CAREER INSIGHT

SEARCH ENGINE OPTIMIZATION

Search Engine Optimization (SEO) is the process of improving the visibility of a firm’s products or services on internet search engines such as Google, Yahoo, Bing, and Baidu in order to improve website rankings resulting in increased awareness, revenue and profit.

KEY FINDINGS

As consumer internet searches become more and more specific, search engine optimization is becoming an increasingly important strategy for businesses to increase their visibility to customers.

A deep understanding of computers and internet-based services is required to succeed.

With the exception of computer network support specialists, occupations related to search engine optimization are expected to grow faster in Orange County than at the state or national level.

MOST IMPORTANT TASKS AND DUTIES

1. Expand or modify system to serve new purposes or improve work flow
2. Test, maintain, and monitor computer programs and systems, including coordinating the installation of computer programs and systems
3. Develop, document and revise system design procedures, test procedures, and quality standards
4. Provide staff and users with assistance solving computer related problems, such as malfunctions and program problems
5. Consult with management to ensure agreement on system principles

EDUCATIONAL LEVEL BY TYPE

Bachelor’s Degree, 28%
Associate’s Degree, 45%
Post Bachelor’s Certificate, 36%

TOP SKILL SETS

Critical Thinking
Active Listening
Reading Comprehension
Speaking
Systems Analysis

Business Intelligence
Adaptable/Flexible
Cooperative
Able to Identify and Understand Search Trends
Dependable
Attentive to Detail

KEY TRAITS

Critical Thinking
Active Listening
Reading Comprehension
Speaking
Systems Analysis

DATA ANALYSIS

Data Analysis
Knowledgeable of Computers and Electronics

EMPLOYMENT OVERVIEW

<table>
<thead>
<tr>
<th>ORANGE COUNTY</th>
<th>CALIFORNIA</th>
<th>UNITED STATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNUAL SALARY</td>
<td>PROJECTED EMP GROWTH 2012-2022</td>
<td>ANNUAL SALARY</td>
</tr>
<tr>
<td>$73,508</td>
<td>42.5%</td>
<td>$80,215</td>
</tr>
<tr>
<td>$114,791</td>
<td>40.8%</td>
<td>$110,497</td>
</tr>
<tr>
<td>$118,393</td>
<td>41.5%</td>
<td>$110,836</td>
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<tr>
<td>$128,315</td>
<td>41.5%</td>
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<tr>
<td>$126,874</td>
<td>39.5%</td>
<td>$116,479</td>
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MARKET RESEARCH ANALYSTS AND MARKETING SPECIALISTS

United States:

- Annual Salary: $70,050
- Projected Employment Growth 2012-2022: 31.6%

California:

- Annual Salary: $80,215
- Projected Employment Growth 2012-2022: 40.5%

Orange County:

- Annual Salary: $73,508
- Projected Employment Growth 2012-2022: 42.5%

* Bright Outlook: occupations are expected to grow rapidly in the next decade, will have large numbers of job openings, or are new/emerging occupations according to the U.S. Department of Labor.

RELATED COURSEWORK

Web Design & Development Certificate Program
Internet Marketing Certificate Program
Predictive Analytics Certificate Program
Social Media Specialized Studies Program