**The Top Challenges That Only Internet Marketers Will Understand**

When you’re a digital marketer, you’ll find that very few people understand what you do, or what the challenges involved in that are. To them, you are someone who sits at home on their computer all day – and that can’t be that hard, surely?

Of course, we know better! Being a digital marketer can in fact be very challenging and sitting at home is in fact *part* of that challenge. In this post, we’ll look at some of the challenges – some funny, some frustrating – and maybe feel a little less alone in our plight!

**People Wanting Things From You**

You work from home and so the assumption is that you don’t really do anything, or that you’re free during the day to run errands, to chat to friends or to meet up when someone has a day off. You’re that friend that is ‘always around’.

Except what we know, is that even a minor interruption to your workflow can write off an entire day, leading to a much more stressful tomorrow!

**Getting a Complaint at 10pm**

It’s 10pm and you’re out drinking with friends, having a laugh and a good time. Then your phone vibrates, you pull it out your pocket, and you find out that it’s a client who is not happy that they’re not at the top of Google yet.

This is pretty much *always* going to ruin your night, which is why it’s so important to have separate work and ‘fun’ accounts on your phones!

**Doing Work That is Absolutely Dumb**

You know the old saying that ‘the customer knows best’? Well, I would argue that this is *not* true when it comes to SEO. There’s another saying: a little bit of knowledge is a dangerous thing. *That one* is much more applicable here.

There’s something very soul destroying about writing an article and absolutely stuffing it with keywords, all because the client thinks that’s still the best way to impress Google!

**Starting Work at 12pm**

Sometimes the freedom of being a self-employed digital marketer is great. Other times, it means that you don’t start doing anything productive until it’s 12pm because you’ve become distracted by *Angry Birds*, your cat, or something else entirely.

This is also the same day you’ll no doubt *finish* work at 12*am*. And it’s the day when you end up feeling hot and headachey because you haven’t left the one room or spoken to anyone in hours…

**Doing a Job That No One Understands**

This in itself is one of the challenges that comes from being an SEO. It *can* be rather lonely. I had my Grandma ask me once if what I did was illegal… My wife still doesn’t really understand what I do either. This is what Chandler must have felt like!

Sure, it feels kind of cool having a job that no one quite understands… but it’s also a way to ensure that you never get to share your fun anecdotes with anyone. Except through articles online, that is!