

Beginner's Guide to SEO

Simple training web site optimization for search engines



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Summary: Free beginner s guide to seo pdf download - what is search engine optimization seo seo is a marketing discipline focused on growing visibility in organic non-paid search engine results seo encompasses both the technical and creative elements required to improve rankings drive traffic and increase awareness in search engines there are many aspects to seo from the words on your page to the way other sites link to you on the web sometimes seo is simply a matter of making sure your site is structured in a way that search engines understand seo isn t just about building search engine-friendly websites it s about making your site better for people too this guide is designed to describe all areas of seo from finding the terms and phrases keywords that generate traffic to your website to making your site friendly to search engines to building links and marketing the unique value of your site if you are confused about this stuff you are not alone and we re here to help

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