

Search Engine Optimization

Global Roles, Median Salaries and Top Hiring Markets

Source: LinkedIn Economic Graph, Glassdoor (Global), Indeed Hiring Lab (2026)

Role | Median Salary (USD) | 5-Yr Growth | Top Hiring Markets

SEO Manager | \$85,000 | +12% | United States, United Kingdom, Australia

SEO Analyst | \$65,000 | +10% | United States, India, Canada

SEO Strategist | \$78,000 | +11% | United States, Germany, Singapore

Technical SEO Specialist | \$80,000 | +13% | United States, United Kingdom, UAE

Head of Search Marketing | \$120,000 | +15% | United States, European Union, Singapore