

SEO Team Specific Roadmap



STUDIOHAWK

Expected timeframes
(weighted with KPIs & experience)

6 months - 2 years

Junior SEO Specialist

Learning the ropes

Junior SEO Specialist
(L1, L2, L3)

\$30,000 (part time) - \$50,000 (full time)

SEO Specialist

Growing your skills

SEO Specialist L1

\$65,000

Perks:

- Paid Parking
- Bonus Structure
- Camp Hawk
- \$150 annual networking budget
- Leadership & Management Training

SEO Specialist L2

\$70,000

Perks:

- Invites to Events Based on KPI Performance
- \$400 annual networking budget

SEO Specialist L3

\$75,000

Perks:

- \$1100 annual networking budget

2 - 4 years

Senior SEO Specialist

Running big campaigns

Senior SEO Specialist L1

\$85,000

Senior SEO Specialist L2

\$100,000 - \$120,000

Perks:

- Hour Flexibility

SEO Team Leader

Leading an SEO team

SEO Team Leader L1

\$85,000

SEO Team Leader L2

\$100,000 - \$120,000

Perks:

- Hour Flexibility

3 - 4 years+

'Head of'

\$100,000 - 130,000+

Responsible for the success in core area of the business. Salaries reflective of experience and performance

On-going

Future Roles

Based on business need & responsibilities areas

As roles grow in responsibilities and mandates requiring a new role we can develop them as we keep growing.