

Introduction to SEO

An explanation of what it means

SEO is a bit of a dark
art....



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Learn SEO | The Beginner's Guide to SEO

THE BEGINNERS GUIDE TO SEO

WELCOME SITE RANKING indexing Web Results

New to SEO? Need to polish up your knowledge? The Beginner's Guide to SEO has been read **over a million times** and provides comprehensive information you need to get on the road to professional quality Search Engine Optimization, or SEO.

Let's Get You Started

In the wonderful world of SEO!

The Beginner's Guide to Search Engine Optimization (SEO) is an in-depth tutorial on how search engines work. This guide covers the fundamental strategies that make your websites search engine-friendly. Download your copy of the world's most-read guide on SEO!

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How Search Engines Operate

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How People Interact With Search Engines

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Why Search Engine Marketing is Necessary

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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 involved in improving

Let's start with a few basics

What is SEO?

- Activity that attempts to improve search engine rankings
- Google displays links to pages it considers relevant and authoritative.
- Authority is measured by analysing the number and quality of links from other websites

Why do we care?


- 93% of online experiences begin with a search engine
- Two-thirds will use Google (worldwide – China has its own search engines)
- The first 5 results in Google will get 67% of all the clicks



Joke...

Where's the best place to
hide a dead body?

Page 2 of Google!

A laptop screen is shown in the background, displaying a line graph with a blue line and a pie chart. The text is overlaid on the screen. The text reads: Watch the Google video to get their own explanation. Then we'll look at what search engines want.

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search engines want.