

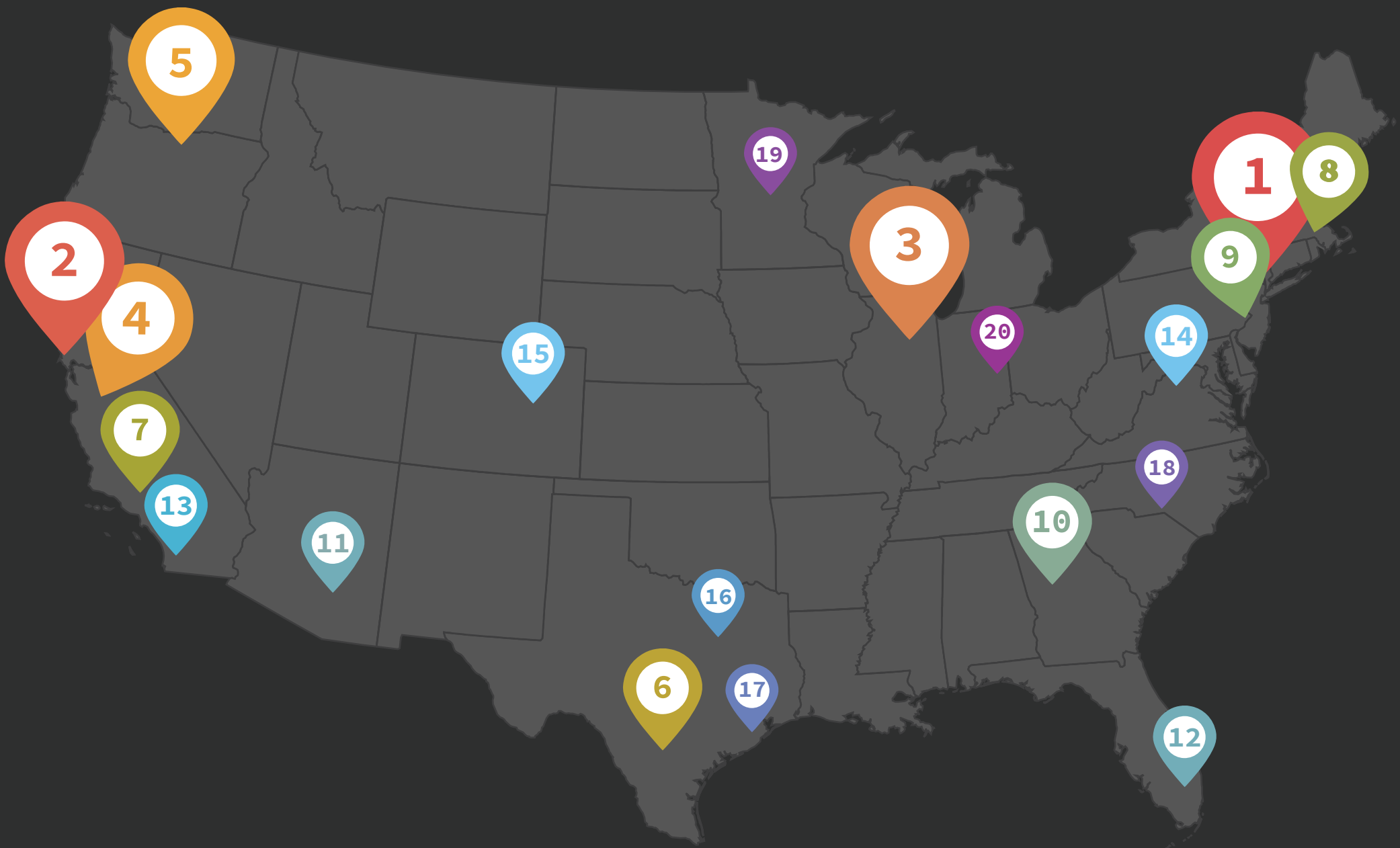


SEO JOBS SALARY GUIDE

The demand for SEO jobs is still climbing. Compared to our last study in 2011, the demand for SEO jobs has increased by 18%. Salaries are up in the double digits for all SEO jobs in this study. This data was aggregated in 2015 from over 4,300 job postings on Indeed.com and Payscale.com to provide a picture of the current SEO job market.

Best Cities to Find SEO Jobs

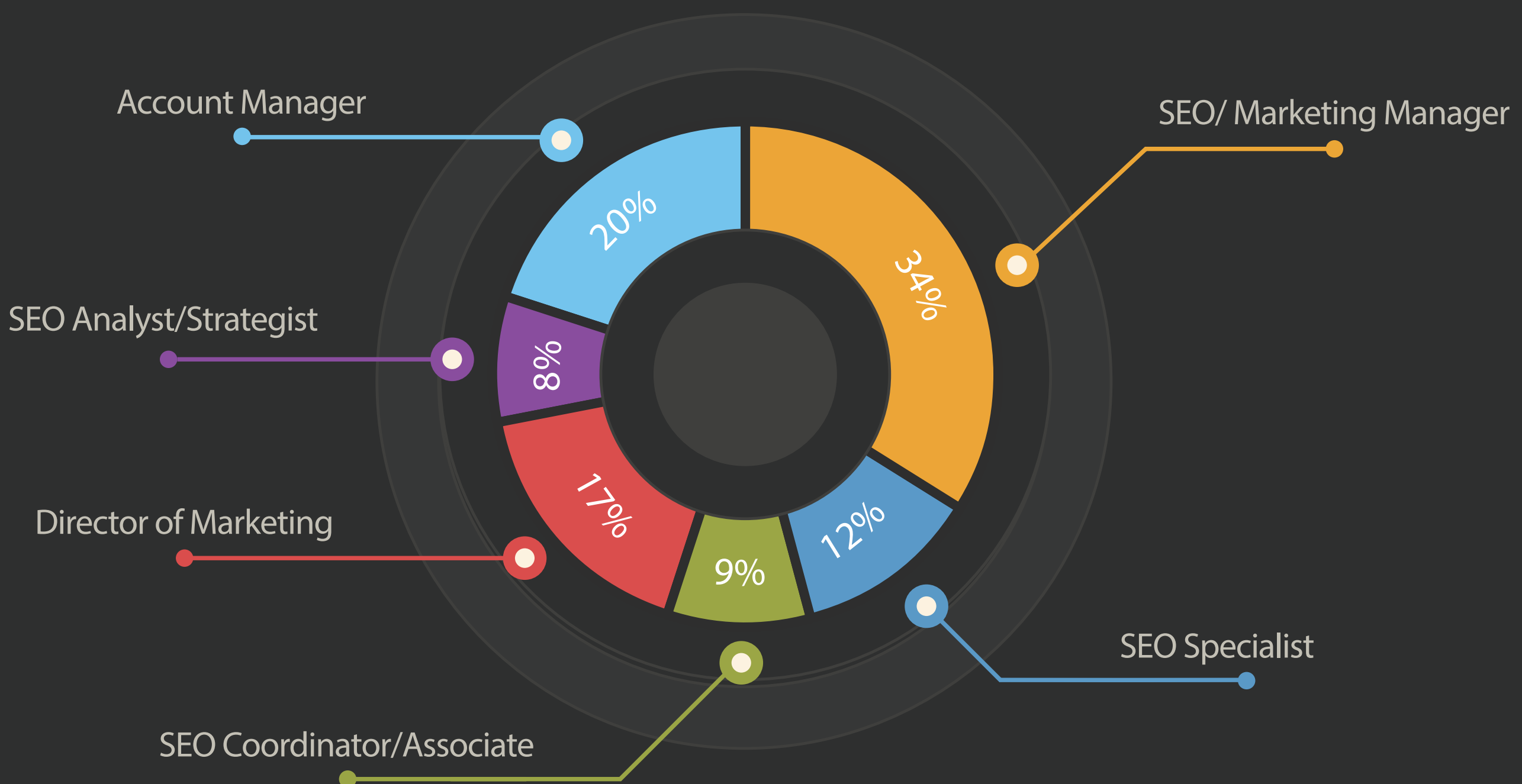
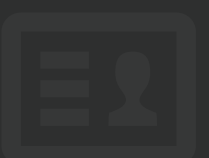
Top 20 cities listed by number of job postings



- | | | | |
|-----------------|----------------|-------------------|-----------------|
| 1 New York | 6 Austin | 11 Phoenix | 16 Dallas |
| 2 San Francisco | 7 Los Angeles | 12 Miami | 17 Houston |
| 3 Chicago | 8 Boston | 13 San Diego | 18 Charlotte |
| 4 San Jose | 9 Philadelphia | 14 Washington, DC | 19 Minneapolis |
| 5 Seattle | 10 Atlanta | 15 Denver | 20 Indianapolis |

SEO Job Titles

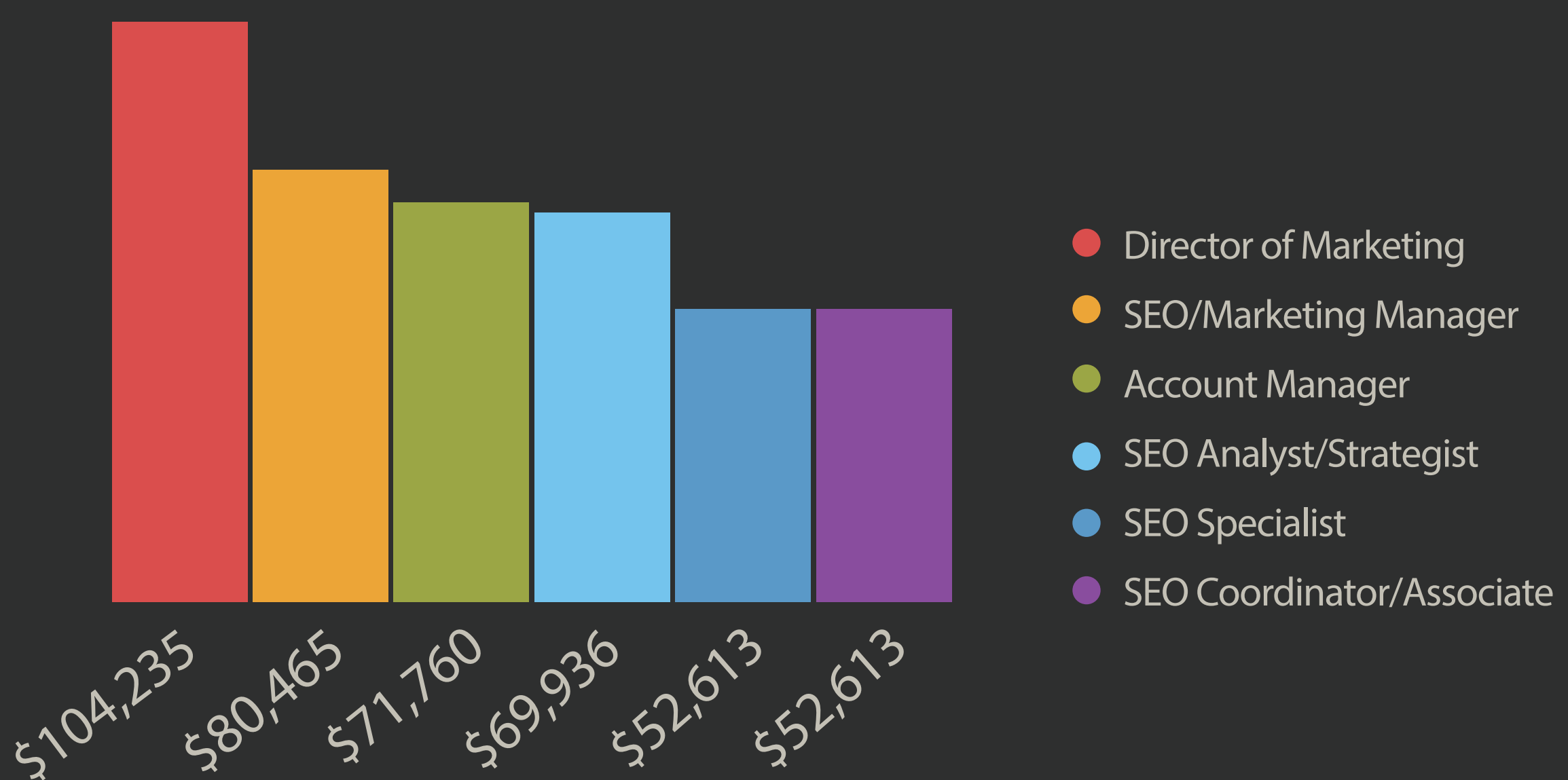
Most common job titles in the SEO industry



*Title variations include Online Marketing Director and Internet Marketing Director

Salary Ranges of SEO Professionals

Average salary of SEO job titles



Download salary information for your city at <http://bit.ly/seo-salary>



SEO SALARY RANGES BY CITY & JOB TITLE

	Director of Marketing	SEO/Marketing Manager	Account Manager	SEO Analyst/Strategist	SEO Specialist	SEO Coordinator/Associate
Total	\$68k - \$109k	\$52k - \$84k	\$48k - \$70k	\$51k - \$72k	\$43k - \$71k	\$54k - \$80k
New York	\$74k - \$127k	\$58k - \$101k	\$52k - \$83k	\$52k - \$83k	\$45k - \$88k	\$58k - \$93k
San Francisco	\$78k - \$119k	\$60k - \$93k	\$58k - \$80k	\$63k - \$85k	\$56k - \$88k	\$56k - \$91k
Chicago	\$68k - \$117k	\$51k - \$91k	\$45k - \$75k	\$44k - \$73k	\$43k - \$73k	\$51k - \$84k
San Jose	\$85k - \$135k	\$69k - \$92k	\$64k - \$81k	\$64k - \$86k	\$52k - \$85k	\$62k - \$87k
Seattle	\$68k - \$107k	\$52k - \$92k	\$51k - \$71k	\$50k - \$69k	\$43k - \$73k	\$57k - \$80k
Austin	\$73k - \$110k	\$51k - \$80k	\$49k - \$68k	\$48k - \$67k	\$42k - \$71k	\$45k - \$77k
Los Angeles	\$70k - \$113k	\$52k - \$94k	\$51k - \$72k	\$48k - \$69k	\$44k - \$76k	\$57k - \$82k
Boston	\$74k - \$112k	\$58k - \$90k	\$46k - \$77k	\$51k - \$72k	\$44k - \$75k	\$53k - \$76k
Philadelphia	\$68k - \$116k	\$46k - \$76k	\$40k - \$60k	\$45k - \$64k	\$38k - \$68k	\$51k - \$74k
Atlanta	\$56k - \$104k	\$49k - \$78k	\$45k - \$64k	\$44k - \$72k	\$33k - \$62k	\$45k - \$78k
Miami	\$59k - \$98k	\$48k - \$78k	\$44k - \$69k	\$48k - \$66k	\$37k - \$66k	\$54k - \$77k
San Diego	\$67k - \$106k	\$47k - \$78k	\$41k - \$61k	\$56k - \$75k	\$44k - \$64k	\$57k - \$85k
Washington, DC	\$66k - \$107k	\$53k - \$85k	\$47k - \$73k	\$52k - \$74k	\$45k - \$68k	\$58k - \$83k
Denver	\$59k - \$96k	\$49k - \$79k	\$45k - \$65k	\$45k - \$64k	\$42k - \$62k	\$61k - \$83k
Dallas	\$72k - \$110k	\$49k - \$78k	\$45k - \$64k	\$54k - \$73k	\$38k - \$67k	\$51k - \$73k
Houston	\$63k - \$104k	\$49k - \$80k	\$50k - \$69k	\$44k - \$64k	\$43k - \$70k	\$51k - \$75k
Charlotte	\$69k - \$105k	\$48k - \$77k	\$44k - \$64k	\$53k - \$72k	\$42k - \$70k	\$50k - \$72k
Minneapolis	\$61k - \$102k	\$52k - \$82k	\$50k - \$69k	\$50k - \$68k	\$43k - \$72k	\$51k - \$73k
Phoenix	\$65k - \$102k	\$55k - \$85k	\$45k - \$64k	\$54k - \$72k	\$42k - \$61k	\$55k - \$77k
Indianapolis	\$67k - \$92k	\$48k - \$77k	\$48k - \$67k	\$53k - \$71k	\$37k - \$61k	\$54k - \$75k



SEO JOBS SALARY GUIDE

We compared 2012 job data to 2015 job data. Here's how the SEO job market has changed over those three years.

18% Growth in Number of SEO Jobs in the Top 20 Cities

2012 Data vs. 2015 Data



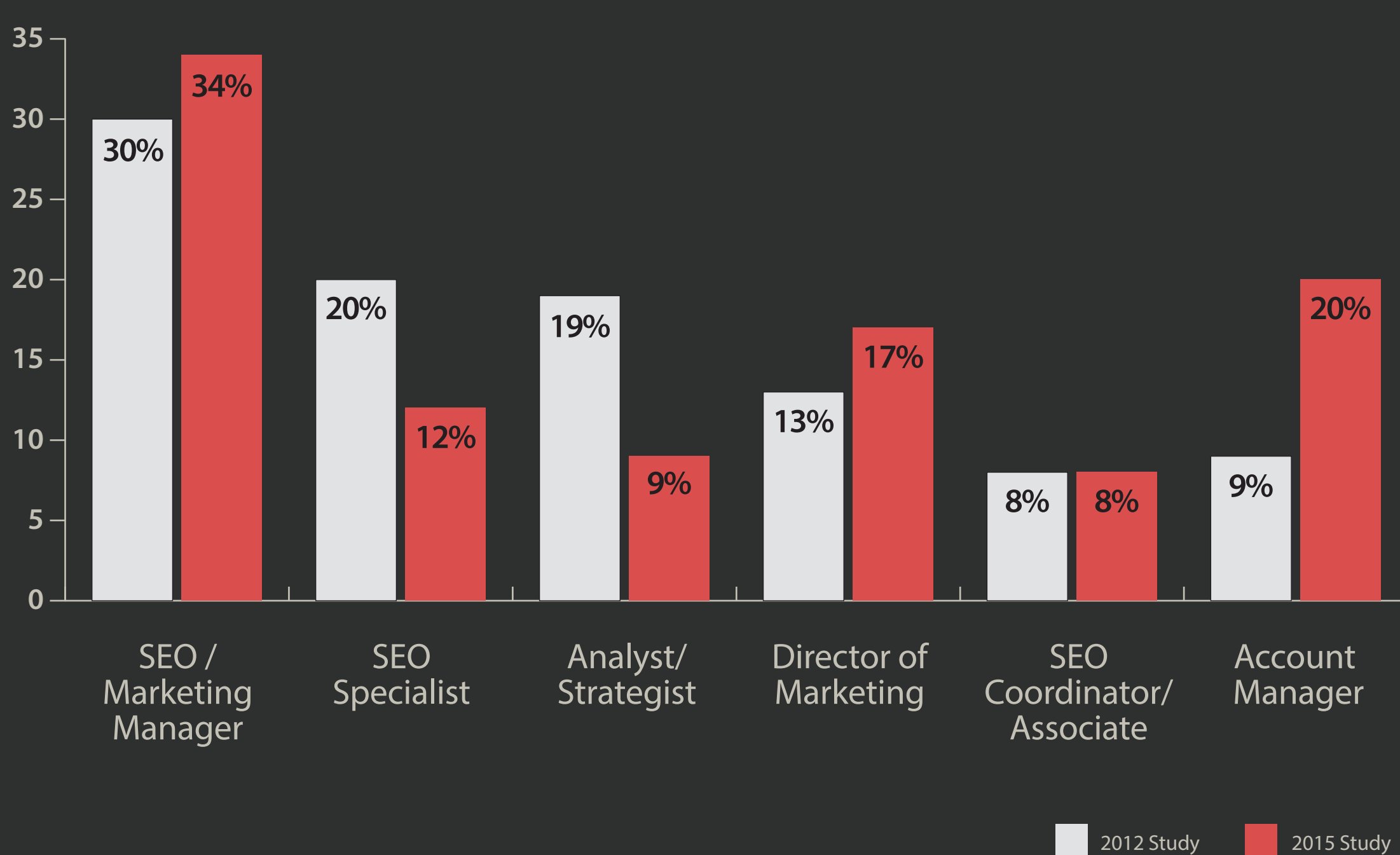
Double-digit Salary Growth for All SEO Job Titles Evaluated

The average salary growth was 17%, with Marketing Manager/ SEO Manager seeing the largest growth at 26%.



11% Growth in Demand for SEO-fluent Account Managers

The demand for SEO fluent-account managers grew 11%, rising from 9% of total SEO jobs to 20%. SEO Analyst/Strategist jobs dropped by a corresponding 10%.



The 5 Top Cities for SEO Jobs Shift

New York and San Francisco were once again the top two cities for SEO jobs (quantity of SEO jobs). Chicago moved from position 4 to position 3, and San Jose and Seattle moved to the top 5 for the first time.

2012 Top Cities

1. New York, NY
2. San Francisco, CA
3. Los Angeles, CA
4. Chicago, IL
5. Boston, MA
6. Washington, DC
7. San Jose, CA
8. Seattle, WA
9. Atlanta, GA
10. Dallas, TX

2015 Top Cities

1. New York, NY
2. San Francisco, CA
3. Chicago, IL
4. San Jose, CA
5. Seattle, WA
6. Austin, TX
7. Los Angeles, CA
8. Boston, MA
9. Philadelphia, PA
10. Atlanta, GA

Download salary information for your city at <http://bit.ly/seo-salary>