

Build Your Career in SEO

Steps You Can't Skip

Who I am - CMO in Boosta

- **in Seo since 2009**
- **manage Seo teams for the last 10 years**
- **currently: 80 Seo Specialists**

125 Link Builders/Outreach

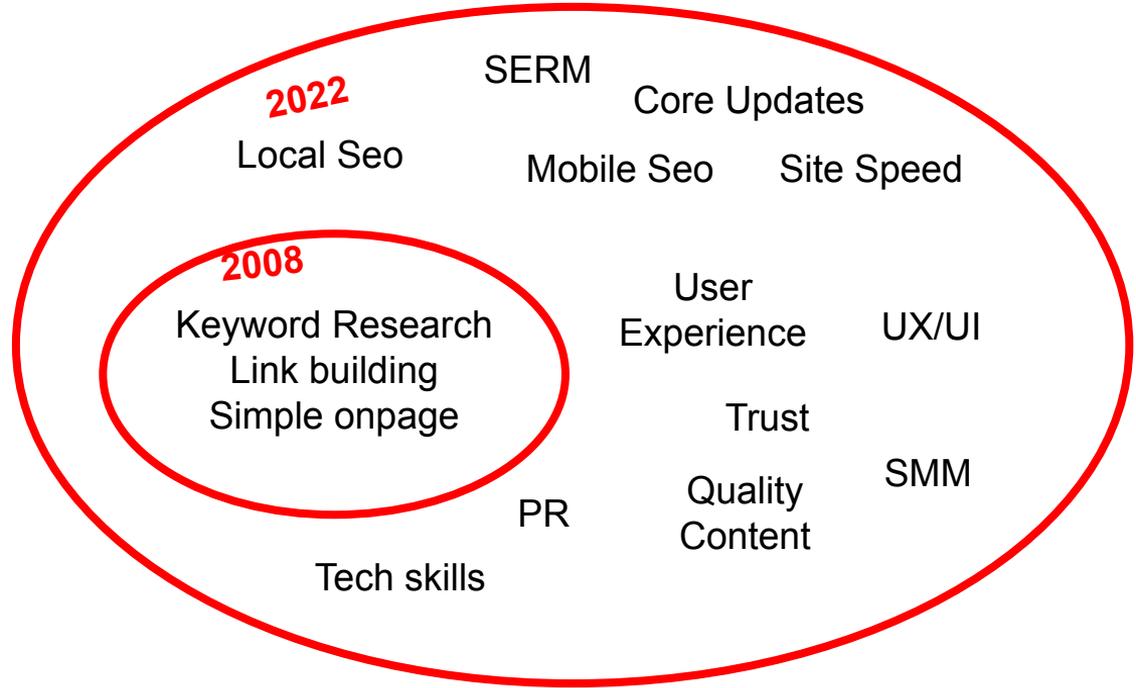
30 PPC/Affiliate/Product managers/



Iryna
Makhnorilova

This will be useful for :

- People who consider to start their career in Seo
- Seo Specialists
- Business Owners/Operational Managers
- Seo Team Leads who plan to grow



But basic things stay the same

What questions do you ask your Seo candidates ?

about **Content and Link Building** experience

...unless I am looking for a Tech Savvy

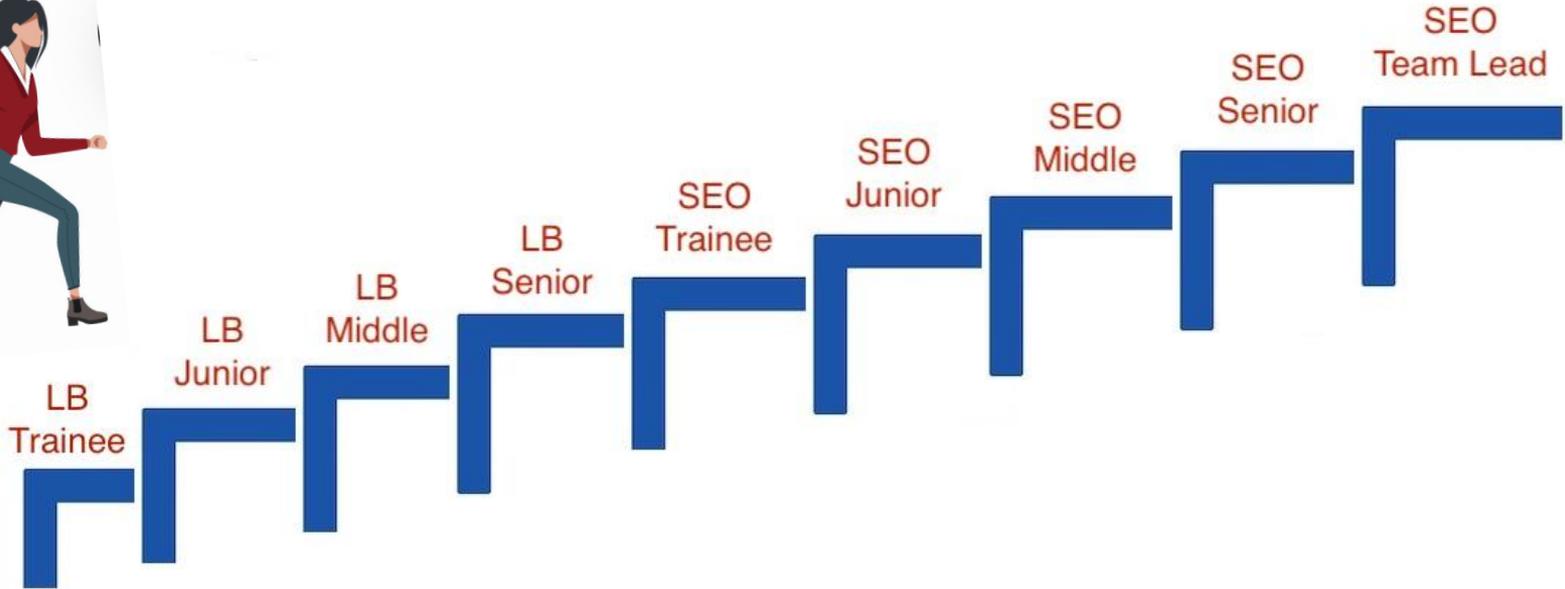


Have you interviewed a Senior or Middle Seo Specialist who hasn't built a single link by himself?

I have.... and have seen the problems afterwards

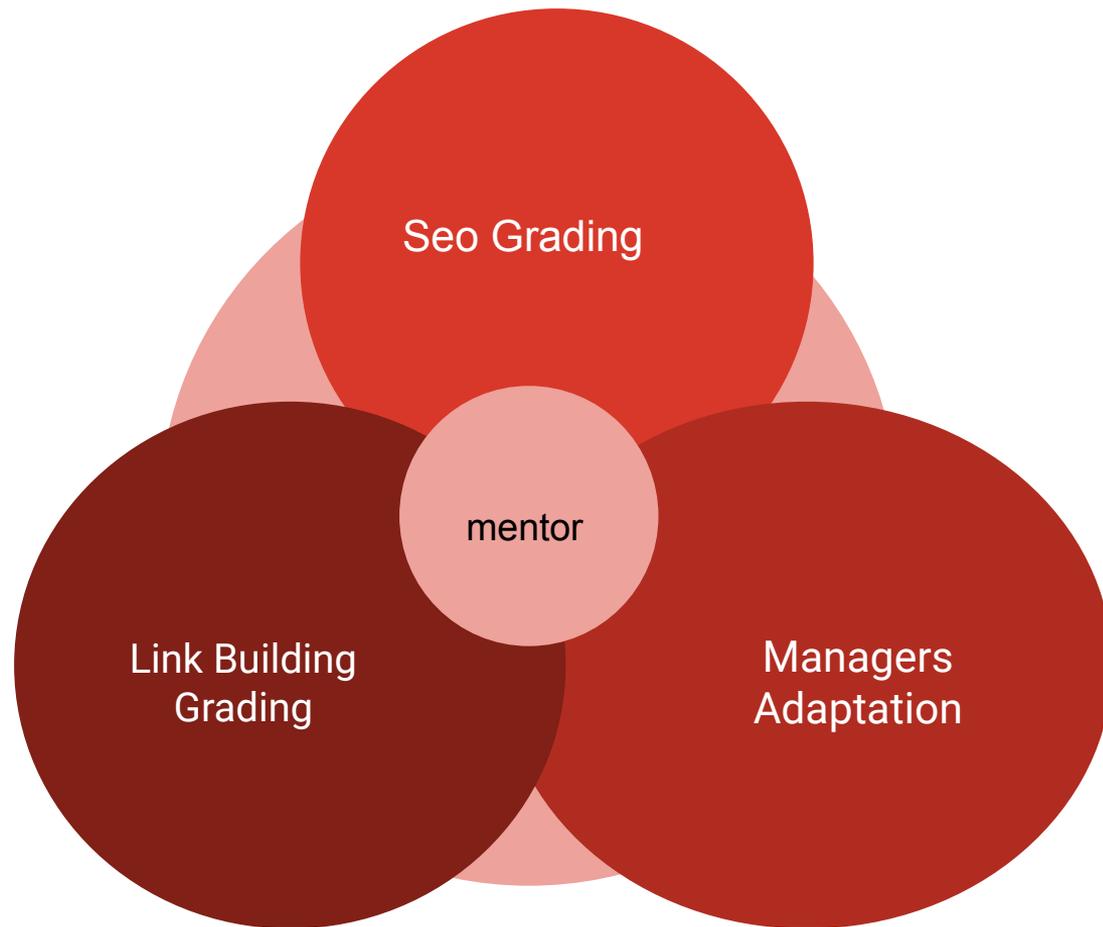


Start your career building links

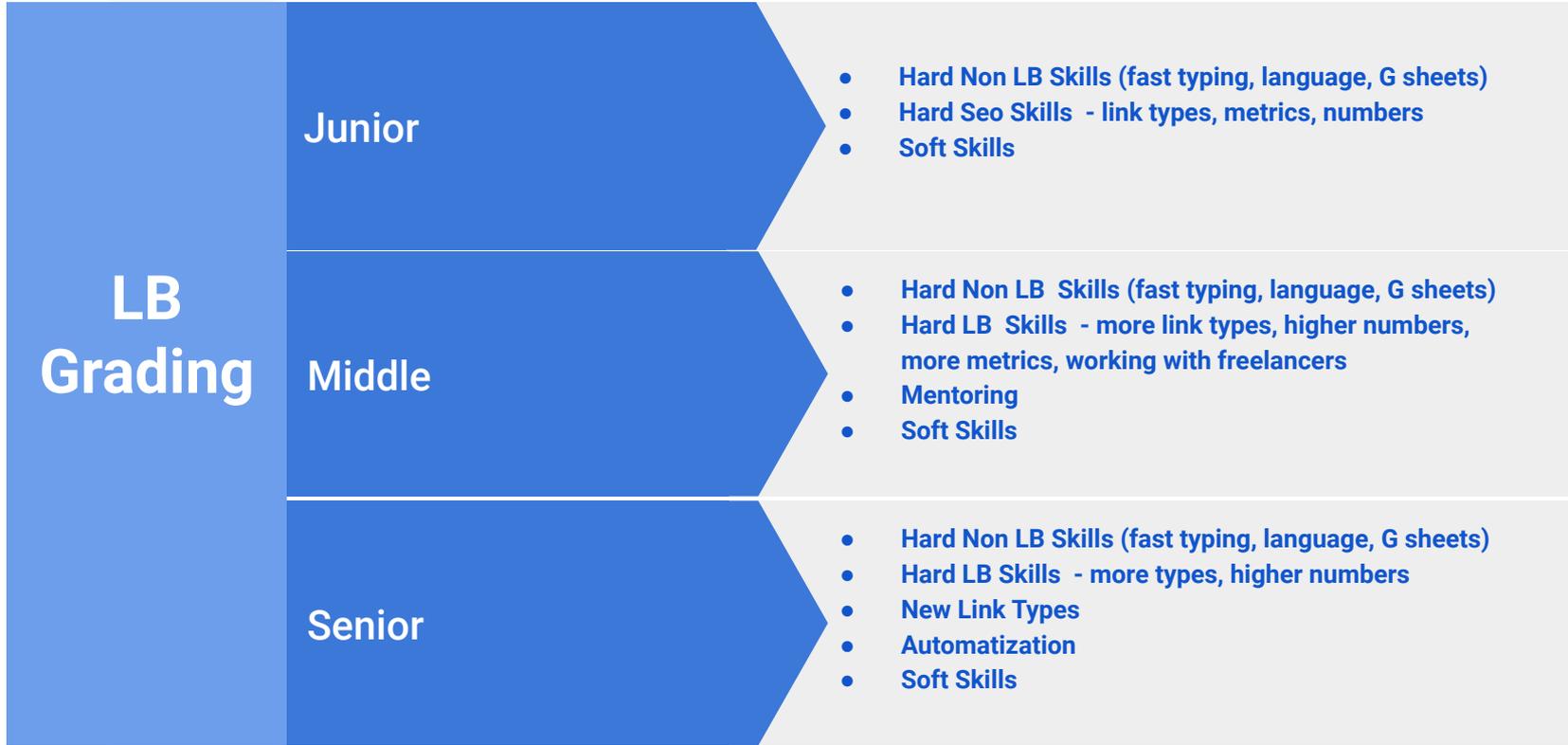




how we do it







Future Problems Minimized for a Specialist

- Seo Specialist understands the process and can teach the Link Builder
- Better Budget Planning
- Ability to Check the Link Quality more Attentively
- Helping to find good link placements
- Researching new link types
- If you never did it by yourself, you wont see the improvement possibilities for linkbuilding

Future Problems Minimized for a Company

- Raise the Level of specialists
- Individual Development Plans - you know what you need to improve right away
- Better Hiring Process
- Financial expectations
- Clear Processes for Big Teams and throughout the company
- Everyone understands the meaning of Junior/Middle/Senior in your company



Everyone wants to earn more, but not everyone wants
or have skills to be a **Manager**



PS - Senior Link Builder may earn more than a **Manager**



Summarize :

- Don't forget the basic things in Seo
- Start your career building links
- Never stop building links
- Have a clear map of improving step by step
- For a company - create that map and rules (Like Grading)
- Specialist and Manager require different skills - Learn how to be a manager

Thank you

<https://boosta.biz/careers/>

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