

SEO MANAGER

SEO (Search Engine Optimization) encompasses all activities, that help a website rank better in search engines by leveraging the right keyword. An SEO manager is trained in providing the strategies required to find visitors who will need a particular service and converting them to a customer.

PERSONAL COMPETENCIES

- You are good with computers
- You like to analyse problems/situations
- You like to take on new responsibilities
- You are comfortable with communicating with others



The approx. course fee ranges between **INR 45,000 - 30,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

- Engineering specific scholarships - You can opt for engineering-specific scholarships such as IndusInd Foundation Scholarship, Baba Gurbachan Singh Scholarship Scheme, Samsung Star Scholar Programme 2022, Central Sector Scheme Of Scholarships, JSPN Scholarship 2022 and so on*
- National Scholarship Portal - Please visit www.scholarships.gov.in Under this portal there are Central Government schemes, UGC/AICTE Schemes and Assam Government Schemes offered by different departments*
- Please visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*
- Scholarships are also available in the Institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

- VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA). Students can view, apply and track the education loan applications on the website.
- Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.
- All banks give education loans.



ENTRY PATHWAY

1. Complete 10+2 in the Science stream (Physics, Chemistry and Mathematics)
2. Complete a Bachelor's degree (B.Tech/B.Sc./BCA/B.E.) in Computer Science/Information System OR Complete a Bachelor's degree followed by a Master's degree (MBA) in Information System/Digital Marketing OR Complete a Bachelor's degree (BA) in in English/ Mass communication followed by a Master's degree (MBA) in Information System/Digital Marketing

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a SEO Manager ranges between **INR 19,500 - 84,000*** per month.

Source: [https://www.payscale.com/research/IN/Job=Search_Engine_Optimization_\(SEO\)_Manager/Salary](https://www.payscale.com/research/IN/Job=Search_Engine_Optimization_(SEO)_Manager/Salary)

WHERE WILL YOU WORK

Places of Work: You can work in any company or business with an online presence who wishes to reach more people, such as startups, educational institutions and so on.

Work Environment: The work timings are typically 5 to 6 days a week for 8 to 9 hours per day. Shift system is applicable.

Entrepreneurship: You can work in your own company as well as pursue freelancing in this profession.

Opportunities for work exist for differently abled in this field.

EXPECTED GROWTH PATH

SEO Analyst → SEO Strategist → SEO Manager → Head of SEO → Director of SEO

WHERE WILL YOU STUDY?

The course is offered by the Department of Computer Science. This list of Institutes is indicative only

GOVERNMENT INSTITUTES

1. IIT Guwahati
2. Tezpur University, Tezpur
3. Assam University, Silchar
4. NIT Silchar
5. Gauhati University, Guwahati
6. Assam Engineering College, Guwahati
7. Dibrugarh University, Dibrugarh
8. CIT Kokrajhar
9. IIIT Guwahati
10. Assam Science and Technology University, Guwahati

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. NEIMT, Guwahati
2. Assam Professional Academy, Guwahati
3. Regional Institute of Science and Technology, Guwahati
4. Acropolis Institute of Management Studies and Research, Indore
5. Acharya Prafulla Chandra College, Kolkata
6. Bangalore City College, Bangalore
7. Bapatla Engineering College, Andhra Pradesh
8. Bonnie Foi College, Bhopal

Information on Institute rankings is available at - <https://www.nirfindia.org/2022/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU), New Delhi

ONLINE COURSES

- NPTEL* Swayam - <https://nptel.ac.in/courses/110104070>
- Udemey - <https://www.udemy.com/course/search-engine-optimization-for-business/>

*NPTEL - National Programme in Technology Enhanced Learning. It is by the Government of India and offers a variety of courses in an audio-video form

EXAMPLE FROM THE FIELD

Stephanie Castillo is Associate SEO manager for The New York Times. Previously she has worked with media houses like Hearst Magazines and Time Inc's news group. She has BA in English and Mass Communication from the King's College.*

Source: <https://www.oprahdaily.com/author/209917/stephanie-castillo/>

**The above information is for training purposes only and will not be used for any commercial gains*

Search keywords... 

search engine optimisation, keywords engineer, search engine optimisation manager