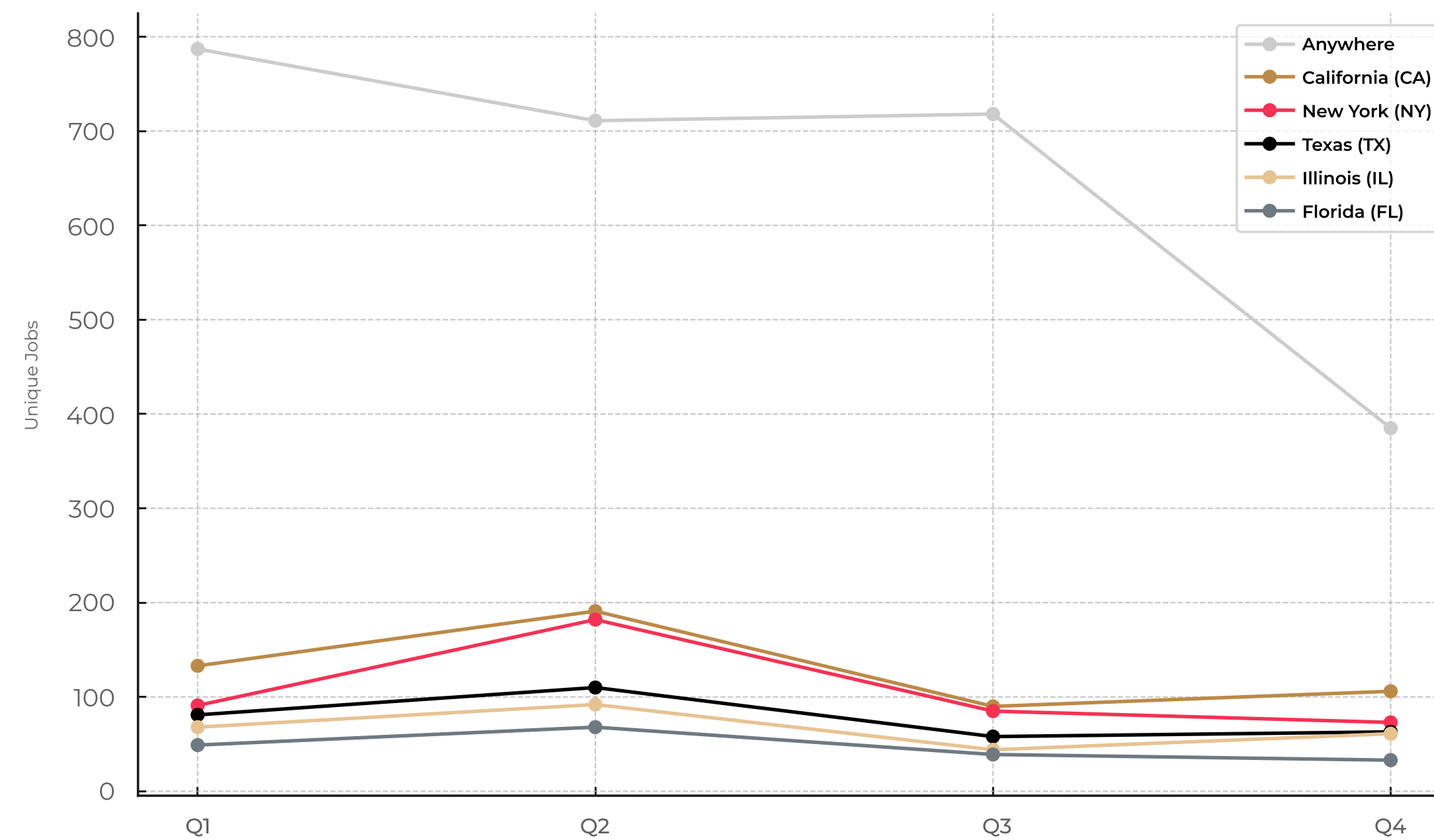
Methodology

Where possible we extracted job locations from job descriptions, and when this wasn't possible we used location information from where positions were posted on job boards. For job locations that can be done from several locations, we've picked the primary location where possible.

For remote jobs or those that can be done from ten or more states, we considered the location capable of being done from anywhere.

Data Insights

SEO Job Openings Trend by State



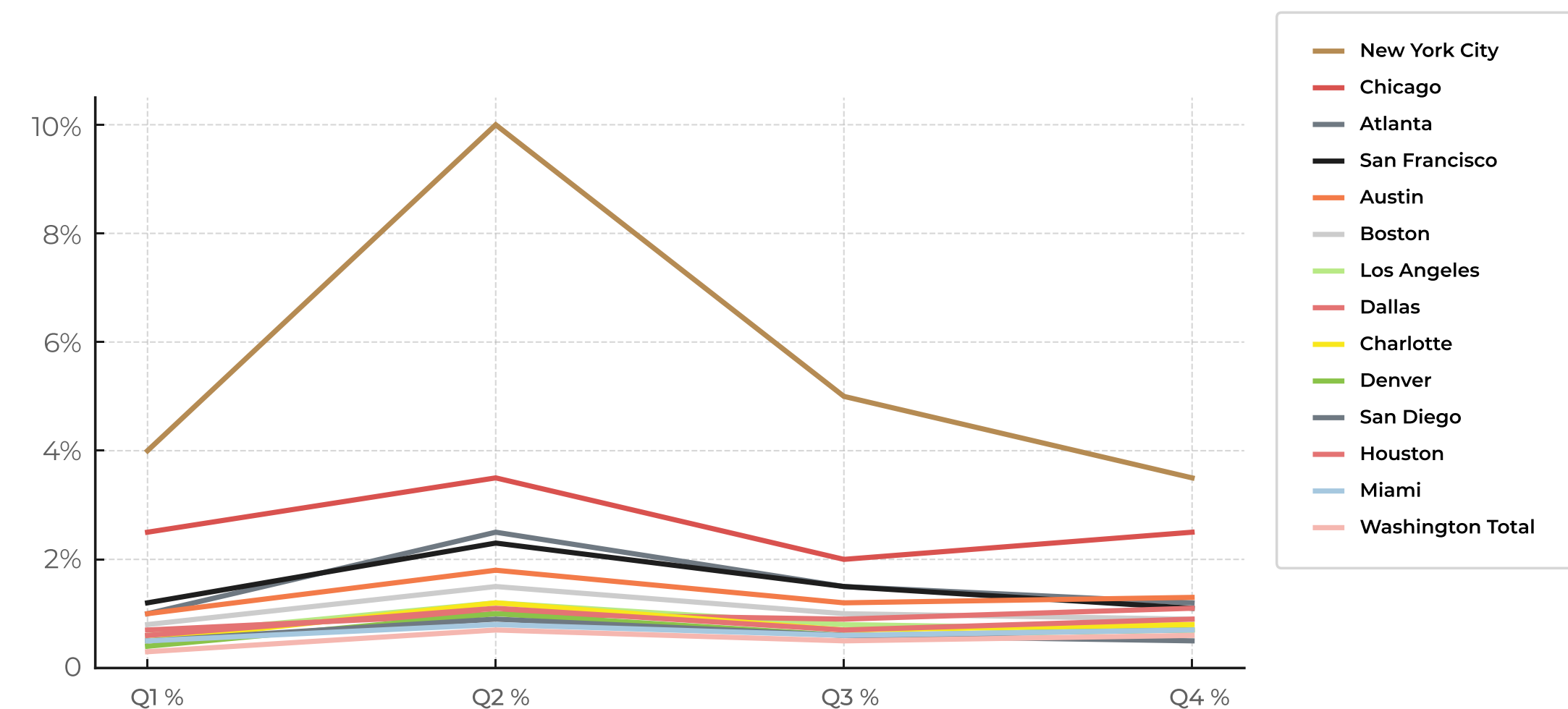
The states with the greatest number of open SEO positions were **California, New York, Texas, Illinois, and Florida.**

The top cities hiring for SEO roles were **New York, Chicago, Atlanta, San Francisco, and Austin.**

The data revealed that the **trending states with the greatest increase in the number of open SEO positions were North Carolina, Pennsylvania, and Ohio**, while those with the swiftest decrease included Florida, Colorado, and Utah.

The **cities with the biggest rises in open SEO positions were New York City and Chicago**, occurring during the second quarter of 2024, while Boston recorded the biggest relative growth, during the fourth quarter of 2024.

Top Hiring Cities in 2024





Bright Spots

Knowing where the most SEO jobs are is a valuable resource, especially when tracked over time, and our data sheds light on the states and cities where businesses are hiring, including the **trending states of North Carolina and Pennsylvania**, along with **trending cities including New York and Chicago**.

Job seekers can use data from the *2025 Previsible State of SEO Jobs Report* to **pinpoint where their particular skills are the most in-demand**, while businesses can harness the data for **adjusting hiring levels to remain competitive with other firms in the same locations**.



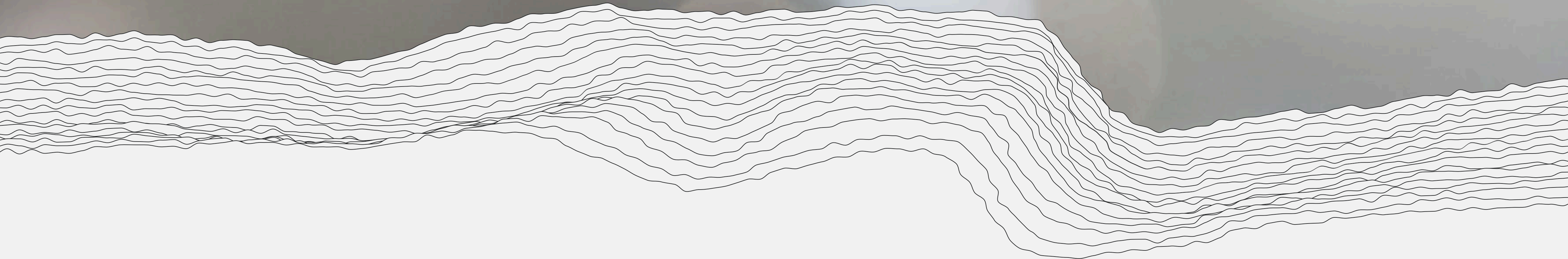
Warning Signs

The notable **drop in the number of remote SEO positions** the data shows could be a **harbinger of increasing return-to-office initiatives**, while how this shift is interpreted will vary depending on particular affinities for remote versus in-person work.

SEO professionals in certain locations may be at greater risk of having positions eliminated, however the report's data also allows those wishing to take the pulse of top states and cities to stay on top of these shifts.

section #5

SALARY INSIGHTS



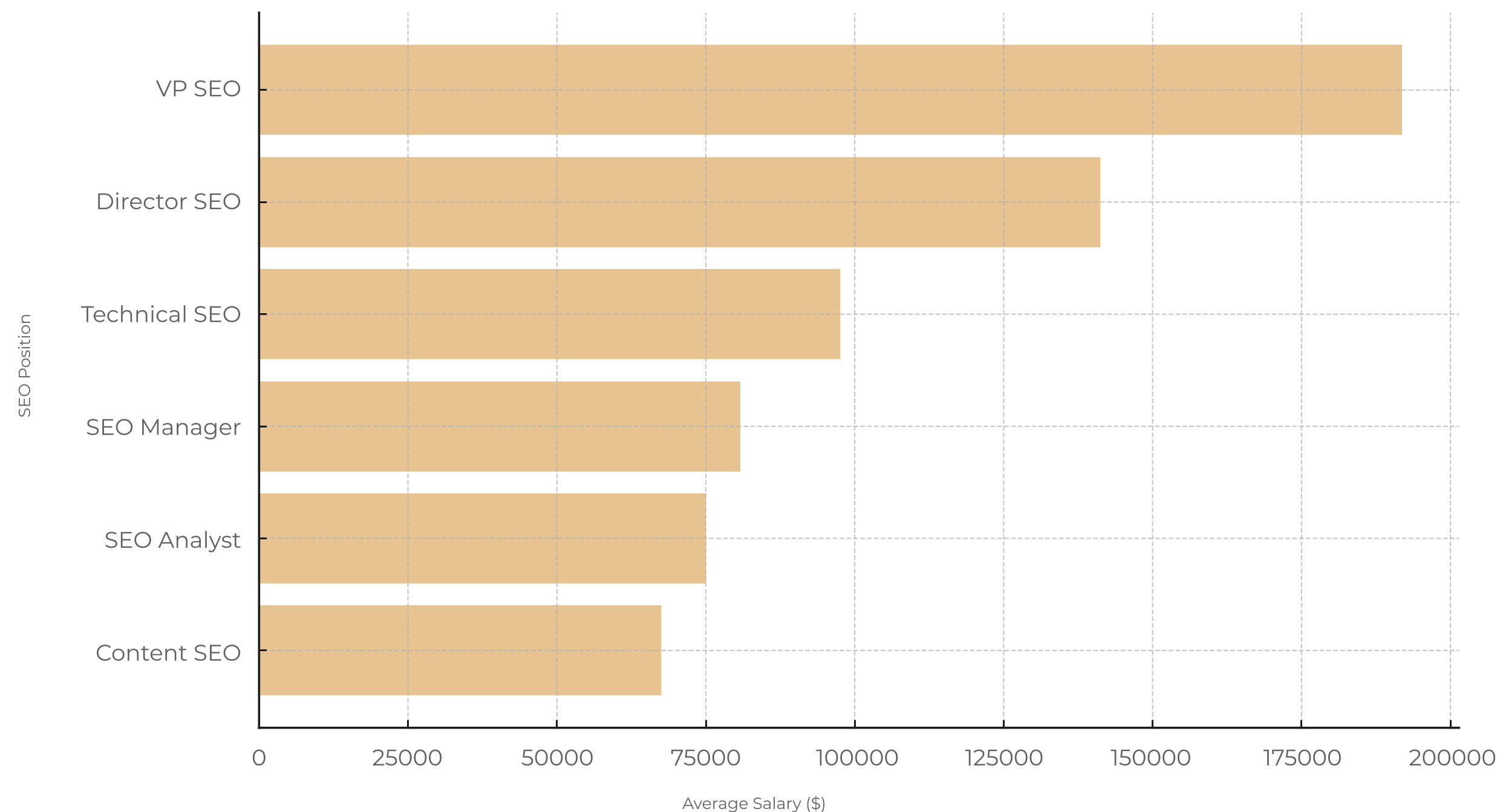
Key Narrative

Looking at how much various SEO-related positions pay offers helpful guidance, whether you're new to the SEO industry, in the middle of your career, or an experienced veteran.

Keeping a pulse on the heartbeat of open SEO position salary data can help inform both businesses making new hiring decisions and SEO professionals looking to make career shifts.

Data Insights

Average Salary by SEO Position in 2024



The data showed that **12 percent of open SEO positions offered salaries of \$100,000 or more during 2024.**

Which open SEO positions were the most lucrative during 2024?

We found that open **content SEO positions averaged \$67,500**, SEO analyst positions \$75,000, SEO manager positions \$80,800, technical SEO positions \$97,500, director of SEO positions \$141,178, and topping the list were **vice president of SEO positions, which averaged \$191,850.**

How does being at an agency compare to in-house SEO positions when it comes to compensation?

Let's take a look at the breakdown of salary ranges for in-house positions, and then compare them to agency roles.

The data showed that **40 percent of in-house jobs had salaries of \$100,000 or higher**, 28 percent were between \$75,000 and \$99,999, 26 percent were between \$50,000 and \$74,999, and **just seven percent were less than \$50,000**.

Turning to agencies, the data painted a different but not altogether unexpected picture.

38 percent of agency jobs had salaries between \$75,000 and \$99,999, 26 percent were between \$50,000 and \$74,999, 22 percent were less than \$50,000, and **14 percent had salaries of \$100,000 or higher**.

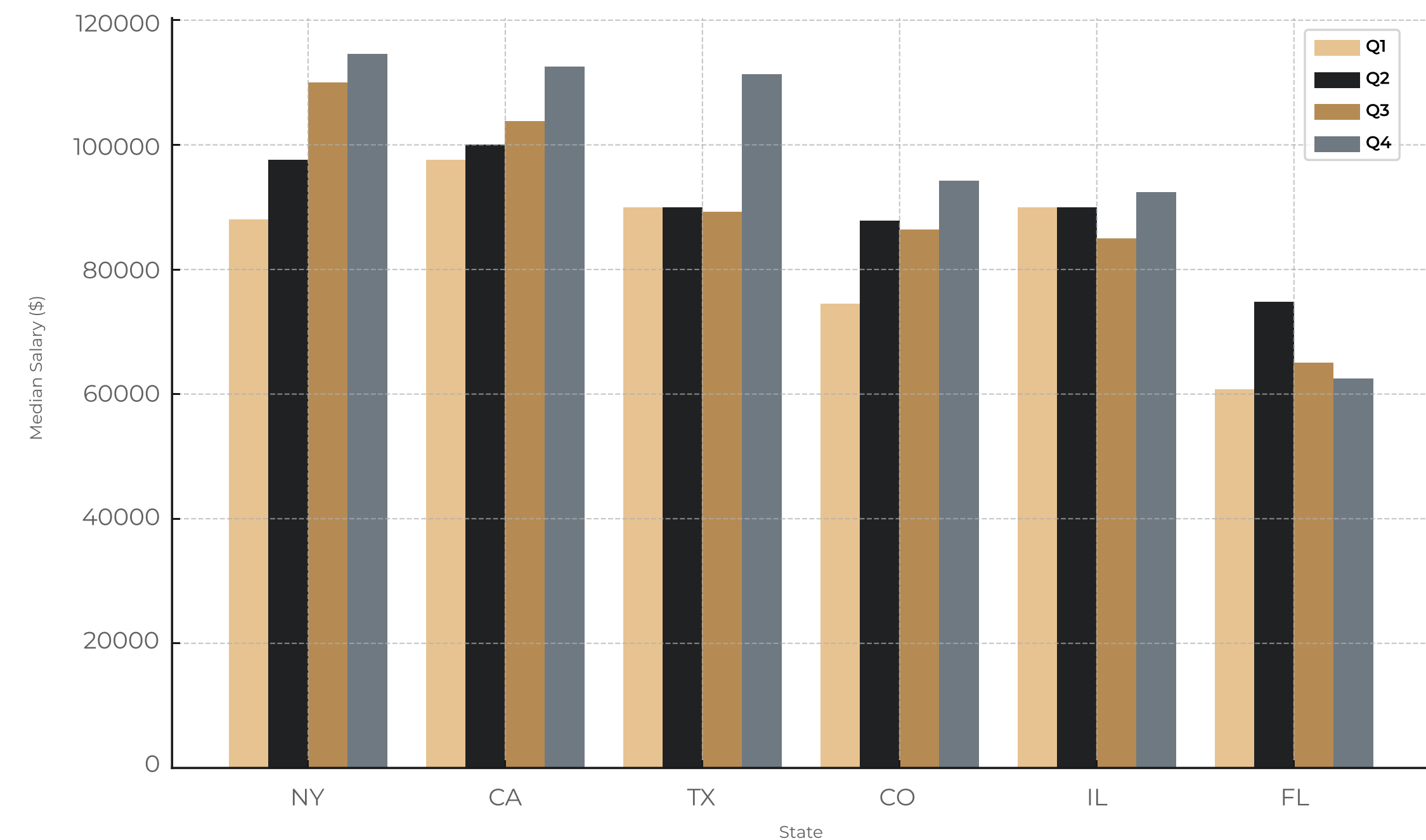
SALARY BREAKDOWN BY STATE

How do states compare when we look at the salaries SEO firms are offering for open roles?

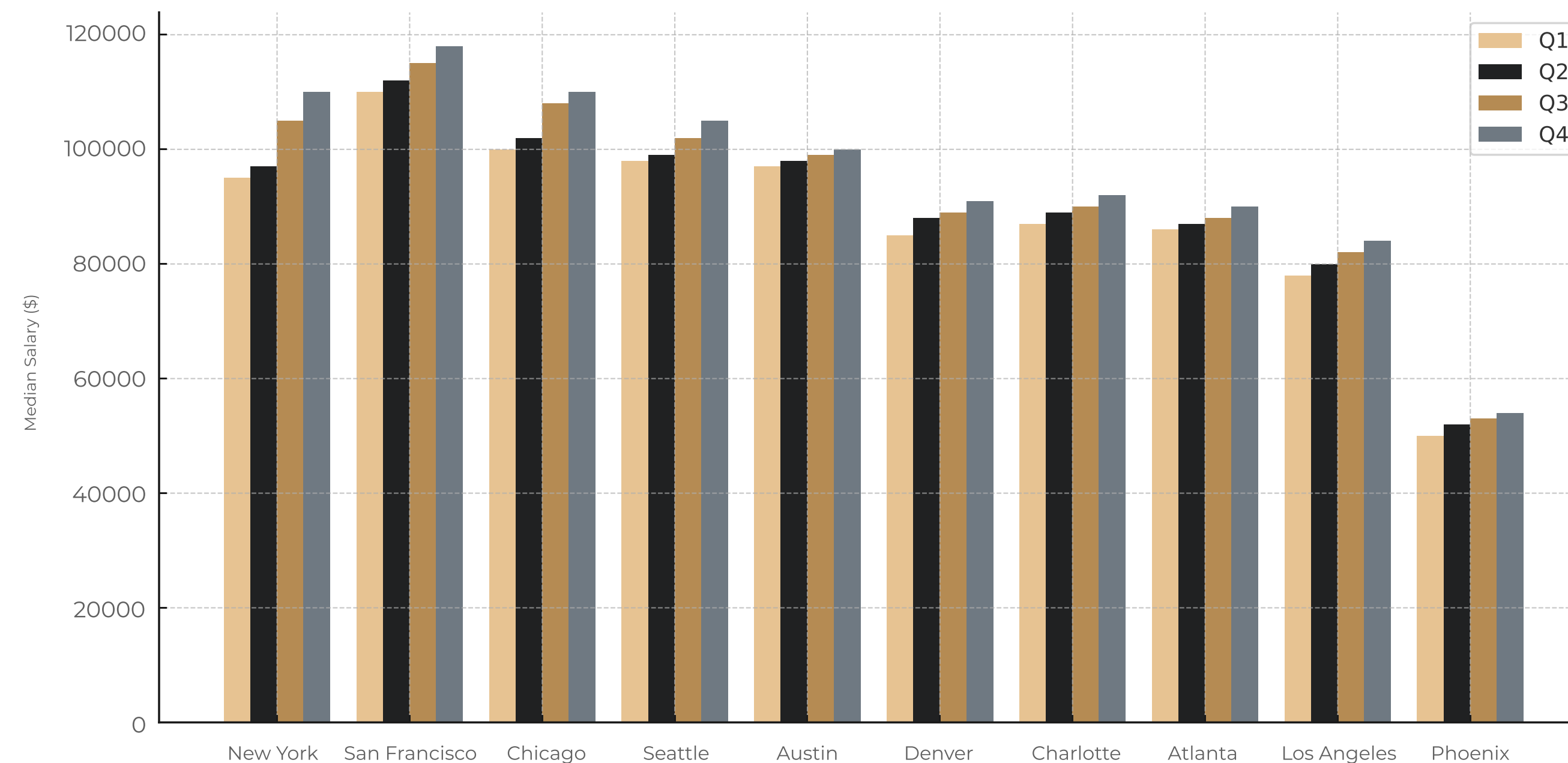
We found that **the top five states for jobs with salaries of \$100,000 or higher were New York, California, Texas, Washington, and Illinois**, while in the \$75,000 to \$99,999 range the leading states were New York, California, Texas, Colorado, and Illinois.

The **top five states for jobs with salaries between \$50,000 and \$74,999 were New York, California, Florida, Colorado, and Texas**, and rounding out the breakdown for positions offering less than \$50,000 were New York, Florida, California, Arizona, and Texas.

Salary Breakdown by State and Quarter



Salary Breakdown by State and Quarter



SALARY BREAKDOWN BY CITY

Which cities are the most lucrative for SEO jobs?

While many factors including cost-of-living come into play when determining the best ratio of salary versus lifestyle, our data did take a look at open roles in each salary bracket by city.

The **top five cities for jobs with salaries of \$100,000 or higher** were **New York, San Francisco, Chicago, Seattle, and Austin**, while jobs in the \$75,000 and \$99,999 range were most frequent in New York, Denver, Charlotte, Chicago, and Atlanta.

The **top five cities for jobs with salaries between \$50,000 and \$74,999** were **New York, Denver, Chicago, Austin, and Los Angeles**, while for roles offering less than \$50,000 the top cities were Phoenix, Buffalo, San Diego, San Antonio, and New York.



Bright Spots

The **median salary for all open SEO positions throughout 2024 was \$82,000**, making work in the industry more lucrative than the 2024 average U.S. salary of \$63,795 put out by the Social Security Administration. Even the SEO position with the lowest average salary in our data — content SEO, averaging \$67,500 annually — topped that figure.

At the other end of the salary scale, the position with the highest pay — **vice president of SEO, averaging \$191,850** — **was more than three times the U.S. average salary.**

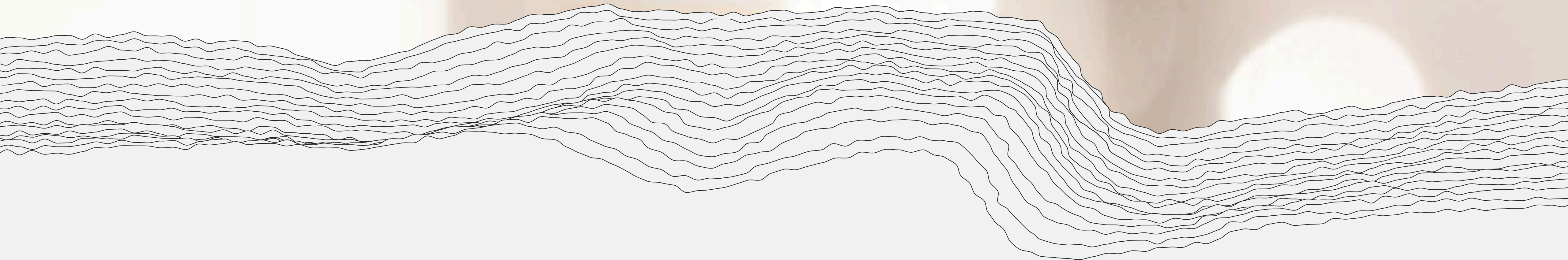


Warning Signs

The data showed that **the median salary for all jobs generally dropped during each quarter of 2024**, falling 11 percent from \$90,000 during the first quarter to \$80,000 during the second quarter — with a slight three percent rise to \$82,500 during the third quarter, and finally **falling nine percent to \$75,000 during the fourth quarter.**

section #6

TOP SKILLS



Key Narrative

The SEO skills which were the most in-demand during 2024 were similar to shifts seen in job titles, and were both representative of an industry fundamentally in flux.

AI skill was required in some 20 percent of all open SEO positions, with even higher frequency among senior-level positions, while **other skills most often requested by employers included technical SEO and content marketing**.

According to LinkedIn's latest *Global Marketing Jobs Outlook*, **54 percent of marketers see AI as significantly changing how they will work in the coming year**, with **59 percent indicating that they are already using AI**.

According to LinkedIn's latest global marketing jobs outlook report, **51 percent of global marketing professionals have said that they are looking for guidance on the skills necessary for navigating today's shifting work environments**, which makes the top skills seen in open SEO positions a critical guide for 2025 and beyond.

SEO was among the top skills that millennial marketers wanted to improve, according to recent Content Marketing Institute survey data, which has shown how the importance of SEO skills has continued to transcend industries.

Let's dig into the industry skill data and see **which skills SEO professionals are increasingly being asked to have among their technical stack**.



Methodology

For the *2025 Previsible State of SEO Jobs Report*, skill data has been extracted from job descriptions, using a similar match function. For example, jobs requiring “data analytics” as a required skill may include the similar terms “data-driven strategies” and “business data intelligence.”

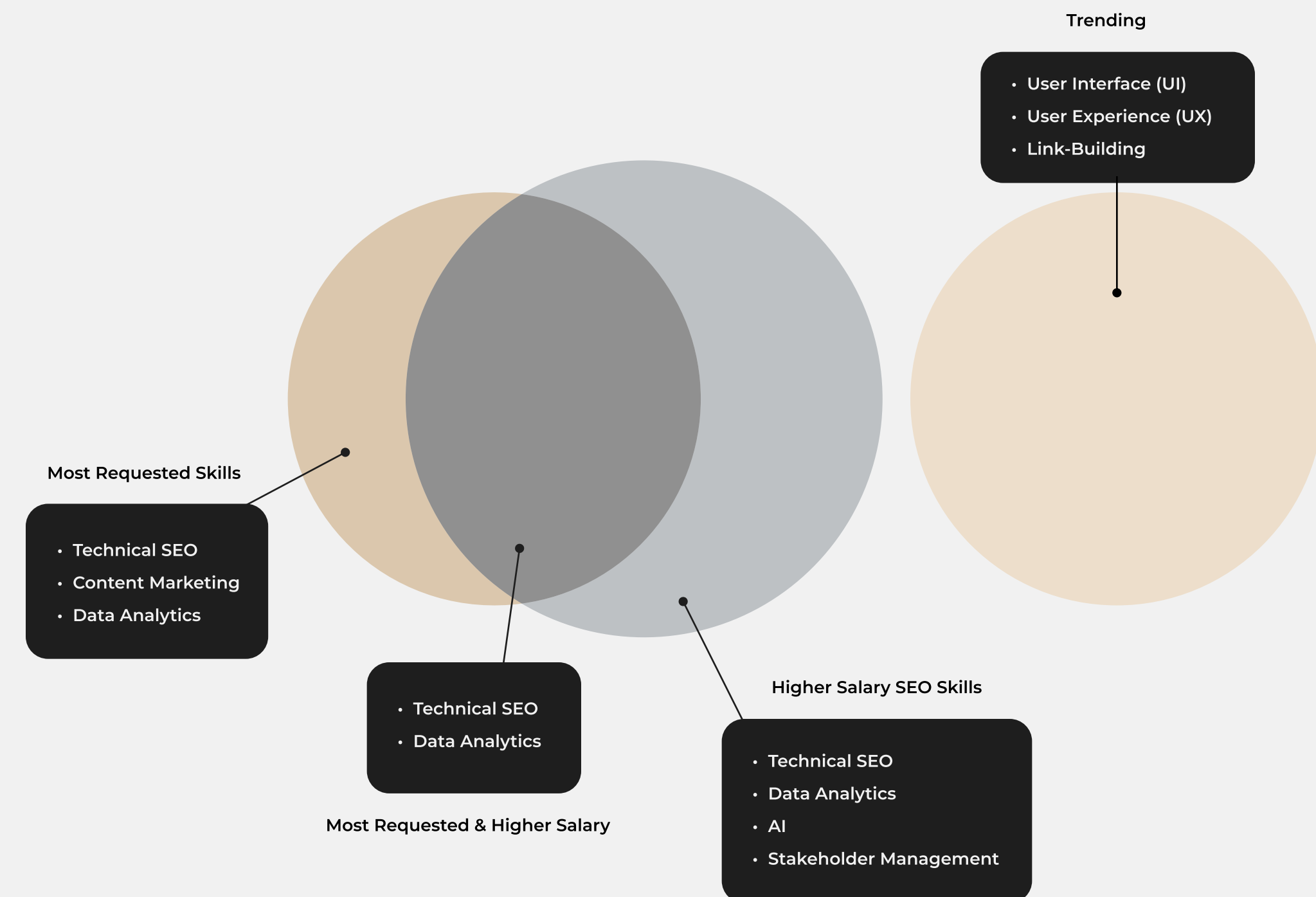
Data Insights

When we examined the skills that businesses were seeking in open SEO roles, we saw that **the most-requested skill-sets included technical SEO, content marketing, and data analytics.**

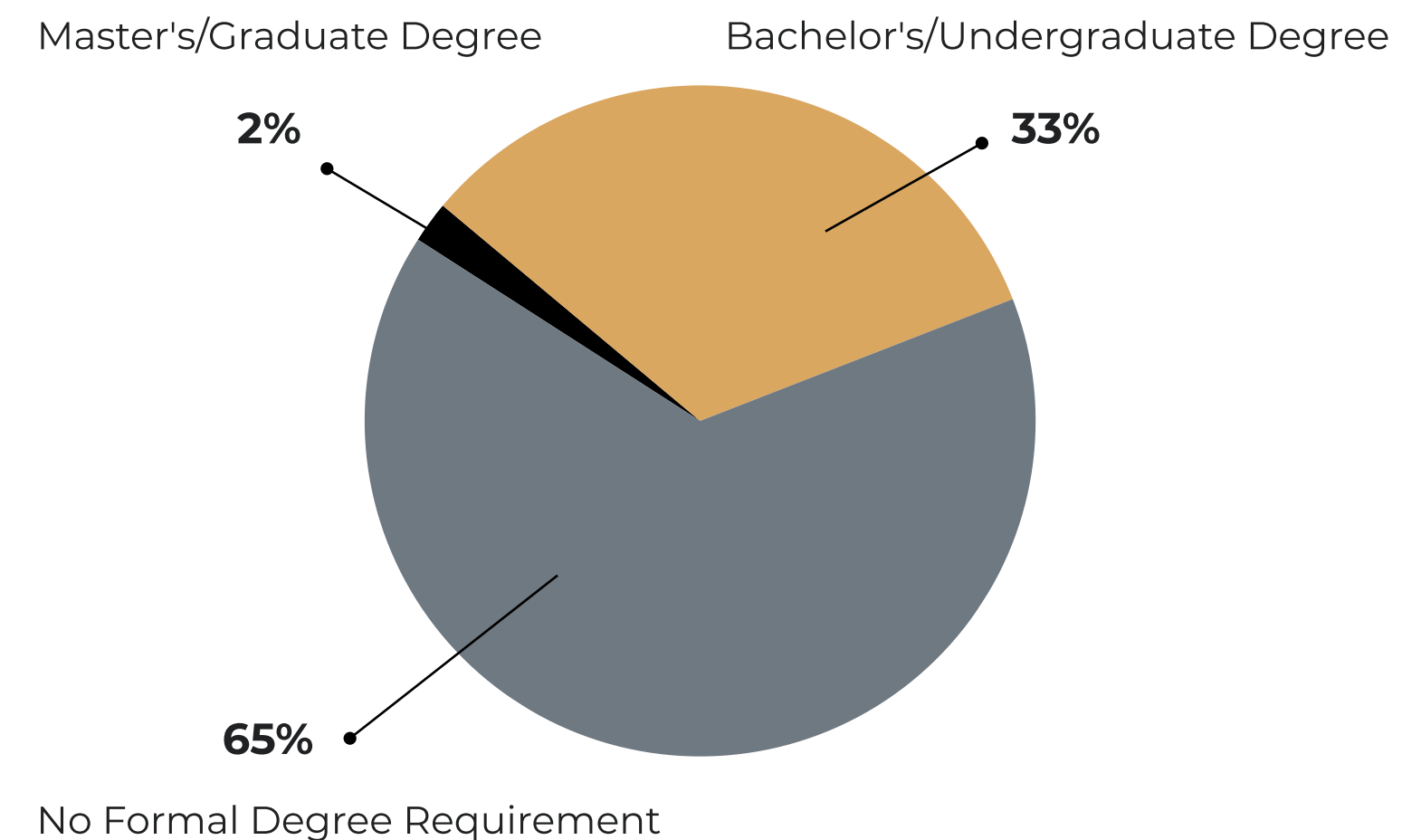
Looking at **higher-salary open SEO positions**, we found they were more likely to include skills relating to **AI, data analytics, technical SEO, and stakeholder management**, while **lower-end salary jobs** were more likely to be looking for **link-building skills.**

What are the trending SEO skills employers are seeking, which increased in frequency during the year?

Three **trending skills** shown in the data included **user interface (UI) and user experience (UX), and link-building.**



Education Requirements for Open SEO Positions



What type of educational backgrounds are employers looking for?

The SEO industry has traditionally had a sizable variance in the educational background of the workforce, and our report data took a look at where things stand today.

Roughly **a third of open SEO positions required a bachelors or other undergraduate degree**, while about **two percent required a masters or other graduate-school degree** — rates that did not shift significantly during 2024.

When we look at marketing as a whole, **35 percent of those hiring new talent have said that they are more open to candidates having the right skills than those who have the right education**, according to LinkedIn's most recent *Global Marketing Jobs Outlook*.

✦✦ Bright Spots

Businesses sought workers with AI skills with increasing frequency during each quarter of 2024, expanding from 16 percent during the first quarter to **21 percent during the fourth quarter**, showing the **growing demand for AI talent in the SEO industry**.

Some **56 percent of open SEO positions in the \$250,000 to \$300,000 salary band specifically mentioned AI** in their job descriptions, compared to **29 percent for positions in the \$100,000 to \$150,000 range**, and **17 percent in the \$50,000 to \$100,000 band**.

Two of the staple SEO industry skills — **content marketing and analytics** — **remained the most in-demand over 2024**, while demand for skill in **technical SEO grew at the fastest rate of any skill during the fourth quarter**, rising to 75 percent from 71 percent the previous quarter.

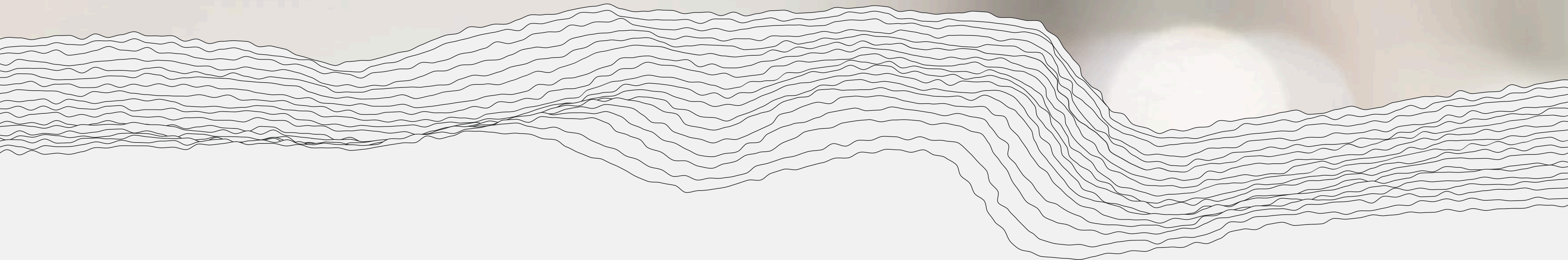
⚠ Warning Signs

Throughout 2024 **the linkbuilding skill category tended to be listed in job descriptions for SEO positions paying less than \$100,000**.

While AI was generally a key skill listed **for positions in the \$250,000 to \$300,000 salary band**, **for open positions in the highest-paying over-\$300,000 positions, AI wasn't specifically mentioned**.

section #7

THE FUTURE OF SEO EXPERT PREDICTIONS



Key Narrative

What impact will the shifts in SEO we've explored in this report have on the future of the industry, and **how can today's search professionals best prepare for the SEO landscape of 2026?**

For the *2025 Previsible State of SEO Jobs Report*, we reached out to a select group of top SEO industry subject matter experts for their insights. As SEO professionals, one of the top ways to enhance our knowledge and understanding of both the fundamentals of SEO and its frequent changes is to follow and learn from some of the most successful practitioners in the industry.

Whether you are a seasoned industry veteran or just starting out, the knowledge each of our SEO industry experts regularly share on their social media profiles can help increase your SEO proficiency.



Nick LeRoy

Owner SEOJobs.com



PREDICTION:

"Search results will worsen, and businesses will continue to lose organic clicks in 2025. This is already leading to companies deprioritizing the organic search channel, which also impacts SEO employment. While I think results will become worse near term, I think that will become the turning point for Google to make additional changes — we can only help them be a bit more SEO-friendly."



Wil Reynolds

Vice President of Innovation
Seer Interactive



PREDICTION:

"SEO professionals are going to have to get much better at storytelling with limited data. We know that people aren't going to have fewer questions, but they're going to more places than ever to get answers. If I was in SEO in 2025, I would be expanding my skill set to also look to optimize content from a more human perspective, because content that resonates with humans has a potential to be performing in AI and SEO, but most importantly in all of the places that are growing — Reddit, LinkedIn groups, Facebook groups, .etc."



David Bell

Co-Founder
Previsible



PREDICTION:

“The Google AI Mode will garner a lot of attention this year but low adoption. People's habits change slowly over time and this experience is more for appeasing shareholders than a true rollout.”



Ann Smarty

Co-Founder

Smarty Marketing



PREDICTION:

“The biggest challenge in the SEO industry is the shift in campaign measuring. From rankings and clicks, we are moving to impressions and brand visibility. Strategizing is also becoming more important than tactical tasks – which are being handled by generative AI already. We are going through a very disruptive stage in SEO. There are more discovery channels – which lead to search – that are dynamic, personalized, and hard – if not impossible – to monitor. SEO will survive but we will likely have to come up with a new term for it, like “Organic discoverability optimization” or something similar, because it is not just about organic search positions anymore.”



Eric Enge

President

Pilot Holding, Inc.



PREDICTION:

“Without a doubt, the SEO industry is facing huge changes in 2025 and beyond. The advent of AI Overviews (AIOs) puts a lot of pressure on us because they will cause significant traffic reductions for many sites – for many sites this will run around 35%. Yes, times of change are when the greatest opportunities are created. New winners and losers will be defined. To be one of the winners, we need to consider the new opportunities created.

Questions like these need to be answered: How can we get branding value from ranking in AIOs? Is the traffic we’re losing low converting anyway? What queries are high intent and therefore provide high potential business value? And, last, but not least, what does it take to rank in AIOs? Times of big change can be scary, but they also present us with the opportunity to answer these questions before our competition does, and that’s how you can become a winner in this new AIO environment.”



Tyson Stockton

COO and Co-Founder
Previsible



PREDICTION:

“As the SEO industry continues to mature we are seeing the market further acknowledge the importance and complexity of search with an increase in director-level and above roles. There is a timidness around content SEO, as many are still trying to understand how best to leverage emerging technologies.”



Cindy Krum

Founder and CEO MobileMoxie



PREDICTION:

“For many of us in the SEO space, things are feeling a bit precarious and unstable. Seeing legitimate, human created sites being wiped out by the Helpful Content Update, and seeing Google being unwilling to change anything in their algorithm or communication to help, even after an on-site, in-person meetup was very unsettling and speaks volumes about where Google and the industry stand. While SEO will never really be dead, it is important to know that Google has switched their focus away from becoming the best search engine ever, because they rightfully believe that they have done it,

and now they are focusing on being the most profitable and monetizable search and AI platform out there — which is a different game. SEOs need to acknowledge this change and update their perspectives and skillsets. Understanding how to optimize the larger digital landscape, outside of just Google will be critical for practitioners who want to level-up, stay relevant and actually drive the traffic and conversions that we need to keep the internet alive; to keep the internet from devolving into simply bots talking to and generating content for other bots.”



Marcus Tandler

Founder and Host

SEOktoberfest G50 Summit



PREDICTION:

“SEO is undergoing a profound evolution. The rise of AI overviews is fundamentally changing search results, forcing a move beyond keywords to genuine user understanding. Prioritizing helpful content and a seamless user experience is becoming non-negotiable, and building a strong brand across multiple channels is now a core SEO strategy.

However, recognizing the risk of Google dependency, diversifying traffic sources, especially through social platforms and multimodal optimization — especially video — is crucial for future success.”



Lane R. Ellis

Content Marketing Manager
Previsible



PREDICTION:

“As we push towards 2026 the most successful SEO professionals will be those who broaden their search repertoire, decentralizing from solely traditional engines and expanding creatively into AI’s growing share of the search pie.”



Michael King

Founder and CEO iPullRank



PREDICTION:

My prediction is that the SEO community finally capitalizes on its opportunity to mature as a business function. A subset of SEOs will truly recognize that generative AI has brought us to an inflection point. There is an opportunity to evolve beyond the structured spamming and focus on the relevance engineering work that these new search modalities require.

There will be a realization that search channels are not just performance channels, but also brand channels. On the back of that will be brand efforts more closely tied to search activations.

At the same time, there will be a whole new generation that reinvents the spam wheel due to the nuances of how conversational search works. For example, cloaking will probably come back to life until the new players get their crawlers to smarten up.

Ultimately, 2025 will be a year of stark contrasts: those who adapt to strategic, integrated SEO will thrive, while those clinging to outdated tactics will face increasing irrelevance. This bifurcation will place significant strain on agencies and in-house teams unprepared for the shift, highlighting the need for continuous education and a deeper understanding of user intent within the evolving AI-driven search landscape. The health of the industry hinges on embracing this evolution, not resisting it.



Greg Gifford
Chief Operating Officer
SearchLab



PREDICTION:

“I predict that everyone in the SEO industry is going to collectively freak out about AI overviews and AI search, only to realize — eventually — that SEO and websites still matter, things just work a bit differently than they have in the past. Core marketing skills will become important again, and human-written content will win the day.”



Jordan Koene

CEO and Co-Founder
Previsible



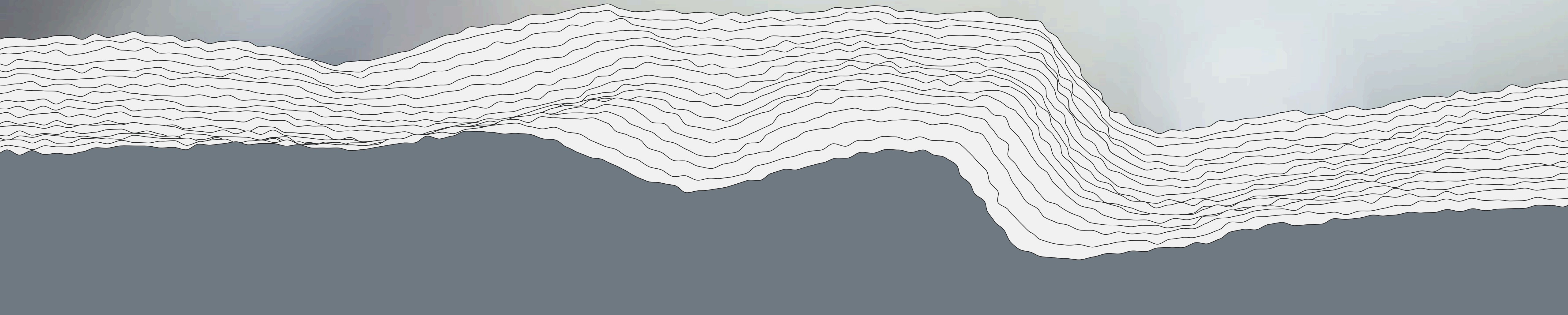
PREDICTION:

“The biggest shift in SEO for 2025 won’t be in search engines — it’ll be in skill sets. AI isn’t just a tool; it’s becoming a prerequisite. The most effective SEO professionals will be those who master AI for productivity, data refinement, and tool development. As consumer and user discovery evolve, the ability to build, refine, and scale SEO efforts with AI will separate high-impact teams from those left behind.”

“SEO success in 2025 will depend on AI fluency. From leveraging AI for productivity and automation to refining datasets and developing scalable tools, SEO professionals will need to evolve fast. Search isn’t just about rankings anymore — it’s about understanding how users discover content across AI-driven experiences. Those who invest in AI skills will future-proof their careers; those who don’t risk falling behind.”

section #8

OVERALL REPORT METHODOLOGY



Methodology

Each of the main sections of the report offers specific methodology information relating to that section's data, while the overall methodology information is shown here.

→ We aggregated job postings from a variety of the leading job marketplaces. We did not include jobs from contract or remote-only platforms such as Upwork or Remote.io, in order to focus on long-term engagements

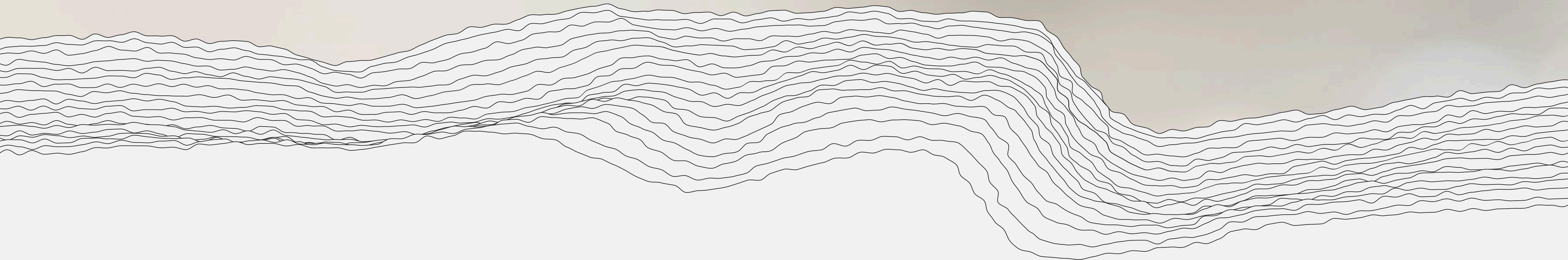
→ We gathered jobs on a quarterly basis and removed duplicate positions at the end of the quarter, to ensure including only unique jobs even in those cases where a company had posted the same jobs in a variety of locations or using slightly different job titles

→ We parsed and cleaned the data, to ensure that each job listing fulfilled a minimum of validity criteria, in order to exclude non-genuine job listings or spam positions

→ Data for a few weeks of 2024 was not available and has not been included

section #9

ABOUT PREVISIBLE & SEOJOBS.COM





ABOUT PREVISIBLE

Previsible empowers businesses with actionable SEO consulting, content marketing and development designed to drive impactful results. We've partnered with global brands including Atlassian, Yelp, Reddit, Zillow, and Etsy to craft and execute search strategies that consistently generate meaningful traffic across diverse industries.

What sets us apart is our integrated model, which combines hands-on SEO consulting with a robust educational framework. We don't just provide solutions; we equip your team with the knowledge and skills needed to understand and master SEO. Our approach ensures that your business not only benefits from decisive improvements but builds lasting expertise to navigate the ever-evolving search landscape.

At Previsible, our SEO experts and digital marketing professionals are committed to helping your business thrive by making SEO success both achievable and sustainable.



ABOUT SEOJOBS.COM

Founded in 2010 and re-launched in 2021, [SEOjobs.com](#) features search engine optimization employment opportunities globally, remote, and in-office. We source and curate listings from thousands of businesses and agencies.

All listings are hand-verified and curated – the way they should be. Listings appear Monday through Friday, and occasionally on weekends. We're bootstrapped, independent, and focused on serving the SEO community.



Let's talk.

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