

Head of SEO & Organic Performance

Be the Architect of Klar's Organic visibility - from Search to AI Results

Google is no longer just a list of links. Search is becoming conversational, contextual, and AI-driven.

At **Klar**, we are looking for a **hands-on Head of SEO** who understands that SEO today is about **entities, intent, structure, authority, and how large language models interpret and recommend brands**.

If you get excited about schema, site architecture, content systems, semantic search, and how LLMs "read" the web - keep reading.



The role:

This is a **strategic and one-(wo)man-band-role** with full ownership of Klar's organic growth across **Denmark, Sweden, Norway, Germany, the UK, and Estonia** - with a strong core focus on Scandinavia.

You will define **how Klar shows up**:

- in classic search results
- in local search
- and increasingly **inside AI-driven search experiences and LLM-based answers**

You won't just optimise pages, you will **build an organic engine**.

What YOU will be building & scaling:

Key Responsibilities:

Own the Organic strategy

- Define and execute Klar's full SEO strategy across markets
- Balance short-term impact with long-term organic defensibility
- Translate business goals into scalable organic systems

Lead SEO in an LLM world

- Develop and execute strategies for **LLM SEO / AI search visibility**
- Work with entity optimisation, semantic structure, structured data and content architecture
- Ensure Klar is understandable, relevant and "reference-worthy" for AI models

Technical & On-Site SEO

- Own technical SEO
- Drive site structure, performance, indexability and scalability
- Ensure SEO best practices are embedded in development workflows

Content & authority

- Continuously optimize and develop content to improve ranks
- Partner with Senior Paid Specialist on content strategy with SEO at the core
- Ensure content supports topical authority, intent coverage and LLM visibility
- Strengthen Klar's authority across markets and categories

Local SEO at scale

- Evolve Klar's local SEO from "present" to **highly relevant and differentiated**
- Build strong local visibility across multiple markets and languages

Data, insights & performance

- Define KPIs and track organic performance across classic search and AI surfaces
- Use data, user behaviour and market trends to continuously improve strategy
- Report impact clearly to senior leadership

What we are looking for:

Your qualifications

- 7+ years of experience in SEO / Organic Growth
- At least 5 years in a senior role
- Proven experience scaling organic growth in **e-commerce or complex websites**
- Strong technical SEO foundation - you understand how the web actually works
- **Hands-on experience with / or deep understanding of LLM SEO / AI-driven search**
- Proficiency in SEO tools such as SEMrush, Ahrefs, Moz, Accuranker, Screaming frog or similar platforms

Experience working with:

- Entity-based SEO
- Semantic search
- Structured data / schema
- Large-scale content systems
- Comfortable working across multiple markets and languages
- Strong analytical mindset - you make decisions based on data, not opinions
- **It is mandatory to be fluent in Danish + English. Candidates who does not speak Danish fluently will not be considered.**

Why join Klar?

Real ownership - you shape how organic works, now and in the future
 A company that understands SEO as a **strategic growth lever**, not a checkbox
 Direct report to the CEO and close collaboration with Paid Performance
 A scale-up environment where decisions turn into action
 Room to experiment, learn and push boundaries - **especially in AI search**

What's in it for you:

You will join a company that's rethinking a traditional industry, with the autonomy to shape how we grow. Directly reporting to the CEO, real ownership, and the chance to build something meaningful.

But also:

- A scale-up environment: not a start-up with no means, not a corporate monster
- Pension after 6 months - partly paid for by Klar
- Health insurance incl. dental

- 5 weeks of vacation
- 1 Care Day per quarter - a day JUST for you
- Extra 5 weeks paid sabbatical after 5 years (on top of vacation!)
- Delicious lunch buffet (vegan / non-vegan)
- Central office in Nørrebro, 2 min from Skjolds Plads
- Informal culture, humor, and colleagues you actually like

When are you Klar?

ASAP would be great. But we are patient - we are looking for the right Head of SEO, not the fastest one.

Ready to make SEO... Klar? We are looking forward to meeting you

Excited and wanna join?:

Please DO not send us a cover letter - it is old school and outdated. Instead submit your CV, including detailing your relevant experience, ***and a brief outline of how you have previously led a company to a market-leading through Organic Growth Strategies.***

The office location:

Klar is a Scandinavian organization with offices in Denmark, and Estonia. 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 a team of cool, talented, and totally awesome colleagues - we look forward to meeting you!

Our Copenhagen-based office is well connected to several public transportation points (Skjolds Plads metro station and Nørrebro s-train station nearby) and has access to a parking lot (if you are not a big fan of cycling).