

SEO Specialist - Norwegian-speaking: Crack the code for organic success

Ready to hack the system and crack the code to boost Klar's organic visibility in Norway? σ

As our SEO hacker, you will be diving deep into the digital landscape, analyzing data and tweaking the algorithm to unlock more organic traffic to our Norwegian site. You will be the one behind the scenes, executing the strategy set from our Director of Organic Nikolaj and finding exploits to make Klar's site rise to the top of search results. If you are passionate about analyzing websites, cracking content codes, and tuning our pages to perfection, this is your digital playground!

Your main mission will be to hack the SEO system for Klar's Norwegian site. From optimizing on-page content to performing technical fixes, you will work hands-on to improve performance and ensure we stay ahead of the competition. You will constantly evaluate, optimize, and test content — if you enjoy working with text and figuring out what makes the algorithm tick, you will thrive in this role. The digital world is constantly evolving, and as an SEO Specialist, you will uncover new ways to enhance Klar's organic presence and outsmart the competition with innovative strategies. Sound like your kind of challenge? Let's make bold things happen in Norway.



Key Responsibilities:

- Day-to-day SEO actions and innovation
- Data & Performance analysis in primarily Ahrefs, Accuranker and Screaming frog
- Choosing the right tasks that drives business - like optimizing business critical keywords, expanding EEAT initiatives, improving user experience
- Ad-hoc keyword research and content gaps
- Competitor and market research
- Hands-on content tasks; Create and optimize content that ranks
- Technical SEO hygiene
- Sustainable backlink strategy planning and implementation

Qualifications:

- 2-3 years experience with SEO - content production and copywriting
- Native Norwegian speaker (or equivalent fluency)

- Proven track record of increasing organic visibility
- Proficiency in SEO tools like Ahrefs, Accuranker, Screaming frog
- A structured, energetic personality with a flair for creativity and experimentation
- Strong writing skills with attention to detail and brand voice
- We expect you to have the appropriate experience and to be self-motivated in managing daily tasks
- On the “nice-to-list”: Experience with E-com SEO and/or UX

Why Klar?

We are shaking up an old-school industry with fresh thinking, digital solutions, and a brand that puts quality and transparency first. You won't just be optimizing — you'll be redefining how Klar grows organically in Norway. You bring the curiosity and code-cracking mindset — we will arm you with the tools, tech, and freedom to experiment. So if you are ready to lead Klar's organic revolution in Norway, we're all ears. Let's climb the rankings and build the future of carpentry — one search result at a time.

We offer:

- 5 weeks of vacation
- 1 Care Day each quarter - a day JUST for you where you can do whatever you would like to
- Delicious and varied lunch buffet (vegan/non vegan) - partly paid for by Klar
- Pension - partly paid for by Klar
- Health Insurance with dental coverage
- Flexibility (in terms of working hours, work from home days and vacation)
- A one time extra 5 weeks paid sabbatical after 5 years of employment in the Company - meaning 5 weeks ON TOP of your already earned vacation
- Copenhagen office with central location in Nørrebro 2 minutes of walk from Skjolds Plads
- An opportunity to have a significant influence on your work and the business in general (we are very open to change)
- An informal and positive workspace that likes to joke around
- A scale-up environment: Not a start-up with no means, nor a corporate monster that doesn't care
- Unforgettable team events and company parties twice a year (all Klar heroes together ☺)

The offices in Klar:

Klar is a Scandinavian organization with offices in Denmark, and Estonia (Tartu and Tallin). Our headquarters and factory are located in Estonia, Tartu - but you will be working with our vibrant team in our **Copenhagen-based office located in Nørrebro**. Here you will join and get 19 cool, talented, and totally awesome colleagues - we look forward to meeting you!