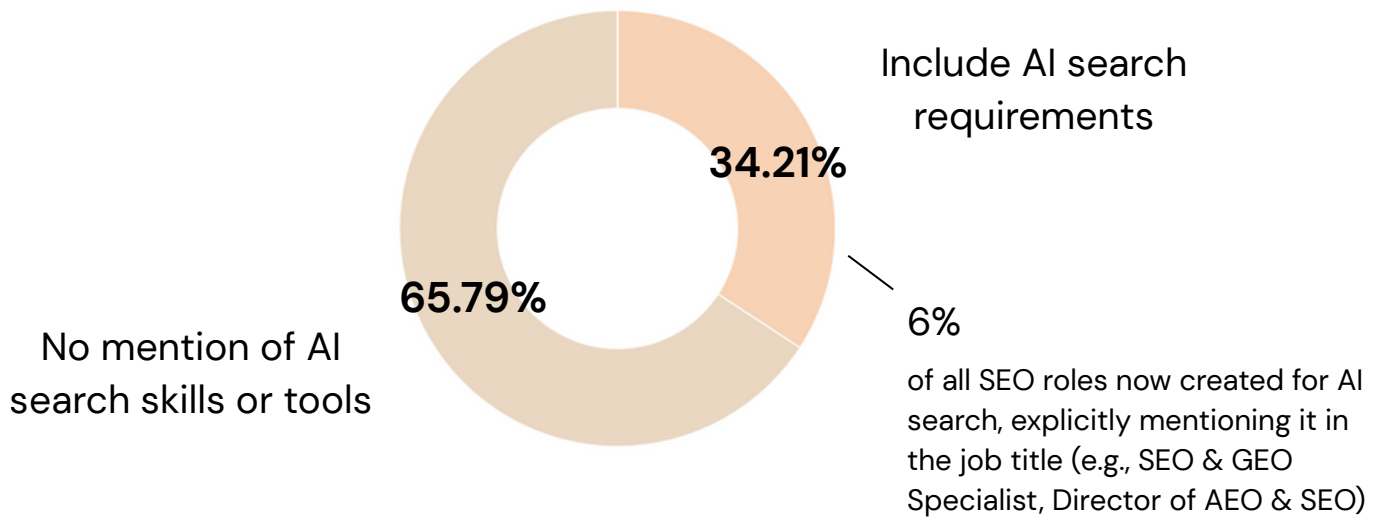
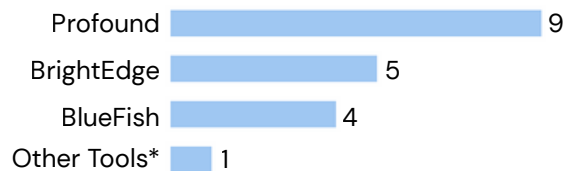


How are SEO roles changing with AI search?

Over one third of all SEO job descriptions now include AI search skills.



AI Visibility Tools Mentioned



*One mention each for: Peec.ai, Scrunch, Schema App, and SparkToro

AI search requirements are more popular in senior roles.

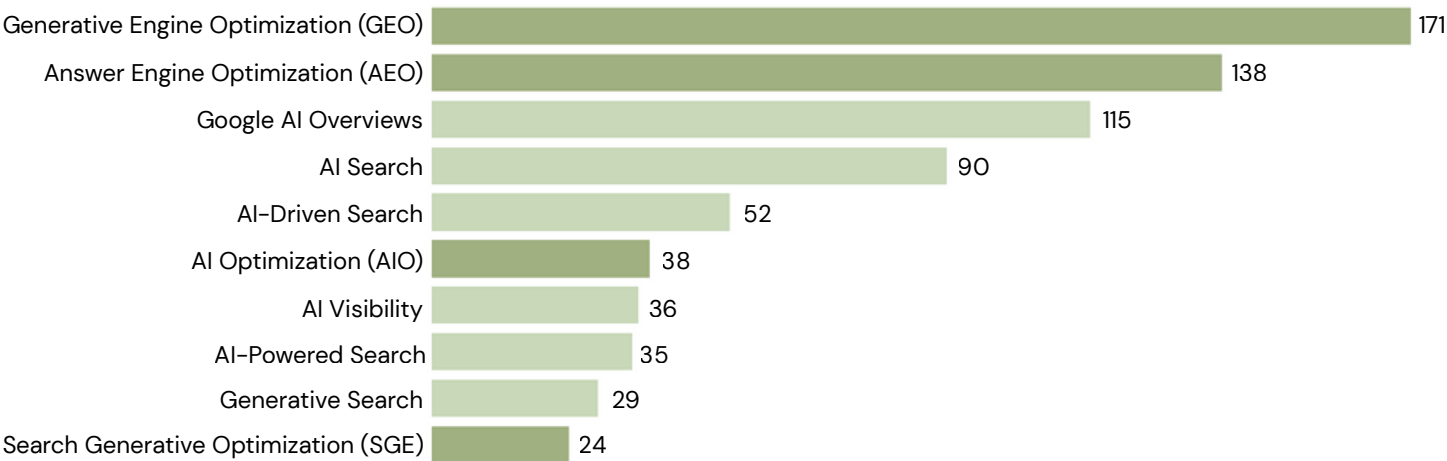
- 50% of Executive Roles
- 41% of Manager Roles
- 29% of Individual Contributor Roles

Methodology

I scraped roughly 30,000 job postings in North America from LinkedIn using a wide set of SEO-related job titles, though not all results were true SEO roles. After removing duplicates and filtering out unrelated listings, I isolated a final set of 643 unique SEO job postings for detailed analysis.

To ensure balanced coverage, the scrape pulled evenly across 132 target job titles: Executives (Director level and above, 38), Managers (39), and Individual Contributors (41) – and across Traditional SEO (45), AI-focused SEO (44), and Hybrid SEO roles (Technical SEO and Engineering, 43).

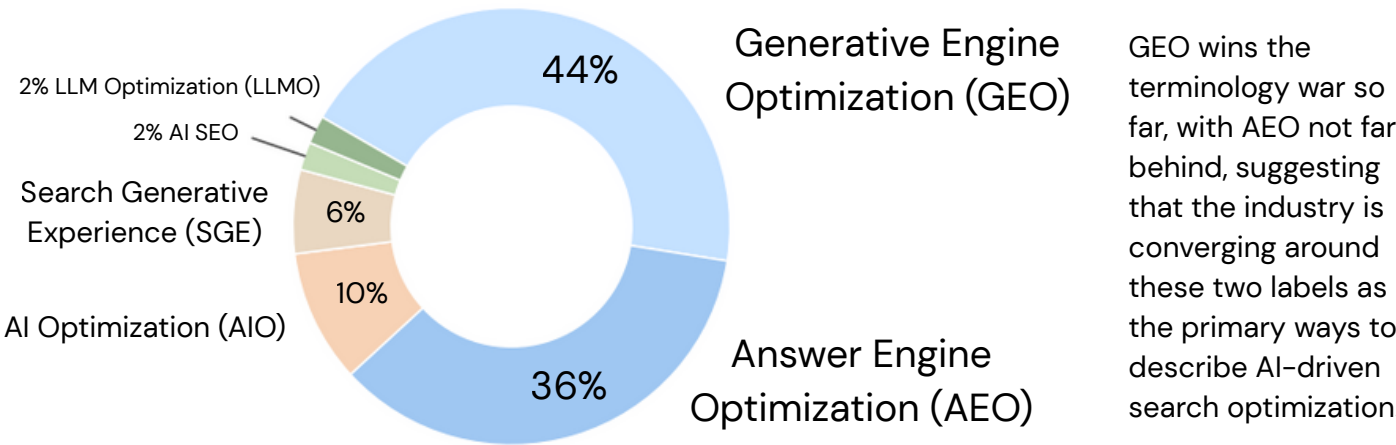
Which are the most common terms and phrases in AI Search job descriptions?



GEO and AEO have moved beyond buzzwords and now appear consistently across SEO job descriptions. These frameworks are becoming standard expectations in modern search roles.

Companies are now hiring to optimize for AI Overviews, not just “AI Search” as a general concept. This signals that organizations treat AI Overviews as a distinct channel with its own strategy and skills, separate from broader LLM visibility.

Which term is the industry coining?



GEO wins the terminology war so far, with AEO not far behind, suggesting that the industry is converging around these two labels as the primary ways to describe AI-driven search optimization.

Percentages based on 387 job descriptions that gave this practice a name.