SEO is much more then just copy and paste by Ashutosh Kaushik

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Most of the working professionals think that SEO is all about copying and pasting text to the different website for the promotion of any particular website.

But it is not at all true. In fact, SEO is a field which require out of the box logic and reasoning capabilities for understanding the market trend and demand. For a successful SEO campaign, one must have solid knowledge of SEO tools which are required for running a successful project. SEO tools like Google adwords, analytics requires extra attention for observing the latest happening on the website for finding what is in and what is out on the world wide web. SEO is a ultimate stream of I.T which requires unique blend for technical, creative and management skills.

SEO is one of the rare I.T field where students and professionals from non I.T background can work, as creating unique and fruitful web resources like articles, press releases, and other web promotional contents which work as backbone of any SEO project. SEO also require specialist team of web developers and coders for designing SEO friendly website and a team of marketing professionals for planning the market strategies for a quality web promotion for any website or a product through website or web portal.

In this manner, candidates from every educational background are eligible for working in the SEO sector. But, some of the fresher's avoid to have a career in the SEO and web marketing sector. The reason behind this is at the entry level the salary packages which companies offers to the students is quite low and most of the students loose their patience and leave this profession and some of them don't choose this profession on the advice of other students who have worked in this profession before.

SEO has provided great amount of employment to the students of every educational background in I.T sector. There are ample of career and job opportunities for professionals in this sector. As after having a experience of at least six months or a year one can easily switch to the other company or organization at much higher designation and much better salary. There are many SEO training companies looking for SEO professionals with industrial working experience so that he or she can training students as per industry norms. There are multiple job designation after decent amount of experience in the SEO sector like Senior SEO, Web strategist etc.

SEO is a profession of continuous growth but it require lot of hard work and patience to learn SEO skills to beat the industrial competition. After learning quite good SEO skills there is no looking back for a professionals in this particular I.T sector. Moreover, SEO is the most trending I.T need in the today's world. And is expected to be in much more insistence by upcoming five to ten years.

One must not underestimate SEO profession as it requires equal amount of efforts as are required in other I.T fields.

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a CETPA Infotech Pvt. Ltd, is a established name in I.T programs and have introduced a seo

training at it's noida, roorkee and lucknow branches.

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