

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.

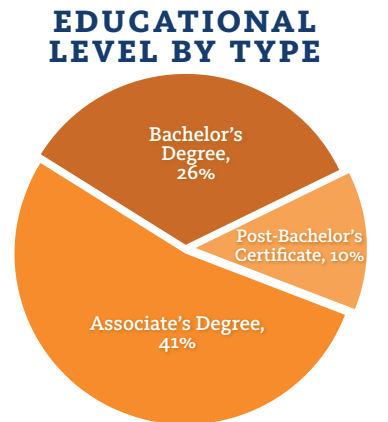
With the exception of computer network support specialists, occupations related to search engine optimization are expected to grow faster in Orange County than at the state or national level.

MOST IMPORTANT TASKS AND DUTIES

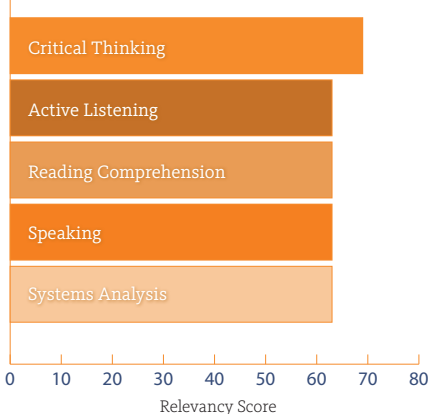
- 1** Expand or modify system to serve new purposes or improve work flow.
- 2** Test, maintain, and monitor computer programs and systems, including coordinating the installation of computer programs and systems.
- 3** Develop, document and revise system design procedures, test procedures, and quality 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.

KEY TRAITS

- Business Intelligence
- Adaptable/Flexible
- Cooperative
- Critical Thinking
- Able to Identify and Understand Search Trends
- Dependable
- Integrity
- Data Analysis
- Attentive to Detail
- Clerical Knowledge
- Knowledgeable of Computers and Electronics



TOP SKILL SETS



EMPLOYMENT OVERVIEW

CALIFORNIA EDD, OES 2015		MARKET RESEARCH ANALYSTS AND MARKETING SPECIALISTS*	COMPUTER PROGRAMMERS	COMPUTER AND INFORMATION SYSTEMS MANAGERS*	MARKETING MANAGERS	WEB DEVELOPERS*	SEARCH MARKET STRATEGISTS*
ORANGE COUNTY	ANNUAL SALARY	\$73,908	\$82,933	\$143,791	\$138,315	\$72,874	\$61,600
	PROJECTED EMP. GROWTH 2012-2022	42.2%	14.8%	23.9%	22.0%	25.9%	25.3%
CALIFORNIA	ANNUAL SALARY	\$80,215	\$90,497	\$160,876	\$160,450	\$80,631	\$62,750
	PROJECTED EMP. GROWTH 2012-2022	40.2%	12.0%	22.2%	21.8%	31.6%	17.3%
UNITED STATES	ANNUAL SALARY	\$70,030	\$84,360	\$141,000	\$140,660	\$70,660	\$60,700
	PROJECTED EMP. GROWTH 2012-2022	31.6%	8.3%	15.3%	12.7%	20.1%	3.8%

* '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

Predictive Analytics Certificate Program

Internet Marketing Certificate Program

Social Media Specialized Studies Program