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Why SEO Training is Necessary for Engineering Students by Ashutosh Kaushik

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SEO market is spreading at a very fast speed in the Indian I.T market due to its wide number of benefits for the commercial purposes of the I.T. companies and also for common people in the country. People are loving the online marketing concept all around the country, as online marketing saves great amount of money and time of the people. As the lives of people are getting busier day by day and they don't have time for shopping and other things. That's why people are trusting online marketing for their shopping and other buying and selling purpose as it saves huge amount of their capital and time.

And SEO is the only reliable way to become popular in the online marketing field. SEO improves the visibility of any website on the leading search engines like google, yahoo and bing etc. The concept behind SEO is the more is the exposure the website is going to get on the search engines search, the more are the chances of sales of the products which that website is offering. This is the main reason why leading I.T. companies dealing in online marketing are trusting SEO for the popularity of their website on the toip search engines like google etc. But, somehow the number of profesionals having sound knowledge of SEO and online marketing are very less in number, as this concept is very new in the Indian I.T market. And the requirement of online marketing and SEO professionals is in bulk in the I.T. market.

In fact, internet marketing and SEO are the two main in the I.T. marketing which are providing maximum numbers of job for the I.T professionals for both fresher's as well as for experienced. But, unfortunately most of the fresher's don't know much about SEO and online marketing and find it difficult to find job in the I.T market. The reason behind this is most of the fresher's students find its difficult to understand programming and struggles a lot while searching a job in the programming and other I.T. field. The moral of the story is that, SEO training is must for every student who wants to develop a career in the I.T. market. Because online marketing and SEO skills are very necessary for every I.T. professional because development is not only important aspect of I.T market but profesionals should also know how to promote it well. SEO skills works as a added advantage for the professionals while their hiring, as every I.T. company wants professionals who also know online marketing except their specialized field.

SEO training has become a must task for every I.T. students especially for B.Tech and M.C.A students because the expectation of the companies are much higher from B.Tech and M.C.A students.So, b.tech and M.C.A students must have strong SEO and online marketing skills. But, SEO and online promotion is not there in the syllabus of the b.tech and M.C.A of any of the university in India. For gaining quality SEO skills students should go for training on SEO and online web promotion from a leading I.T company. Just SEO training is not enough but quality SEO training is required for getting a good entry level job in the I.T. market. There are very few I.T. organization which provides SEO indutrial training for the fresher's students. These standard I.T. and training companies offers SEO training during their summer training in noida. These training companies provides industrial training programs during the months of May, June, July and August every year for b.tech and M.C.A and other technical students especially in Noida. Every students should go for SEO training in noida.

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