

Brief descriptor – new/emerging jobs

Search Engine Optimisation (SEO) Specialist:

The internet has quickly become the top place for consumers to search for commodities, and explicit searches help them sieve out potential suppliers. An SEO specialist helps organisations reach out to their target markets by making their website easy to find among the vast competition in the industry. To do so, the specialist will have a clear understanding of the company's goals and target audience to create content tailored to their needs and demands. This could include adding specific keywords, building website links, rewriting HTML tags, and using new marketing and advertising techniques such as social media marketing or pay-per-click advertising. As the company website ranks higher on the search page, the wider the audience and thus the higher the possibility of sales conversion.