

## **WORKSCOPE OF WEBMASTER**

**Building , maintaining and managing a websites's technical and content aspects to ensure it is functional, secure, and user-friendly.**

**Key duties involve:**

- 1. fixing technical issues,**
- 2. optimizing site performance and search engine visibility (SEO),**
- 3. updating content, and**
- 4. analyzing user behavior to improve the overall experience and support business goals.**

### **Technical management**

- Website development and maintenance: Build, update, and maintain website code, functionality, and design using languages like HTML and JavaScript.**
- Server management: Configure, troubleshoot, and maintain web servers, including virtual or cloud-based servers.**
- Security: Ensure the website is secure, perform regular backups, and manage user access and permissions.**

### **Marketing strategies**

- Content management: Update website content and work with content creators to ensure accuracy and engagement.**
- SEO: Implement SEO strategies, perform keyword research, and analyze site traffic to improve search engine rankings.**
- Channels : create new marketing channels to address gen x community ie FB , IG , Tik Tok**
- Performance analysis: Monitor and analyze site performance and user analytics to identify areas for improvement.**