



# Building a Successful Career in Search Engine Marketing

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*SEM Times is proud to announce the launch of SEM Careers Articles section. This new section is aimed to support the present and the budding search engine marketing professionals in their careers.*

PR9.NET March 25, 2007 - New Delhi, India: Today, search is the second most commonly used application on the internet with around 8 billion searches every month. The SEM (Search Engine Marketing) industry has shown phenomenal growth in the last year. According to a survey by SEMPO, in US alone, around \$10 billion were spent on search engine marketing in 2006.

The demand for search engine marketing professionals has grown accordingly. A career in search engine marketing is a highly lucrative career today. For instance, SEM professionals, depending upon the job role and years of experience, typically earn between US\$ 30,000 to US\$ 250,000 per annum in US. However, the supply of the trained and the experienced SEM professionals is limited. This gap between the demand and the supply of SEM professionals has created huge opportunity for budding search marketing professionals to jump into this exciting search marketing space and be a part of this Internet Marketing revolution. To bridge this gap, the industry needs to create multiple avenues for training and development for existing and budding SEM professionals.

Given that the industry is still new and lacks any standards, it is very critical and at the same time challenging for SEM professionals to stay abreast of the latest and best search engine marketing practices. To attract a new stream of professionals into search engine marketing, the industry needs to educate them about the potential opportunities, the kinds of skill sets they require, the kind of salary they can earn and the resources for learning & employment. SEM Times is proud to release the SEM Careers Articles section to support the new and the existing search marketing professionals to deal with the above mentioned challenges and build a successful career in the search engine marketing industry. Through a series of articles and white papers, SEM Times plans to create a strong knowledge base about SEM careers. Check <http://www.semtimes.com/sem-articles.html> to find out how it can contribute to your career.

'Guide to a Successful Career in Search Engine Marketing', available at <http://www.semtimes.com/articles/search-engine-marketing-careers.html>, a white paper on SEM careers, authored by Pradeep Chopra, the founder of the SEM Times, is the first in the series of articles and white papers on SEM careers. This white paper is aimed at attracting new professionals to the SEM industry and empowering current professionals in their SEM careers. SEM Times plans to continue taking new initiatives to inspire SEM professionals. SEM Times also offers an SEM Quiz, available at <http://www.semtimes.com/sem-quiz.html>, for SEM professionals to evaluate their search engine marketing skills.

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## About Search Engine Marketing Times

SEM Times is a community for search engine marketing professionals to help them grow and be successful in their SEM careers. It enables SEM professionals to assess their search engine marketing skills and knowledge. It is founded by seasoned SEM professionals who do not just have experience of implementing search engine marketing but also have built and grown successful online businesses across variety of industries such as Education, IT Services and E-commerce. Check out <http://www.semtimes.com> to know more about SEM Times.

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