



Search engine optimization (SEO) 2016: The Best Beginner's Guide to SEO

Mohammad Tahan, Jayson DeMers, John Rampton

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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 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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