

Job Title: SEO, AEO & GEO Specialist

Job Summary:

We are looking for an experienced SEO, AEO & GEO Specialist who can help improve website visibility across traditional search engines and modern AI-powered discovery platforms.

The ideal candidate should have hands-on experience with Search Engine Optimization (SEO), Answer Engine Optimization (AEO), and Generative Engine Optimization (GEO). This role focuses on improving website rankings, increasing organic traffic, and optimizing content so brands can be discovered through AI-powered platforms such as ChatGPT, Google AI Overviews, Gemini, Perplexity, and other emerging AI search engines.

Required Skills

- Strong understanding of modern SEO practices.
- Knowledge of AI-driven search trends (AEO/GEO).
- Ability to analyze data and convert insights into action plans.
- Basic understanding of HTML, website structure, and CMS platforms.
- Strong research and content optimization skills.
- Ability to work with developers, designers, and content writers.

Preferred Skills:

- Experience with Shopify and Shopify Plus websites.
- Experience with WordPress/WooCommerce websites.
- Ecommerce SEO experience.
- Knowledge of international SEO.
- Understanding of conversion rate optimization (CRO).
- Experience optimizing large product catalogs.

Key Responsibilities

Search Engine Optimization (SEO)

- Experience with Shopify and Shopify Plus websites.
- Experience with WordPress/WooCommerce websites.
- Ecommerce SEO experience.
- Knowledge of international SEO.
- Understanding of conversion rate optimization (CRO).
- Experience optimizing large product catalogs.



Generative Engine Optimization (GEO)

- Build strategies to improve brand visibility and recommendations inside generative AI platforms.
- Improve brand entity recognition and topical authority.
- Optimize content for Large Language Models (LLMs) and AI crawlers.
- Develop AI-friendly content strategies including:
 - Expert articles
 - Comparison content
 - Case studies
 - Industry guides
 - Product education content
- Monitor AI search trends and identify new optimization opportunities.

Answer Engine Optimization (AEO)

- Optimize website content to appear in AI-generated answers and conversational search results.
- Create strategies for Google AI Overviews, ChatGPT search, Perplexity, Gemini, and other AI discovery platforms.
- Convert traditional website content into question-answer and intent-based formats.
- Optimize FAQs, guides, knowledge bases, and informational content.
- Structure content to help AI systems understand products, services, and brand expertise.
- Implement strategies to improve visibility for voice search and zero-click searches.

Work Location: Surat & Ahmedabad (Onsite only)

How to Apply:

- Email your resume to hr@dynamicdreamz.com.
- Use “**LinkedIn Specialist** – [Your Full Name]” as the subject line