Cover page

Group report

The job that I have selected is SEO technology. Search Engine Optimization is a concept prevailing in the industry for the last decade. It is driving a huge influx of jobs due to increased dependence of companies on digital technologies. The current trend depicts that the demands for SEO specialists will increase in future. As today over 1 billion websites exist in the world, SEO is a dominant tool for content discovery. This job demand that the SEO professional must specialize in mastering algorithms behind the search engines. The SEO professionals are hired by companies for making firm visible in search engines (Economist, 2014). SEO is linked to digital technologies while professionals acquire various skill sets for taking relevant jobs.

The prominent skills required by SEO professionals include web content, HTML, link building, research, data analytics, writing, competitor analytics and keyword research. The companies demand that the SEO professionals must possess hands-on experience in SEO tools that include Moz and Raven. SEO professionals are more in demand today due to the increased reliance of companies of search engine optimization for competing in most of the niches (Brand, Daly, & Meyers, 2003). The people who wish to become part of the SEO professional will require to take digital and content marketing programs. This field offers positions for web developers and content marketers. The central responsibility of the professionals is to generate web traffic for firms that allow them to gran customers.

The interview with the SEO professionals depicts that this field provides opportunities and tremendous growth. The professionals will require familiarity with digital marketing tools such as SEO, metadata, and social sites (Hartemo, 2016).

The process of SEO involves the capturing of value in return from the customers after profitable relationship has been build. Unlike the rest of the steps, this step is focused towards the benefit of the company. The marketing strategies of the company are to be formulated in such a way that they not only help in satisfying the needs of the customers and providing them with superior value but also to bring back value to the company in the form of profits (Geddes, 2019). In general, the key marketing strategies involve, building company’s reputation, increasing market share, attracting more potential customers, retaining already existent customers, creating awareness about the brand, positioning of the brand into the minds of the customers, enhancing sales through advertising and sales promotions, creating loyalty among customers, making the customers trust the brand and increasing profits for the company. Marketing strategies therefore play an important role for the success of any company within any kind of industry (Brand, Daly, & Meyers, 2003).

SEO suggests that there is the detail of some important marketing principles. The key marketing principles are strategy before tactics, narrow market focus, differentiate, marketing material should educate, orchestrate the lead generation trio, create tool online presence and live by a business market calendar. To operate a successful business, organizations hold focus on technology and permit the workers to use excessive technology for fast results (Brand, Daly, & Meyers, 2003). Through high level technology, organizations can communicate with their customers easily and can provide them high quality services. In this situation, technology helps organizations to operate online business (Khraim, 2015). On the other hand, organization needs to make a market strategy to develop and expand business at high level. Market strategies would help the organization to attract customers, to build loyal relationship with customers and to increase the sales. In the same way, organization should keep an eye on its competitors and focus on their strategies (Geddes, 2019). Completion also helps organizations to improve their overall system and to redouble their efforts for effective results.

The interviews with the SEO professionals suggest that youth planning to become part of this profession will require analytical skills and deep learning experience of digital marketing for a successful career (Neti, 2011). Moving into the field of digital technologies is easier when fresher have acquired experience by completing various programs. The SEO experience needs a range of skills that allow candidates to increase their salary prospects. they need to understand some tactics of content planning and management of data (Geddes, 2019). They also require to possess adequate skills for using analytical tools and using algorithms for increasing customer traffic. The analysis of the current market situations depicts that they need to fit in the SEO market by establishing competency for competing with experienced professionals.

The analysis of the market situations depicts that the demand for SEO professionals will increase in the near future. The youth planning to acquire degrees in SEO technology is emphasizing on long-term investments. Different job categories are associated with SEO profession including search engine marketer, digital marketer, content marketer and SEO manager. SEO is linked to digital technologies while professionals acquire various skill sets for taking relevant jobs. The key SEO strategies involve, building company’s reputation, increasing market share, attracting more potential customers and retaining already existent customers. SEO professionals are more in demand today due to the increased reliance of companies of search engine optimization. This indicates that choosing the field of SEO for future career provides better future prospects of entering in job market.

References

Brand, A., Daly, F., & Meyers, B. 2003. *Metadata demystified.* The Sheridan Press.

Economist. (2014). *Coming to an office near you*. Retrieved 04 24, 2019, from https://www.economist.com/leaders/2014/01/18/coming-to-an-office-near-you

Forbes. 2012. *The 6 Basic Components Of A Strong SEO Strategy For Online Retailers*. Retrieved 2017 йил 24-March from https://www.forbes.com/sites/theyec/2012/08/03/the-6-basic-components-of-a-strong-seo-strategy-for-online-retailers/#1908143ea533

Geddes, B. 2019. *An SEO of Opportunity - 7 Career Paths for Today's SEO Specialist*. Retrieved 04 24, 2019, from https://www.simplilearn.com/seo-specialist-career-paths-article

Hartemo, M. 2016. Email marketing in the era of the empowered consumer. *Journal of Research in Interactive Marketing, Vol. 10 Iss: 3*, 212 - 230.

Jones, C. 2016. *Metadata Magic: 4 Powerful Ways to Use Metadata for Marketing*. Retrieved 2017 йил 24-March from http://review.content-science.com/2016/03/metadata-magic/

Khraim, H. S. 2015. The Impact of Search Engine Optimization Dimensions on Companies Using Online Advertisement in Jordan. *American Journal of Business and Management, Vol. 4, No. 2*, 76-84.

Neti, S. 2011. SOCIAL MEDIA AND ITS ROLE IN MARKETING. *International Journal of Enterprise Computing and B International Journal of Enterprise Computing and Business Systems*.