

WHO ARE WE LOOKING FOR

We're looking for an experienced SEO & AI Search Strategist to drive Infinum's organic growth by making sure decision-makers can find, trust, and choose us – whether they're searching on Google or asking an AI assistant.

BODY COPY

At Infinum, we design and build world-class digital products for forward-thinking companies. But no matter how exceptional our work is, it won't matter if the right people can't find it.

And search is changing fast. Google is no longer the only front door - people now ask ChatGPT, Claude, Perplexity, and Gemini the same questions they used to type into a search bar. We're looking for someone who understands this shift and can help Infinum show up wherever decision-makers look for a technology partner.

You'll own SEO, GEO (Generative Engine Optimization), and AEO (Answer Engine Optimization) end-to-end. From keyword strategy to building the authority signals (backlinks, mentions, citations) that make it all work. You'll make sure assets we produce across the company are optimized to be found, cited, and remembered.

You'll join a tight marketing team: content writers, a social media specialist, a performance marketer, designers, and the marketing director.

Qualifications & Experience

- 4+ years of hands-on SEO experience, ideally in B2B tech, software, or a digital agency
- a proven track record of earning high-quality backlinks through content, digital PR, or outreach - not buying them, not exchanging them, not gaming them
- a real understanding of how generative engines (ChatGPT, Claude, Perplexity, Gemini, Google AI Overviews) pick and cite sources - not just opinions, but a working playbook
- comfort with technical SEO basics: site architecture, schema, internal linking, Core Web Vitals, log analysis
- fluency with the tooling - Ahrefs, Semrush, GSC, GA4, and the new wave of AI visibility trackers (Profound, Peec, Otterly, or whichever ones you actually trust)
- a strategist's brain and a writer's hands - we need someone who can both build the plan and produce the work
- highly adaptable to changing priorities and strategies, paired with a proactive mindset and a willingness to contribute new ideas
- collaborative mindset and experience working with cross-functional team

- excellent command of both written and spoken English

Bonus points

- experience marketing services (not just products), an existing network of editors/journalists in tech media, or working with a sales-led B2B motion

Your responsibilities

- build and own Infinum's SEO, GEO, and AEO strategy across all key markets (US, UK, Western Europe)
- research keywords, queries, entities, and the prompts our buyers actually use in AI tools - and turn that into a content roadmap
- own our off-page strategy: build a backlink profile worthy of a 20-year-old consultancy - that means digital PR, guest posts on tier-1 publications, podcast placements, partnerships, broken link building, and unlinked brand mention reclamation
- identify and pursue the kinds of mentions and citations that LLMs actually weigh - Wikipedia, Reddit, industry publications, G2/Clutch, niche communities - not just DR-chasing for its own sake
- audit and clean our existing link profile, disavow what's hurting us, and protect the domain
- work with the content writers to bake SEO/GEO/AEO best practices into editorial articles, case studies, and thought leadership pieces - and design those pieces to be linkable assets from day one
- partner with the performance marketer on SEM, with the social specialist on LinkedIn and YouTube discoverability, and with designers on schema, page structure, and visuals that earn links and clicks
- define how our messaging, positioning, and proof points should show up consistently across the website, social, paid, organic, PR, and AI model outputs
- track what's working - rankings, organic traffic, referring domains, AI citations, share of voice, conversions - and iterate
- stay ahead of how LLMs crawl, cite, and recommend brands, and translate that into things we can actually do

The selection process

First interview

You talk to the Marketing Director, Performance Marketing Specialist, and an HR person leading you through the selection process. You get to know Infinum, your potential future team and position, while we also get to know you.

Online testing

You solve a couple of psychological tests that usually include personality tests, logical sequences, and performance and concentration tests, which give us an insight into your character, capacities, and aptitudes.

Final interview

You talk to the Marketing Director, CEO, and an HR person. You get a deeper insight into the position and our expectations, while we get the opportunity to ask you more specific questions.

Offer

All going well, in this stage we send you the offer, which includes all the information from salary details, vacation days, and educational budget, to other perks and benefits of working at Infinum.

Next thing you know,

Next thing you know, people are discovering Infinum everywhere they look, your ideas are shaping how we grow, and your morning coffee tastes just a little better.

Tools we use

Ahrefs – We use it for site maintenance and high-level performance tracking.

Semrush – We use it for keyword research, technical SEO audits, and rank tracking across multiple markets.

Google Search Console – We use it to monitor indexing status, CTR, and technical errors directly from Google's own data.

Bing Webmaster Tools – We use it to monitor visibility and indexing on Bing/Copilot search.

Peec AI – We use it to track how and how often AI models (ChatGPT, Perplexity, Google AI Overviews) cite us, and to benchmark our AI visibility against competitors.

GA4 – We use it to measure organic traffic behavior, conversions, and content performance.

Plausible – We use it for privacy-friendly web analytics and quick, transparent traffic reporting.

Google Tag Manager – We use it to implement and manage tracking for SEO/content performance without needing constant dev support.

HubSpot – We use it as our CRM to connect SEO/content efforts with lead and pipeline data.

Zapier – We use it to automate workflows across our SEO/GEO/AEO tools, speeding up reporting and reducing manual work.

Frase – We use it for content optimization and benchmarking, making sure our content is competitive against top-ranking pages.

Looker Studio – We use it to build automated SEO/GEO/AEO dashboards that pull data from Ahrefs, Semrush, GSC, and Peec AI into one view.

Yoast – We use it for on-page SEO optimization and content readability checks directly in our CMS.

Keynote - We rely on Mac's iWork set of tools to create top-notch presentations.

Claude - We use Claude as our AI assistant to help with research, writing, and analysis across our day-to-day work.

Productive - We use Productive for time tracking, budgeting, and project management. It helps us organize all information in one place.

Slack - We use Slack for work and for fun. It's our go-to tool for keeping in touch, making quick decisions, and discussing the latest tech news both in the office and remotely.

Be sure to send us your CV when you apply, as well as:

1) A short note on why this role interests you

2) 2-3 examples of pages or articles you've produced that ranked (or, for bonus points, that got cited by an LLM) and a few words about what the goal was and why you consider it successful. If you've personally landed a backlink you're proud of, feel free to share that story as well.