

Search Engine Optimization

Building Traffic and Making Money with SEO

By Harold Davis

SEO—short for Search Engine Optimization—is the art, craft, and science of driving web traffic to web sites.

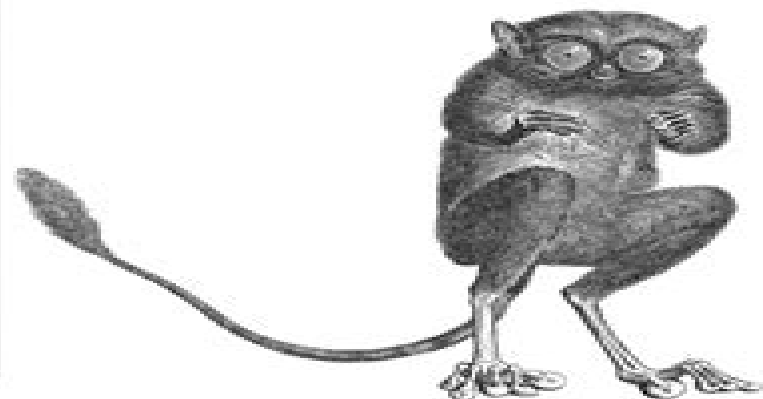
Web traffic is food, drink, and oxygen—in short, life itself—to any web-based business.

Whether your web site depends on broad, general traffic, or high-quality, targeting traffic, this PDF has the tools and information you need to draw more traffic to your site, and build your bottom line. You'll learn how to effectively use PageRank (and Google itself—effective use of SEO means understanding how Google works), site design and analysis tools, SEO best practices, and much more.

When you approach SEO, you should take some time to understand the characteristics of the traffic that you need to drive your business. Then go out and use the techniques explained in this PDF to grab some traffic—and bring life to your business.

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