



Which Country Is the King of SEO? New Research Reveals the Top SEO Hubs in the World

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It's no secret that search engine optimization (SEO) is fundamental to online visibility and success. However, SEO's importance didn't surface overnight. What started as a simple trick to game early search engines has evolved into a specialized branch of digital marketing. Alongside

this transformation, the demand for experts in the field is growing not only exponentially but also globally.

We analyzed over four million LinkedIn professional profiles to see which country has the most SEO experts in the world.

Let's find out!

Key findings from our report:

- **The United States** leads with the most SEO experts in the world with over **one million US-based professional profiles on LinkedIn**. Of all 50 states, **California** comes first with over **200,000 results**. Meanwhile, **Utah** has the most SEO experts per capita (**0.608%**).
- Just the top five US states contribute a whopping **53.3%** of the nation's total SEO workforce.
- **India** holds the second position with an SEO workforce exceeding **722,000** professionals on LinkedIn.
- Smaller nations hold the crown for per capita dominance. In **Gibraltar**, a staggering **1.4%** of the population listed SEO-related jobs. Monaco (1.19%), Malta (0.673%), Andorra (0.551%), and Denmark (0.541%) follow closely behind.
- Across online job boards, nearly a quarter of all advertised SEO roles were **fully remote**.

A Brief History of SEO

The origins of the term "search engine optimization" go all the way back to the late 1990s. Before Google asserted its online search dominance, the internet was a Wild West of information. Yahoo, AltaVista, and Lycos, to name a few early browsing platforms, attempted to organize the expanding web. But as the saying goes, they all walked so Google could run.

Early dot com websites for blogs, businesses, and forums wanted to stand out in the nascent search results. All of this led to the birth of SEO.

The initial process didn't consist of more than crude keyword spamming and directory submissions. It all changed, however, when Google first introduced PageRank—an innovative algorithm that favored websites with high-quality backlink profiles. This was the turning point that led us to SEO as we know it today.

Presently, SEO is a multifaceted digital discipline focused on delivering exceptional user experiences. The days of keyword stuffing are long gone—modern search engines prioritize excellent content, fast loading times, and mobile-first web design, among many other things. It's the mission of SEO experts to handle these complex tasks and create a user-friendly internet.

Countries With the Most SEO Professionals

Our research covers data from **228** independent nation-states, dependencies, and other territories. To clarify, by “SEO expert,” we mean anyone who has directly stated a position or skillset related to the field on the LinkedIn profile. This includes professions such as SEO specialists, managers, consultants, and so on. The following top ten chart features the countries that have the highest average number of SEOs, their population, and the ratio of experts per capita:

| Rank | Country | Number of SEO Experts on LinkedIn (Average) | Population | Percentage Per Capita |
|------|----------------|---|---------------|-----------------------|
| 1. | United States | 1,000,000 | 339,996,563 | 0.294% |
| 2. | India | 722,000 | 1,428,627,663 | 0.051% |
| 3. | United Kingdom | 288,000 | 67,736,802 | 0.426% |
| 4. | Pakistan | 196,000 | 240,485,658 | 0.082% |
| 5. | France | 142,000 | 64,756,584 | 0.219% |
| 6. | Spain | 132,000 | 47,519,628 | 0.278% |
| 7. | Bangladesh | 130,000 | 172,954,319 | 0.075% |
| 8. | Brazil | 128,000 | 216,422,446 | 0.059% |
| 9. | Canada | 123,000 | 38,781,291 | 0.317% |
| 10. | Germany | 113,000 | 83,294,633 | 0.136% |

The US State of SEO

While certain cities, such as Thailand's Chiang Mai, are often dubbed as the [“SEO capital of the world”](#), we wanted to see if the data could back that up. Surprisingly, we found only about **725** Chiang Mai residents who listed SEO-related jobs on their LinkedIn profiles. Instead, another country claims the crown as **the global SEO leader**.

The United States came in first on our list with **over one million LinkedIn users employed in SEO-related positions**. The nationwide distribution of these digital experts is not uniform, however. Our research found that the top five states collectively account for **53.3%** of the total number of specialists in the country.

The nation's high GDP per capita, coupled with a culture of entrepreneurship and risk-taking, makes the US the perfect breeding ground for digital innovation. It's no wonder that SEO talent flourishes with ease in such a favorable economic climate.

Regional SEO Hotspots in the US by Number of Experts

Here are the **top 10 US states** with the highest number of SEO professionals, according to our LinkedIn search data:

| Rank | US State | US SEO Experts Count (Average) | US State Population | Percentage of SEO Experts Per Capita |
|------|----------------|--------------------------------|---------------------|--------------------------------------|
| 1 | California | 200,000 | 38,889,770 | 0.514% |
| 2 | New York | 110,000 | 19,469,232 | 0.565% |
| 3 | Texas | 93,000 | 30,976,754 | 0.3% |
| 4 | Florida | 91,000 | 22,975,931 | 0.396% |
| 5 | Illinois | 49,000 | 12,516,863 | 0.391% |
| 6 | Georgia | 39,000 | 11,145,304 | 0.35% |
| 7 | Pennsylvania | 38,000 | 12,951,275 | 0.293% |
| 8 | Washington | 37,000 | 7,841,283 | 0.472% |
| 9 | Colorado | 35,000 | 5,914,181 | 0.592% |
| 9 | New Jersey | 35,000 | 9,320,865 | 0.376% |
| 9 | North Carolina | 35,000 | 10,975,017 | 0.319% |
| 10 | Massachusetts | 34,000 | 7,020,058 | 0.484% |

Over **200,000** listed professionals on LinkedIn make **California the SEO hub of the US**. This should come as no surprise—The Golden State has an established reputation as a tech hotspot. Silicon Valley, in particular, is a well-known epicenter for technological advancements.

Reports show that over 30,000 tech startups call the San Francisco Bay Area home, each contributing to the region's digital workforce.

Colorado, New Jersey, and North Carolina share the ninth spot because each of them has about **35,000** SEOs on LinkedIn. Their per capita figures varied, however. Colorado has an edge over the other two states, with about **0.592%** of its population working in the industry.

Despite this, Colorado didn't claim the top spot—another state managed to steal the crown for the highest per capita score.

US States With the Most SEO Professionals per Capita

Among all 50 states, **Utah** is a notable standout. Our research found that the Beehive State has the highest concentration of SEO professionals **per capita**, with SEO experts making up **0.608% of the state's population**. Despite ranking 17th overall in our findings with about **21,000** SEO pros on LinkedIn, Utah seems to have a surprisingly high concentration of digital experts within its smaller population. Here is how it measures up to the remaining top 10 US states in our per capita rating:

| Rank | US State | Number of SEO Experts (Average) | US State Population | Percentage of SEO Experts Per Capita |
|------|---------------|---------------------------------|---------------------|--------------------------------------|
| 1 | Utah | 21,000 | 3,454,232 | 0.608% |
| 2 | Colorado | 35,000 | 5,914,181 | 0.592% |
| 3 | New York | 110,000 | 19,469,232 | 0.565% |
| 4 | California | 200,000 | 38,889,770 | 0.514% |
| 5 | Massachusetts | 34,000 | 7,020,058 | 0.484% |
| 6 | Washington | 37,000 | 7,841,283 | 0.472% |
| 7 | Oregon | 19,000 | 4,227,337 | 0.449% |
| 8 | Florida | 91,000 | 22,975,931 | 0.396% |
| 9 | Illinois | 49,000 | 12,516,863 | 0.391% |
| 10 | Vermont | 2,500 | 647,818 | 0.386% |

India and Pakistan: Rising Tech Hubs With Unique Challenges

India is second on our list with over **722,000** LinkedIn profiles with SEO jobs. The country's large SEO workforce is a testament to its burgeoning IT sector, which accounts for about 7% of India's GDP. The nation's demographic dividend, with a young and tech-savvy population, has fueled its growing digital economy.

Lower labor costs and an extensive outsourcing industry also contribute to the country's SEO population. Freelancing is not an uncommon practice here, particularly when it comes to digital services.

Pakistan, which ranks fourth on our list with about **196,000** SEO professionals, mirrors these socio-economic conditions.

However, both countries have a relatively low number of experts per capita, **0.082%** and **0.051%** for Pakistan and India, respectively. Why is that so?

First of all, both nations have large populations that distort the per capita nature of the distribution. India, in particular, is the most populous country on the planet.

During our research, we found several other factors that also contribute to this.

Global SEO demand, for the most part, focuses on the English language. Most positions require technical skills with a proven track record alongside **native-level English proficiency**.

Both India and Pakistan offer cost-effective talent pools. However, the informal nature of many jobs and infrastructure limitations puts both countries far behind the US.

According to 2024 statistics, **internet penetration rates** in Pakistan and India are at 45.90% and 52.4% respectively. When we compare that to the US where 97.1% of individuals have internet access, it's clear why the States came first on our list.

Europe's Tech Sector and SEO Micro-States

It's well known that the US has a huge competitive edge over Europe's tech sector. Statistics show that the cumulative market capitalization of the largest American tech giants is 20 times bigger than that of their top seven European competitors.

Despite that, two European countries—the **United Kingdom (UK)** and **France**—are among the top five places with the most SEO experts.

Western countries benefit from extensive access to higher education. Coupled with high salaries and options for additional certifications, it makes sense that this is such a desirable profession for Europeans.

European Territories with the Most SEO Specialists per Capita

Most interestingly, our research found that some of the smallest territories in the world have the highest concentration of SEO professionals. Take a look:

| Rank | Location | SEO Experts Count (Average) | Population | Percentage Per Capita |
|------|-----------|-----------------------------|------------|-----------------------|
| 1 | Gibraltar | 459 | 32,688 | 1.404% |
| 2 | Monaco | 432 | 36,297 | 1.19% |
| 3 | Malta | 3,600 | 535,064 | 0.673% |
| 4 | Andorra | 441 | 80,088 | 0.551% |
| 5 | Denmark | 32,000 | 5,910,913 | 0.541% |

Gibraltar, **Monaco**, and **Malta** stand out with high per capita rates that are indicative of their well-developed economies.

But what do all of these places have in common?

Before all, these territories are among some of the most established financial centers in the world. Regions with favorable tax regimes naturally attract affluent individuals and businesses. Subsequently, this creates a demand for digital services to help companies succeed in these competitive markets.

It's fair to acknowledge that within small populations, even a low number of SEO experts would result in a high per capita rate compared to larger countries.

Why Is SEO Such a Popular Profession?

Algorithms change constantly. We've yet to go a year without the entire industry prophesizing "the death of SEO" after a big Google update. Yet the industry persists. So what keeps it going?

We narrowed down **four big reasons** why SEO career opportunities are still in demand:

- **SEO is a multifaceted discipline.** Very few professions are just as attractive to both analytical and creative individuals. It's a career path that requires a mix of ingenuity, technical knowledge, and mathematical skills.
- As algorithms change, so does the nature of the profession. SEO thrives simply because the work itself is rooted in **adaptability**. People who succeed in this field generally enjoy dynamic workplaces where they can upskill and tackle new challenges daily.
- Digital industries and **remote jobs** go hand-in-hand. With a laptop and a solid internet connection, SEOs can **work from anywhere in the world**. Naturally, this career path is especially attractive for people seeking a **work-life balance**.
- Consumer preferences largely contribute to job market trends. Users have shifted their attention from traditional publications to **online platforms and social media**. Consequently, the demand for SEO expertise is rising with no signs of this tendency faltering.

We collected job posting data from two of the most popular hiring platforms—SimplyHired.com and Indeed.com. At the time of our research, there were over **4,000** US-based SEO positions on Indeed.com and **3,953** on SimplyHired.com. About a quarter of the announced jobs were **fully remote** offerings.

On LinkedIn, that number was even more impressive—we found **23,561** results for SEO job openings posted in July 2024 for the United States alone. A whopping **5,344** of those positions were advertised as fully remote, while **4,212** were tagged as a hybrid workplace.

About the Survey:

The data for this study was sourced from publicly accessible LinkedIn profiles listing SEO jobs as of August 2024. The figures represent the number of individuals with SEO-related job titles on LinkedIn across various countries, juxtaposed with the total population figures to calculate the proportion of SEO professionals relative to each country's population.

The LinkedIn data includes individuals with tangential roles, such as digital marketers or content creators, who have "SEO" in their job titles.

We have to acknowledge that LinkedIn is widely used particularly in developed countries, especially in the west. According to the platform's own data, the United States has over 225 million LinkedIn users. In comparison, there are only about 89 million Indian users. However, since SEO professions are entirely dependent on digital infrastructure and online presence, we believe that these results are a valid representation of the state of the industry.

Below are two tables with extended results:

Average number of SEO experts on LinkedIn by location, population, and SEOs per capita:

| Country / dependency / other territories | Number of LinkedIn Profiles (Average) | Population | SEO Experts per Capita |
|--|---------------------------------------|-------------|------------------------|
| Afghanistan | 493 | 42,239,854 | 0.001% |
| Albania | 1,800 | 2,832,439 | 0.064% |
| Algeria | 3,200 | 45,606,480 | 0.007% |
| American Samoa | 120 | 43,914 | 0.273% |
| Andorra | 441 | 80,088 | 0.551% |
| Angola | 1,300 | 36,684,202 | 0.004% |
| Anguilla | 25 | 15,899 | 0.157% |
| Antigua and Barbuda | 76 | 94,298 | 0.081% |
| Argentina | 33,000 | 45,773,884 | 0.072% |
| Armenia | 2,600 | 2,777,970 | 0.094% |
| Aruba | 120 | 106,277 | 0.113% |
| Australia | 81,000 | 26,439,111 | 0.306% |
| Austria | 15,000 | 8,958,960 | 0.167% |
| Azerbaijan | 2,200 | 10,412,651 | 0.021% |
| Bahamas | 311 | 412,623 | 0.075% |
| Bahrain | 1,500 | 1,485,509 | 0.101% |
| Bangladesh | 130,000 | 172,954,319 | 0.075% |
| Barbados | 415 | 281,995 | 0.147% |
| Belarus | 3,800 | 9,498,238 | 0.04% |

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|--------------------------|---------|---------------|--------|
| Belgium | 22,000 | 11,686,140 | 0.188% |
| Belize | 216 | 410,825 | 0.053% |
| Benin | 2,300 | 13,712,828 | 0.017% |
| Bermuda | 108 | 64,069 | 0.169% |
| Bhutan | 151 | 787,424 | 0.019% |
| Bolivia | 1,500 | 12,388,571 | 0.012% |
| Bosnia and Herzegovina | 1,800 | 3,210,847 | 0.056% |
| Botswana | 656 | 2,675,352 | 0.025% |
| Brazil | 128,000 | 216,422,446 | 0.059% |
| British Virgin Islands | 48 | 31,538 | 0.152% |
| Brunei | 178 | 452,524 | 0.039% |
| Bulgaria | 9,700 | 6,687,717 | 0.145% |
| Burkina Faso | 391 | 23,251,485 | 0.002% |
| Burundi | 88 | 13,238,559 | 0.001% |
| Cabo Verde | 77 | 598,682 | 0.013% |
| Cambodia | 1,500 | 16,944,826 | 0.009% |
| Cameroon | 2,800 | 28,647,293 | 0.01% |
| Canada | 123,000 | 38,781,291 | 0.317% |
| Cayman Islands | 243 | 69,310 | 0.351% |
| Central African Republic | 26 | 5,742,315 | 0% |
| Chad | 110 | 18,278,568 | 0.001% |
| Chile | 12,000 | 19,629,590 | 0.061% |
| China | 27,000 | 1,425,671,352 | 0.002% |
| Colombia | 26,000 | 52,085,168 | 0.05% |
| Comoros | 13 | 852,075 | 0.002% |
| Republic of the Congo | 285 | 6,106,869 | 0.005% |
| Cook Islands | 10 | 17,044 | 0.059% |
| Costa Rica | 3,800 | 5,212,173 | 0.073% |
| Croatia | 5,800 | 4,008,617 | 0.145% |
| Curaçao | 230 | 192,077 | 0.12% |
| Cuba | 568 | 11,194,449 | 0.005% |
| Cyprus | 3,500 | 1,260,138 | 0.278% |

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|----------------------------------|---------|-------------|--------|
| Czech Republic | 13,000 | 10,495,295 | 0.124% |
| Democratic Republic of the Congo | 1,000 | 102,262,808 | 0.001% |
| Denmark | 32,000 | 5,910,913 | 0.541% |
| Djibouti | 58 | 1,136,455 | 0.005% |
| Dominica | 68 | 73,040 | 0.093% |
| Dominican Republic | 2,600 | 11,332,972 | 0.023% |
| East Timor (Timor-Leste) | 22 | 1,360,596 | 0.002% |
| Ecuador | 5,500 | 18,190,484 | 0.03% |
| Egypt | 32,000 | 112,716,598 | 0.028% |
| El Salvador | 1,600 | 6,364,943 | 0.025% |
| Equatorial Guinea | 30 | 1,714,671 | 0.002% |
| Eritrea | 3 | 3,748,901 | 0% |
| Estonia | 3,500 | 1,322,765 | 0.265% |
| Eswatini | 203 | 1,210,822 | 0.017% |
| Ethiopia | 1,900 | 126,527,060 | 0.002% |
| Falkland Islands | 2 | 3,791 | 0.053% |
| Fiji | 214 | 936,375 | 0.023% |
| Finland | 13,000 | 5,545,475 | 0.234% |
| France | 142,000 | 64,756,584 | 0.219% |
| French Guiana | 86 | 312,155 | 0.028% |
| French Polynesia | 163 | 308,872 | 0.053% |
| Gabon | 257 | 2,436,566 | 0.011% |
| Gambia | 118 | 2,773,168 | 0.004% |
| Georgia | 3,200 | 3,728,282 | 0.086% |
| Germany | 113,000 | 83,294,633 | 0.136% |
| Ghana | 5,500 | 34,121,985 | 0.016% |
| Gibraltar | 459 | 32,688 | 1.404% |
| Greece | 14,000 | 10,341,277 | 0.135% |
| Greenland | 46 | 56,643 | 0.081% |
| Grenada | 64 | 126,183 | 0.051% |
| Guadeloupe | 386 | 395,839 | 0.098% |

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|-----------------------------|---------|---------------|--------|
| Guam | 115 | 172,952 | 0.066% |
| Guatemala | 2,200 | 18,092,026 | 0.012% |
| Guinea | 194 | 14,190,612 | 0.001% |
| Guinea-Bissau | 16 | 2,150,842 | 0.001% |
| Guyana | 177 | 813,834 | 0.022% |
| Haiti | 333 | 11,724,763 | 0.003% |
| Honduras | 934 | 10,593,798 | 0.009% |
| Hong Kong | 12,000 | 7,491,609 | 0.16% |
| Hungary | 8,800 | 10,156,239 | 0.087% |
| Iceland | 936 | 375,318 | 0.249% |
| India | 722,000 | 1,428,627,663 | 0.051% |
| Indonesia | 86,000 | 277,534,122 | 0.031% |
| Iran | 24,000 | 89,172,767 | 0.027% |
| Iraq | 1,300 | 45,504,560 | 0.003% |
| Ireland | 24,000 | 5,056,935 | 0.475% |
| Isle of Man | 297 | 84,710 | 0.351% |
| Israel | 19,000 | 9,174,520 | 0.207% |
| Italy | 97,000 | 58,870,762 | 0.165% |
| Ivory Coast / Côte d'Ivoire | 1,900 | 28,873,034 | 0.007% |
| Jamaica | 1,500 | 2,825,544 | 0.053% |
| Japan | 12,000 | 123,294,513 | 0.01% |
| Jordan | 4,600 | 11,337,052 | 0.041% |
| Kazakhstan | 1,900 | 19,606,633 | 0.01% |
| Kenya | 25,000 | 55,100,586 | 0.045% |
| Kiribati | 5 | 133,515 | 0.004% |
| Kosovo | 1,000 | 1,977,093 | 0.051% |
| Kuwait | 2,000 | 4,310,108 | 0.046% |
| Kyrgyzstan | 451 | 6,735,347 | 0.007% |
| Laos | 141 | 7,633,779 | 0.002% |
| Latvia | 3,200 | 1,830,211 | 0.175% |
| Lebanon | 4,600 | 5,353,930 | 0.086% |
| Lesotho | 194 | 2,330,318 | 0.008% |
| Liberia | 138 | 5,418,377 | 0.003% |
| Libya | 334 | 6,888,388 | 0.005% |
| Liechtenstein | 112 | 39,584 | 0.283% |

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|---|--------|-------------|--------|
| Lithuania | 5,900 | 2,718,352 | 0.217% |
| Luxembourg | 2,200 | 654,768 | 0.336% |
| Macao | 224 | 704,149 | 0.032% |
| Madagascar | 2,400 | 30,325,732 | 0.008% |
| Malawi | 537 | 20,931,751 | 0.003% |
| Malaysia | 22,000 | 34,308,525 | 0.064% |
| Maldives | 321 | 521,021 | 0.062% |
| Mali | 264 | 23,293,698 | 0.001% |
| Malta | 3,600 | 535,064 | 0.673% |
| Marshall Islands | 3 | 41,996 | 0.007% |
| Martinique | 363 | 366,981 | 0.099% |
| Mauritania | 101 | 4,862,989 | 0.002% |
| Mauritius | 1,500 | 1,300,557 | 0.115% |
| Mayotte | 42 | 335,995 | 0.013% |
| Mexico | 40,000 | 128,455,567 | 0.031% |
| Micronesia / Federated States of Micronesia | 7 | 544,321 | 0.001% |
| Moldova | 1,200 | 3,435,931 | 0.035% |
| Monaco | 432 | 36,297 | 1.19% |
| Mongolia | 283 | 3,447,157 | 0.008% |
| Montenegro | 817 | 626,485 | 0.13% |
| Montserrat | 7 | 4,386 | 0.16% |
| Morocco | 12,000 | 37,840,044 | 0.032% |
| Mozambique | 701 | 33,897,354 | 0.002% |
| Myanmar (Burma) | 1,100 | 54,577,997 | 0.002% |
| Namibia | 600 | 2,604,172 | 0.023% |
| Nauru | 5 | 12,780 | 0.039% |
| Nepal | 7,300 | 30,896,590 | 0.024% |
| Netherlands | 77,000 | 17,618,299 | 0.437% |
| New Caledonia | 214 | 292,991 | 0.073% |
| New Zealand | 13,000 | 5,228,100 | 0.249% |
| Nicaragua | 993 | 7,046,310 | 0.014% |
| Niger | 149 | 27,202,843 | 0.001% |
| Nigeria | 66,000 | 223,804,632 | 0.029% |

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|--|---------|-------------|--------|
| Niue | 2 | 1,935 | 0.103% |
| North Korea | 17 | 26,160,821 | 0% |
| North Macedonia (formerly Macedonia) | 2,700 | 2,085,679 | 0.129% |
| Northern Mariana Islands | 19 | 49,796 | 0.038% |
| Norway | 10,000 | 5,474,360 | 0.183% |
| Oman | 1,800 | 4,644,384 | 0.039% |
| Pakistan | 196,000 | 240,485,658 | 0.082% |
| Palau | 9 | 18,058 | 0.05% |
| Palestine / Palestinian Authority | 1,200 | 5,371,230 | 0.022% |
| Panama | 2,300 | 4,468,087 | 0.051% |
| Papua New Guinea | 186 | 10,329,931 | 0.002% |
| Paraguay | 1,100 | 6,861,524 | 0.016% |
| Peru | 12,000 | 34,352,719 | 0.035% |
| Philippines | 81,000 | 117,337,368 | 0.069% |
| Poland | 41,000 | 41,026,067 | 0.1% |
| Portugal | 22,000 | 10,247,605 | 0.215% |
| Puerto Rico | 1,800 | 3,260,314 | 0.055% |
| Qatar | 3,700 | 2,716,391 | 0.136% |
| Réunion | 797 | 981,796 | 0.081% |
| Romania | 18,000 | 19,892,812 | 0.09% |
| Russia | 18,000 | 144,444,359 | 0.012% |
| Rwanda | 996 | 14,094,683 | 0.007% |
| Saint Barthelemy | 17 | 10,994 | 0.155% |
| Saint Kitts and Nevis | 44 | 47,755 | 0.092% |
| Saint Lucia | 160 | 180,251 | 0.089% |
| Saint Pierre & Miquelon | 2 | 5,840 | 0.034% |
| Saint Vincent and the Grenadines | 54 | 103,698 | 0.052% |

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|-----------------------|---------|------------|--------|
| Samoa | 11 | 225,681 | 0.005% |
| San Marino | 107 | 33,642 | 0.318% |
| Sao Tome and Principe | 6 | 231,856 | 0.003% |
| Saudi Arabia | 18,000 | 36,947,025 | 0.049% |
| Senegal | 1,600 | 17,763,163 | 0.009% |
| Serbia | 10,000 | 7,149,077 | 0.14% |
| Seychelles | 70 | 107,660 | 0.065% |
| Sierra Leone | 143 | 8,791,092 | 0.002% |
| Singapore | 25,000 | 6,014,723 | 0.416% |
| Sint Maarten | 31 | 44,222 | 0.07% |
| Slovakia | 4,700 | 5,795,199 | 0.081% |
| Slovenia | 3,500 | 2,119,675 | 0.165% |
| Solomon Islands | 20 | 740,424 | 0.003% |
| Somalia | 435 | 18,143,378 | 0.002% |
| South Africa | 38,000 | 60,414,495 | 0.063% |
| South Korea | 5,500 | 51,784,059 | 0.011% |
| South Sudan | 84 | 11,088,796 | 0.001% |
| Spain | 132,000 | 47,519,628 | 0.278% |
| Sri Lanka | 8,700 | 21,893,579 | 0.04% |
| Sudan | 476 | 48,109,006 | 0.001% |
| Suriname | 162 | 623,236 | 0.026% |
| Sweden | 32,000 | 10,612,086 | 0.302% |
| Switzerland | 23,000 | 8,796,669 | 0.261% |
| Syria | 1,100 | 23,227,014 | 0.005% |
| Taiwan | 8,500 | 23,923,276 | 0.036% |
| Tajikistan | 79 | 10,143,543 | 0.001% |
| Tanzania | 1,900 | 67,438,106 | 0.003% |
| Thailand | 15,000 | 71,801,279 | 0.021% |
| Togo | 642 | 9,053,799 | 0.007% |
| Tonga | 10 | 107,773 | 0.009% |
| Trinidad and Tobago | 924 | 1,534,937 | 0.06% |
| Tunisia | 5,500 | 12,458,223 | 0.044% |
| Turkey / Türkiye | 59,000 | 85,816,199 | 0.069% |

| | | | |
|----------------------|-----------|-------------|--------|
| Turkmenistan | 56 | 6,516,100 | 0.001% |
| Turks and Caicos | 52 | 46,062 | 0.113% |
| Tuvalu | 5 | 11,396 | 0.044% |
| U.S. Virgin Islands | 258 | 98,750 | 0.261% |
| Uganda | 2,400 | 48,582,334 | 0.005% |
| Ukraine | 24,000 | 36,744,634 | 0.065% |
| United Arab Emirates | 45,000 | 9,516,871 | 0.473% |
| United Kingdom | 288,000 | 67,736,802 | 0.425% |
| United States | 1,000,000 | 339,996,563 | 0.294% |
| Uruguay | 2,900 | 3,423,108 | 0.085% |
| Uzbekistan | 1,100 | 35,163,944 | 0.003% |
| Vanuatu | 33 | 334,506 | 0.01% |
| Venezuela | 8,300 | 28,838,499 | 0.029% |
| Vietnam | 36,000 | 98,858,950 | 0.036% |
| Wallis & Futuna | 5 | 11,502 | 0.043% |
| Yemen | 689 | 34,449,825 | 0.002% |
| Zambia | 1,200 | 20,569,737 | 0.006% |
| Zimbabwe | 2,100 | 16,665,409 | 0.013% |

USA states and the average number of SEO experts on LinkedIn, population, and SEOs per capita:

| US State | SEO Experts on LinkedIn (Average) | Population | SEO Experts per Capita |
|-------------|-----------------------------------|------------|------------------------|
| Alabama | 7000 | 5,143,033 | 0.136% |
| Alaska | 1000 | 733,536 | 0.136% |
| Arizona | 26000 | 7,497,004 | 0.347% |
| Arkansas | 4000 | 3,089,060 | 0.129% |
| California | 200000 | 38,889,770 | 0.514% |
| Colorado | 35000 | 5,914,181 | 0.592% |
| Connecticut | 12000 | 3,625,646 | 0.331% |
| Delaware | 2500 | 1,044,321 | 0.239% |
| Florida | 91000 | 22,975,931 | 0.396% |
| Georgia | 39000 | 11,145,304 | 0.35% |

| | | | |
|----------------|--------|------------|--------|
| Hawaii | 3000 | 1,430,877 | 0.21% |
| Idaho | 5500 | 1,990,456 | 0.276% |
| Illinois | 49000 | 12,516,863 | 0.391% |
| Indiana | 13000 | 6,892,124 | 0.189% |
| Iowa | 5500 | 3,214,315 | 0.171% |
| Kansas | 6500 | 2,944,376 | 0.221% |
| Kentucky | 6500 | 4,540,745 | 0.143% |
| Louisiana | 5500 | 4,559,475 | 0.121% |
| Maine | 3500 | 1,402,106 | 0.25% |
| Maryland | 17000 | 6,196,525 | 0.274% |
| Massachusetts | 34000 | 7,020,058 | 0.484% |
| Michigan | 25000 | 10,041,241 | 0.249% |
| Minnesota | 20000 | 5,761,530 | 0.347% |
| Mississippi | 2000 | 2,940,452 | 0.068% |
| Missouri | 16000 | 6,215,144 | 0.257% |
| Montana | 2500 | 1,142,746 | 0.219% |
| Nebraska | 4000 | 1,988,698 | 0.201% |
| Nevada | 11000 | 3,210,931 | 0.343% |
| New Hampshire | 5000 | 1,405,105 | 0.356% |
| New Jersey | 35000 | 9,320,865 | 0.376% |
| New Mexico | 3000 | 2,115,266 | 0.142% |
| New York | 110000 | 19,469,232 | 0.565% |
| North Carolina | 35000 | 10,975,017 | 0.319% |
| North Dakota | 1000 | 788,940 | 0.127% |
| Ohio | 29000 | 11,812,173 | 0.246% |
| Oklahoma | 5500 | 4,088,377 | 0.135% |
| Oregon | 19000 | 4,227,337 | 0.449% |
| Pennsylvania | 38000 | 12,951,275 | 0.293% |
| Rhode Island | 3000 | 1,098,082 | 0.273% |
| South Carolina | 11000 | 5,464,155 | 0.201% |
| South Dakota | 1000 | 928,767 | 0.108% |
| Tennessee | 18000 | 7,204,002 | 0.25% |
| Texas | 93000 | 30,976,754 | 0.3% |
| Utah | 21000 | 3,454,232 | 0.608% |
| Vermont | 2500 | 647,818 | 0.386% |

| | | | |
|---------------|-------|-----------|--------|
| Virginia | 26000 | 8,752,297 | 0.297% |
| Washington | 37000 | 7,841,283 | 0.472% |
| West Virginia | 1500 | 1,766,107 | 0.085% |
| Wisconsin | 15000 | 5,931,367 | 0.253% |
| Wyoming | 1000 | 586,485 | 0.171% |

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