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Search engine optimization SEO is the process of affecting the visibility of a website or a web page in a search engine s natural or un paid organic search results In general the earlier or higher ranked on the search results page and more frequently a site appears in the search results list the more visitors it will receive from the search engine s users SEO may target different kinds of search including image search local search video search academic search news search and industry specific vertical search engines As an Internet marketing strategy SEO considers how search engines work what people search for the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience Optimizing a website may involve editing its content HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines Promoting a site to increase the number of backlinks or inbound links is another SEO tactic The plural of the abbreviation SEO can also refer to search engine optimizers those who provide SEO services **Search Engine Optimization All-in-One For Dummies**

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Search Engine Optimization Hemanta Saikia, 2016-11-24 The most complete coverage of search engine optimization In *Search Engine Optimization All in One SEO for Dummies* shares everything you need to know about SEO In this book you'll discover how search engines work how to apply effective keyword strategies ways to use SEO for E-commerce competitively the latest on international SEO practices Local SEO and more Includes new and updated material featuring the latest on Bing Google instant search image search and much more Covers SEO and technical issues for SEO Provides important information on SEO for E-commerce Shows you how to use SEO to stay above the other website on

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