

SEO, career attractive 'people' information technology

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How to find a website in hundreds of millions of pages around the world?

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SEO is classified into "white hat" SEO (implementing normal methods such as building content and improving website quality); SEO "black hat" (performing unfair tricks to change rankings on search engines).

SEO helps business companies turn the Internet into an effective tool to promote products and services on the web.

Less competition



SEO helps websites compete on search engines.

For Internet-based businesses, the search engine's battle for high rankings is vital. The demand for recruiting good SEO staff of companies in securities, services, tourism . is very large, opening up a fertile land for SEO development.

Mr. Mai Ngoc Thanh - Director of VietSEO Informatics and Services Co., Ltd said: " *Currently, webmasters only implement basic SEO specifications for the websites they manage. But when sites that start to grow and make a profit will need a good SEO expert to manage and develop the web, there are not many companies specializing in SEO so there are many "living land", few competition* ".

SEO is also a free career, can be "independent" or work in a certain company because there are many websites to search SEO by the hour.

The term SEO has appeared for a long time in the world, but in Vietnam it is still a new field and there is no school of intensive training on SEO. Therefore, SEO experts are invited by many companies but still "rare, hard to find".

Multipurpose occupation

An IT specialist likened SEO to being the "website boss" because the SEO specialist must know how to use reasonable keywords, consistent with the tastes and needs of Internet users.

The words people in the profession called "hot keyword" will attract many people and increase website rankings significantly.

SEO does not simply install the software but it also needs certain knowledge about related professions such as finance, banking, marketing .

Mr. Nguyen Tien Nam - Production Manager of MarNet Company - said: " *SEOs need to be knowledgeable about programming, design, and administration. Besides, the exposure to many websites belongs to many fields The area requires them both technical knowledge, fine arts, even marketing and social skills* ".

In fact, an SEO expert takes months, even years, to put a website on a high ranking or build thousands of links for that page. If you stop the optimization tool for a while, the website will drop rankings quickly. Therefore, a successful SEO person needs time, patience and relentless effort.

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