

What is Seo? What does Seo do?

If you want to pursue SEO, you need to know the theory first. The following article will help you learn what is seo?

In the past few years, seo is a popular and booming field of alcohol in Vietnam. For those who work on the web or marketing, it is certainly no stranger to SEO. However, for those who are heathen or first acquainted with SEO, it is really blurry about this profession.

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1. What is SEO



SEO English short for Search Engine Optimization Vietnamese understand search engine optimization.

SEOs use methods and tips to optimize keywords to get the website to rank high on search engines (Google) through users' search queries (Search keywords).

When SEO keywords, can choose between two completely different SEO plans: Select keywords Vietnamese with accents or keywords Vietnamese without accents.

Following the definition of Wiki SEO is a set of methods to improve the ranking of a website in the results pages of search engines (most commonly Google). These methods include website optimization (impacting the HTML source code and website content) and building links to the site so that search engines choose the most relevant website for Internet searchers. corresponding to a specific keyword that the user queries.

In addition to keyword optimization, people also have many other SEO methods such as image SEO, Clip by SEO .

Thus, SEO profession includes 2 main jobs are Onpage SEO and Offpage SEO

2. What jobs does SEO do?



SEO job is not simply to put keywords on top, but you have to do to attract readers who want to click on that website.

In order to become a good SEO employee, you need to be hard-pressed to learn, to persevere and not to be impatient. If you just need a lot of virtue, you will surely succeed in SEO.

What is the job of an SEO?

1. Learn about areas of preparation for SEO
2. Analyze website details and top competitors
3. Make an SEO plan and make a keyword list
4. Optimize website structure so that it is search engine friendly
5. Create quality content for websites
6. Build quality backlink system pointing to website
7. Check weekly and monthly keywords to fix mistakes if any
8. Keep repeating the above work

If you are a hired employee, you need to do some extra things such as reporting on the progress of the work and the requests from the higher level.

3. What is the purpose of SEO?



The purpose of SEO (Search Engine Optimization), is to help optimize and improve the search rankings of a website on Google.

When SEO is effective, web rank is at the top position, the opportunity of website appears before potential customers, attracting more views, improving conversion rate into customers, helping to promote trade. brand and improve sales.

For businesses that want to succeed in the online marketing market, it is indispensable for SEO employees. SEO helps your site to have a fixed position on the display board, helping to make an impression with potential customers better.

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