



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

एस.ई.ओ. प्रबंधक

An SEO (Search Engine Optimization) Manager plans and leads strategies to rank a website higher on search engines like Google, so more people find it. It is an accessible digital career that can be learned online.



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/seo-manager

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

www.gsssjethantri.in · career.gsssjethantri.in



सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

An SEO (Search Engine Optimization) Manager plans and leads strategies to rank a website higher on search engines like Google, so more people find it. It is an accessible digital career that can be learned online.

2 At a glance

Minimum qualification	Graduate + digital marketing/SEO course
Avg Salary	₹25,000–₹1,50,000/month
Work Area	Digital marketing
Demand	High and growing

3 What you need

INTERESTS

- Working on computers
- Taking on new responsibilities
- Analysing problems and situations

ABILITIES

- Strong communication skills
- Strategic planning
- Analytical thinking

KEY SKILLS

- Keyword research
- Google Search Console & Analytics
- Technical SEO (site speed, structure)
- Team management & reporting
- On-page & off-page SEO
- Content & link-building strategy
- SEO tools (Semrush, Ahrefs)

4 How to get there

- 1 Complete 10+2 in any stream.
- 2 Do a Bachelor's in CS/IT or English/Mass Communication.
- 3 Optional: an MBA in Digital Marketing/Information Systems.
- 4 Take online certifications in SEO & digital marketing.
- 5 Start as an SEO analyst and build experience and leadership skills.

MAIN EXAMS

- REAP – Rajasthan Engineering Admission Process
- CAT/MAT (for MBA)
- Google Digital Garage / SEO Certification

5 Where to study

GOVERNMENT INSTITUTES

- Malaviya National Institute of Technology (MNIT) — Jaipur (<https://mnit.ac.in>)
- University of Rajasthan (Dept. of Computer Science) — Jaipur
- Government Engineering College — Bikaner
- MBM University — Jodhpur

PRIVATE INSTITUTES

- Manipal University Jaipur — Jaipur
- JECRC University — Jaipur
- Poornima University — Jaipur

ONLINE

- NPTEL / SWAYAM – SEO — Online (<https://nptel.ac.in/courses/110104070>)
- Udemy – SEO for Business — Online (<https://www.udemy.com/course/search-engine-optimization-for-business/>)
- Google Digital Garage — Online (<https://grow.google/certificates/>)

FEES

Degree/MBA fees range from about ₹45,000 to ₹30,00,000; much lower in government institutes. Many SEO skills can be learned online at low cost.

SCHOLARSHIPS

- National Scholarship Portal (<https://scholarships.gov.in>)
- Buddy4Study (<https://www.buddy4study.com>)
- Vidya Lakshmi (Education Loans) (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Digital marketing agencies, e-commerce firms, startups, media houses and any business wanting to reach more customers online. Remote and freelance work is common.

WORK CULTURE

Work is usually 5–6 days a week, 8–9 hours a day; a shift system may apply. Opportunities also exist for persons with disabilities.

WHO HIRES

- | | |
|-----------------------------------|--|
| • Amazon | • Flipkart |
| • Nykaa | • Digital marketing agencies (e.g. Ittisa, WATConsult) |
| • Startups & e-commerce companies | • Media & news websites |

DEMAND (2026)

Every business wants to be visible online, so demand for skilled SEO managers is rising fast in 2026.

7 Career growth

- 1 SEO Analyst
- 2 SEO Strategist
- 3 SEO Manager
- 4 SEO Head / Director

EARNINGS

Starting	₹25,000/माह
Mid level	₹60,000/माह
Senior level	₹1,50,000+/माह

Income varies by experience, skills and city (2026 estimate).

8 The good parts · The challenges

The good parts

- Can be learned online, with a low-cost start.
- Freelance, remote and entrepreneurship opportunities.
- Demand across every industry and fast career growth.

The challenges

- Must stay updated with Google's constantly changing algorithms.
- Results take time, so patience is essential.
- Pressure of traffic and ranking targets.

9 Real-life journeys

Neil Patel

Co-founder, NP Digital

Indian-origin Neil Patel is counted among the world's most influential digital marketers. Millions learn SEO and content marketing from his free blog, videos and tools, and he co-founded the agency NP Digital.

NeilPatel.com · <https://neilpatel.com/about/>

Sneh Sharma

Founder & CEO, Ittisa

Sneh Sharma founded 'Ittisa', a women-first digital media agency in Bengaluru. An SEO and social media marketing specialist, she inspires young people to build careers in this field.

DigitalVidya · <https://www.digitalvidya.com/blog/interview-with-sneh-sharma-founder-and-ceo-at-ittisa/>

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- AI Healthcare Specialist
- AI UX Designer
- AI Education Specialist

11 Sources & further reading

1. Rajasthan Career Guidance (source) — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%8f%e0%a4%b8-%e0%a4%88-%e0%a4%93-%e0%a4%aa%e0%a5%8d%e0%a4%b0%e0%a4%ac%e0%a4%82%e0%a4%a7%e0%a4%95seo-manager/>
2. Google Search Central (SEO guide) — <https://developers.google.com/search>
3. NIRF Rankings — <https://www.nirfindia.org>
4. Salary reference (PayScale) — [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)



And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

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