



WILL AI REPLACE ME?

SEO Specialist

Media and Digital

AI is transforming the SEO landscape. While traditional coding skills may become less crucial with the rise of no-code and low-code tools, AI-driven diagnostics are streamlining technical optimizations. These tools swiftly identify and address routine SEO issues, allowing SEO specialists to focus on strategic, high-impact improvements.

AI's role in SEO is undeniable. It speeds up website scanning, pinpoints SEO problems, and suggests solutions. While human analysis remains essential for complex issues, AI excels in handling routine SEO challenges, boosting efficiency.

Looking forward, SEO specialists will continue to thrive. They adapt to evolving search algorithms, ensuring strategies remain effective. Additionally, their role extends to guiding visitors through conversion funnels, enhancing the synergy between SEO and digital marketing

Automation degree: 33.33%

Moderate but identified automation impact of AI for this Job

33.33%



Main tasks

This section reviews the 3 main tasks associated with the job studied and assesses the potential level of automation induced by AI (« **AI Automation Impact** »). The modeling uses 8 criteria detailed on the « **Methodology** » page.

Tasks	AI Automation Impact
Analyze and optimize a website's structure and content to improve its search engine ranking	Low
Monitor and analyze web traffic to identify SEO improvement opportunities	Moderate
Implement and adjust inbound link (backlink) strategies to enhance site reputation	Moderate

Impact on skills

At-risk Skills ↓	
Development/Coding	With the rise of no-code and low-code tools, the importance of traditional coding in the role of the SEO expert may be reduced. Simplified tools may allow for the implementation of technical optimizations without the need for manual coding.
Diagnosing SEO flaws	AI-based tools can quickly scan a website, identify SEO issues, and even suggest solutions. Although human eye and interpretation remain essential for certain subtleties, many advanced diagnostics could be automated.
Future-proof Skills ↑	
Monitoring the evolution of search engine algorithms	Search engine algorithms are constantly evolving. Therefore, an SEO expert needs to continuously monitor to ensure that the strategies put in place remain effective. This is a skill that will remain relevant as it requires human interpretation and adaptation.
Marketing methods: conversion funnel	A SEO expert should not only understand how to attract traffic but also how to guide these visitors through a well-defined conversion funnel. This involves knowing how to create and optimize content for each stage of the customer journey, from awareness to purchase decision. This is where the symbiosis between SEO and digital marketing makes total sense.

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