

SEO: Professionals who promote websites

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SEO (Search Engine Optimization) is a new phrase appearing in Vietnam. Search engine optimization is the process of making website content easily found by search engines and displayed in the first results (improving the rankings).

SEO for dotcom business

Today's businesses have mostly websites. Every website has a well-known goal and desire. In fact, the number of visitors to a website has great support from search engines, even accounting for more than 50% of daily visits. The reason is because with the explosion of information, it is very difficult for users to remember which website is suitable for their purpose. Therefore, most of them will access search sites such as Google, Yahoo!, Bing. to search for information. Studies also show that users usually only see the first 3 pages of search results out of thousands, millions of results found. Therefore, if a website is in the top 3 results page, the website will have more opportunities to be accessed by users. Therefore, it is very important to win a high position on the search engine rankings.

Because search engine optimization is increasingly focused on by businesses, gradually the team of professional and often called SEO is formed. According to Mr. Ha Quoc Khanh, Marketing Manager of Top100.vn - website ranking Vietnam websites: *' SEO deserves to be considered a profession. SEOs are often referred to as Specialist SEOs - specialists that optimize search engines. Business-oriented businesses online are a major segment, start looking for yourself good SEO people right from the time you build the site. They can work full-time or part-time depending on their budget, but they will help optimize your site right from the time the site is built. Thus, the effectiveness of your website optimization is maximized '.*



The work of SEO

The task of SEO is to make the website of a company or business appear most in the process of searching for Internet users. To do so, they must use SEO support software and must regularly update the website to get high rankings on search engines. Besides, programming and designing websites with search engine friendly code is also a way to improve website ranking. SEO experts must use a lot of reasonable keywords, must 'hit' the tastes and needs of Internet users through these keywords and website descriptions. Therefore, each website in a field has its own keywords.

To do this, SEO experts need to equip themselves with SEO knowledge in addition to knowledge of programming, design, and administration. Currently, there is no one school that specializes in SEO. Therefore, SEO experts often self-study, exchange and learn from each other's experiences.

SEO experts not only need technical knowledge, art, but also social knowledge, marketing. Optimization depends on a combination of editorial and technical work; The content, especially the title needs to describe the content, use the keywords that customers often use, need to attract readers with attractive content, curious and useful for readers.

And finally the most important thing is passion and perseverance. SEO cannot bring immediate results. Both professional SEOs and their customers must understand that in order to succeed SEO, it takes time and effort. It can take months or even years to get a site up high on search engines. SEO workers must be really passionate, patient and hard-working to learn, discover new techniques and knowledge to succeed.

The future of SEO in Vietnam

The term SEO has appeared for a long time but it is not really considered a profession in Vietnam. Developers or webmasters only perform some basic SEO techniques for the websites they manage. But over time, the need to find good SEO experts is increasing.

In fact, in many companies, SEO is highly valued, even a specialized research and implementation department. For those who do SEO, their salary is equal to or even higher than the development staff, design staff or web

advertising staff. Some good SEO experts can work independently and perform SEO tasks at the same time for many units. Many businesses due to marketing needs, have all spent on hourly SEO services at very high prices.

According to Mr. Khanh's experience, SEO enthusiasts' *start right now and you will definitely find that you have chosen the right one. Vietnam is in the period of strong Internet development. Businesses need a lot of SEO experts while this figure in Vietnam only counts on the fingers* '.

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