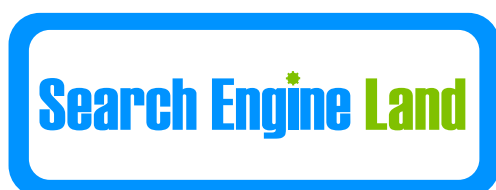




**The Freelance  
Coalition for  
Developing Countries**

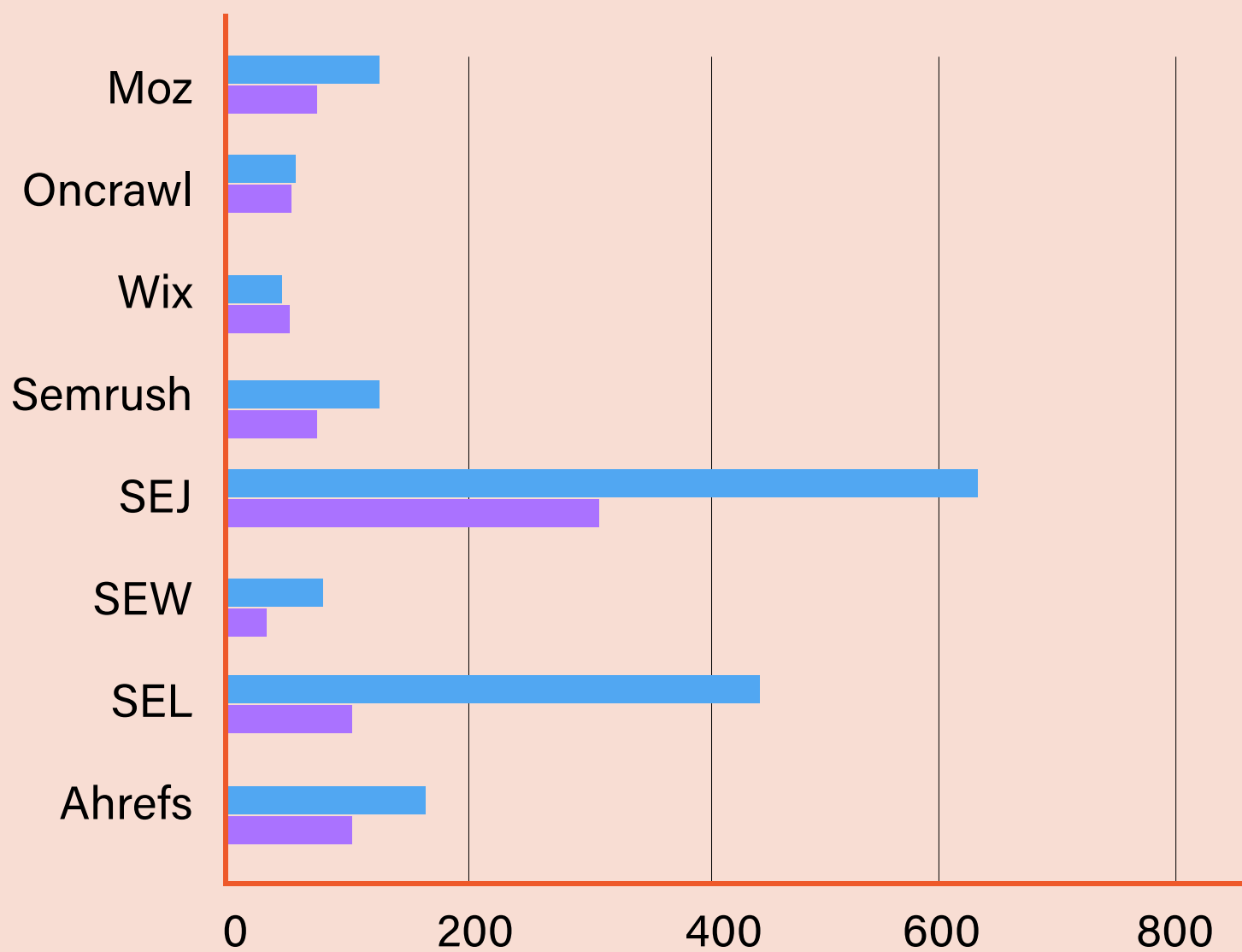
# The Diversity Gap in SEO Authorship 2023

The dataset contains information on 2,141 articles written by 453 authors in 2022 from the following top SEO Publications:



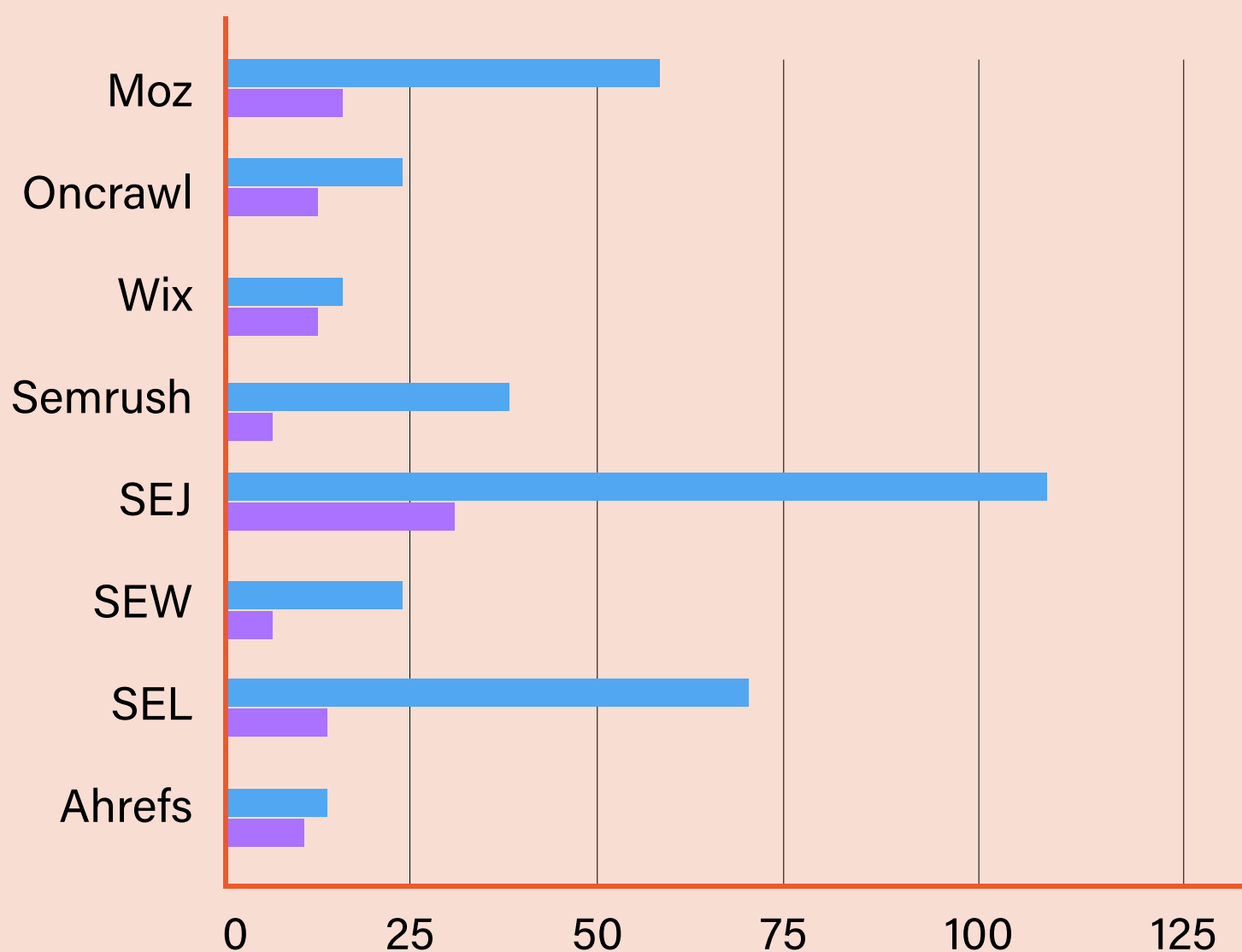
## Number of Articles Written

By White Authors By BIPOC Authors



## Number of Authors

White BIPOC

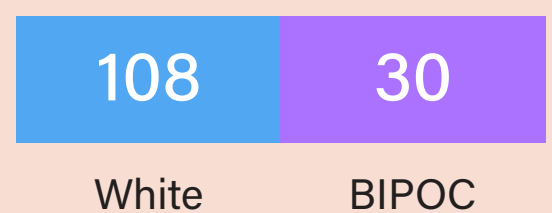
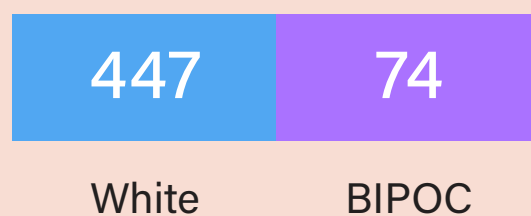
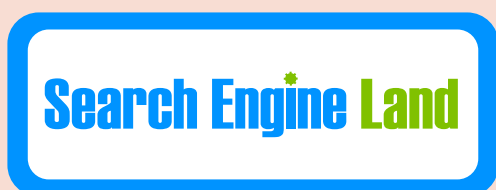
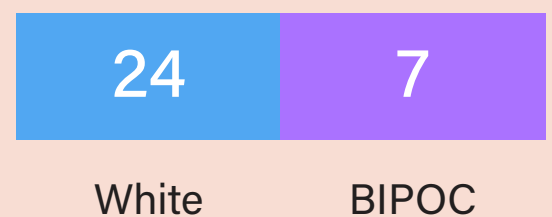
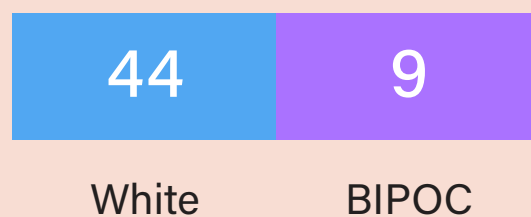
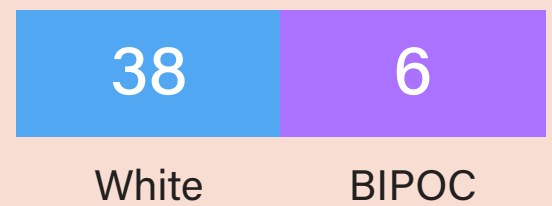
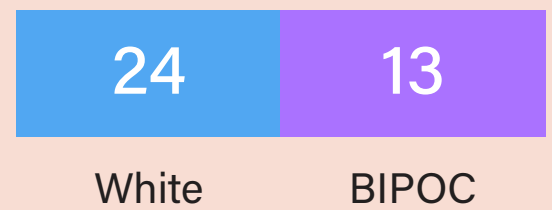


# By Numbers

White BIPOC

## Number of Articles

## Number of Authors



Number of articles is the total number of articles published on the blog  
Number of Authors is the total number of authors who wrote the content

# What needs to change in the SEO Industry?

## Hire more BIPOC Writers

### Where to find BIPOC writers

Women in Tech SEO

<https://www.womenintechseo.com/>

Sisters in SEO

<https://web.facebook.com/groups/sistersinseo>

B-Digital UK

<https://www.linkedin.com/company/b-digitaluk/>

The Freelance Coalition  
for Developing Countries

<https://freelancecoalition.org/>

Treford Content  
Marketing Community

<https://treford.africa/programs/content-marketing/>

## Do Research and Educate yourself

## Speak Up When You See a Lack of Diversity

## Partner with BIPOC communities to enact meaningful change