

**SKILLS TO LEARN IN 2022- STRATEGIES FOR  
BEGINNERS**

**-FULL GUIDE-**

# SKILLS TO LEARN IN 2022- STRATEGIES FOR BEGINNERS

Knowing which skills to learn in 2022 can be daunting, in a world that is constantly changing, but it's important to stay ahead of the curve. Take time to invest in yourself. Here I prepared for you well prepared article about the most 5 demanding skills, how you can learn, where to learn and how much \$\$ you will get if you become master in each of them. Please follow step by step and let me know which skill you are going to learn!

## 1. Social Media Management

Let's briefly define what is social media?

Simply social media is an online platforms where people get together and communicate. Social media became the easiest way to get customers now. Billions of people around the globe use social media platforms **to share information, engage each other and to make connections.**

All the businesses around the world transforms the way they sell their products and services and the way of their marketing strategy. They are moving in the online presence and looking for customers. Most of them they lack the knowledge of social media and how to manage multi-accounts and engage with the customers.

Here is where you are going to make benefit of this skill. You can manage different accounts with multiple clients.

What you need to learn to acquire this skill.

- a. Some basic knowledge of **graphic design**. Graphic design becomes the business owner's favorites, because they show off their products in a beautiful way that the customer may give courage to buy that product.

- b. Knowing of **how social media algorithms work**. Understanding each social media's algorithms can help you to grow organically their accounts impress them how you did it.
- c. Some **basic knowledge of video editing**: video is not an option, it is must to have this skill because video marketing becoming the trendy of this century. If we take an example for Facebook has lost 25% of its shares and that caused TikTok. Daily Active Users for Facebook has decreased and made an impact for Facebook shareholders. All the young generation became fascinated how tiktok works and some of them tried to become video content makers.

Mastering this skill will give it to you more profit. Let's take an example



The average social media manager salary is \$52, 855/year. So, you can see how it is profitable skills. What are you waiting, you can learn free course in hubspot academy get it now.

Source

([https://www.payscale.com/research/US/Job=Social\\_Media\\_Manager/Salary](https://www.payscale.com/research/US/Job=Social_Media_Manager/Salary))

Course

source

(<https://academy.hubspot.com/courses/social-media?library=true&library=true&q=social%20media>)

## 2. Web design

Let's briefly describe what is website: : **a group of World Wide Web pages usually containing links to each other and made available online by an individual, company, or organization.**

Really what does it mean this? Website is a collection of data that stored in one place and linked together under one domain. The domain is the name of your website for instant ([www.fatuux.com](http://www.fatuux.com)) is my domain name for my website. I think you got the idea of what is and what is domain.

Now, let's talk about the benefit of this skill.

Web design is almost creating from scratch new website. You deal with the user experience and how they will interact with the website. Designing a website is crucial in some points because it needs more knowledge and experience of coding and several programming languages. But don't worry we will not take that step.

What you need to acquire this skill?

- a. **WordPress Knowledge:** WordPress is a free and open-source content management system written in PHP and paired with a MySQL or MariaDB database. It's drag and drop platform, you don't need coding experience and programming languages. It's easy to manage a website and design modern and responsive websites.
- b. **Domain registrations:** we talked about what is a domain, but now you have to know where you can buy it. There are more than 1k domain registrars in the world and you can choose one of them. For example you can buy domain from (Godaddy, HostGator, Dreamhost and many more.)
- c. **Web Hosting:** A web hosting service is a type of Internet hosting service that hosts websites for clients, i.e. it offers the facilities

required for them to create and maintain a site and makes it accessible on the World Wide Web. This definition is from Wikipedia. To simplify web hosting is where you store your website data (Texts, Images, Documents and Videos.) Every digital device has storage to store the data as well as the website has hosting. Hopefully you understood this one.

Now let's talk about how you can **earn with this skill**.

On average, a web designer in the U.S. makes around **\$50,000 – \$55,000 per year**. The average hourly rate for a web designer is around \$23-25 per hour. However, this can depend on various factors, such as experience level of expertise, niche, and demand. This information quoted from multiple sources

| Source                       | Web Designer Hourly Rate | Web Designer Annual Salary |
|------------------------------|--------------------------|----------------------------|
| <a href="#">Indeed</a>       | \$22                     | \$44,158                   |
| <a href="#">PayScale</a>     | \$20                     | \$50,333                   |
| <a href="#">ZipRecruiter</a> | \$29                     | \$60,202                   |
| <b>Average Salary</b>        | <b>\$24</b>              | <b>\$51,564</b>            |

As you can see this skill is in demand and earns more income. But if you work as a freelancer it may get difficult for you in the beginning, but as you build your connections and serve more clients it may get higher than this average income. It just depends on how active you are and available.

Let's dive into our next skill.

- 3. Graphic design:** Graphic design is the profession and academic discipline whose activity consists in projecting visual communications intended to transmit specific messages to social groups, with specific objectives. This definition also is from Wikipedia.

To simplify again our definition, graphic design is the visual art you can communicate with the people and targeted specific groups and cultures. To master this skill there are some basic information you should know about it. First, you have to have creative mindset and know at least two or three culture behaviors.

Secondly, you have to be good at researching and brainstorming. Graphic design mainly is ideation and brainstorming visual arts. You have to know different websites where you can get resources, inspirations and some useful information about what you are designing.

What you should learn to acquire this skill

- a. **Photoshop:** This tool is the primary tool for every graphic designer should know about it, but it's not an important to master it. It may vary the tools that graphic designer love. Photoshop mainly edits and manipulates pictures.
- b. **Illustrator:** This tool is awesome and I love personally this one. Mainly it deals with vectors and modern designs.
- c. **In Design:** This tool is special for Book editing and Cover design. It's useful for many graphic designers when it comes to paper and book editing.

All these tools is the product of Adobe and you can get FREE from other websites, or you can easily buy from the original source. Mastering this tools will give you highly demand skill that you can make money from it.

Now, let's talk about what you need to do for the organization: Graphic designers **create visual concepts to communicate ideas that courage the people, inform the audience, and getting consumer's attention.**

**How much you can earn with this skill.**

According to the Bureau of Labor Statistics (BLS), the **median annual graphic designer salary in 2020 was \$53,380**. Compare that to the \$41,950 national average for all occupations and you can see these creative pros earn a respectable living.

4. **Video Editing:** As we mentioned before, video is not an option anymore, it is must to have this skill because video industry becoming the trendy of this century. In this year Facebook lost 25% of its shareholders and that caused The TikTok Platform. TikTok Became the first video platform in the world and most used one in a short time.

Many youth started tiktok content creating and still booming it. People needs visual animation, and importantly the customers prefer to watch products and service in form of video. They will interact more and get more engagement. Keep in mind that the business owner's needs to increase their profits and you should make them happy. You can charge them more lately.

What you need to learn to have this skill.

- a. Learn the **basic video editing** software which called **filmora**. With this software you will learn the basics of video creating and have more concept of all the tools.
- b. You need to **Learn Medium Video Editing** Software which called **premier pro**. With this software you can create an amazing video for the company or the organization, it deals with the colors and transitions.
- c. The **Master Software** which is **After Effects**. This software is the core of editing videos for instant. Motion graphic videos, animated and explainer videos and more. When you get this level of editing you can make a lot of money. Believe me.

The last two products is from Adobe Collection Products. As we mentioned before, you can get them Freely or Buy from the original source.

### How Much You can **earn with this skill**.



As you can see from this table you can make around 49,378\$ per year. But it may effect some issues like the country you live, the base income for your country and some other issues may happen. This analysis made by [payscale.com](https://www.payscale.com).

Video editing industry is more popular than any other time before. Learn this skill and mention me when you become good at it. Also don't forget other freelancing sources like [fiverr](https://www.fiverr.com), [up work](https://www.upwork.com) and [freelance.com](https://www.freelance.com).



## Our Last Skill Will Be

5. **Search Engine Optimization:** in short SEO is the process of improving the quality and quantity of website traffic or a web page from search engines. Search engines are the browsers you use and main engine that most people use is Google search Engine.

SEO increases the traffic of the website; of course it will increase the ROI of the business owner you are working with. The goal of SEO is to build and grow the client's social media accounts. Not only websites can benefit from this skill but also it can be used for social media accounts.

You remember when we were talking about social media management we mentioned that you have to grow and develop the client's social media accounts. Search engine optimization will help you with that and impress your clients with your skill.

## What you should learn to acquire this skills

- a. Learn the basics of **how search engines work:** You have to know how google SEO Algorithms work. Becoming an expert in the algorithms it somehow crucial and need to follow the trends.
- b. Understand **SEO strategies and concepts:** Every social media has unique algorithms and policies. You should learn each of them and how to grow them organically.
- c. Participate in **SEO training:** Before your show off your skill to the client make sure to practice with your account. So, you will have an online portfolio that you can be proud.
- d. Get **familiar with SEO tools:** SEO tools varies and need to know exactly which tool you need. For example if you need to search Keywords maybe you can use SEMRUSH Free Tools or H-Educate Tools. Make deep research.

e. **Show employers your efforts and results:** Now, You have what to be proud of and show off. Make sure you explain well for your employer and show them how you did. Don't worry, they cannot copy you in one minute. Just remember how many hours you spent on learning this skill.

Now, let's talk about your earning with this Skill.

At the median, an SEO Specialist earns **\$49,000 a year**, with SEO Managers' median salaries sitting significantly higher, at around \$63,000. At the high end are SEO Directors—who typically earn between \$70,000 and \$120,000—and SEO Team Managers and Campaign Managers, in the \$50,000 to \$100,000 range.

Source (<https://brainstation.io/career-guides/how-much-do-seo-specialists-make#:~:text=At%20the%20median%2C%20an%20SEO,the%20%2450%2C000%20to%20%24100%2C000%20range.>)

As you can see **SEO Expert can earn more than 30k\$**. What is stopping you to develop your skill base. Get Start Now.

## **Conclusion**

You can improve your skills and learn all of them. It's not must to learn just one skill, you can master various skills that has in demand market. All the skills we mentioned above has higher demand in the digital market and you can increase you income base.

You can work with multiple clients, it's not must to work only with one client and it has flexibility time because you are working from your home. These skills don't require additional money for you in order to learn, you can find them in the internet for free or you can follow my recommended website courses.

Any software we mentioned above also you can find them For Free or you can buy from the original company. Don't worry for the first time you can use manipulated (cracked) software's and then you can buy them.

Please let me know in the comment section which skills you are going to learn; is it Graphic design or Video Editing!? Or you are going to learn Search Engine optimization Skills. Just Let Me Know. Many Thanks for Your Reading.