



Search Engine Optimization and Marketing for Beginners

Renee Kennedy, Terry Kent

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Search engine optimization requires strong organization. Organization will put you above your competition. This book teaches you a successful optimization process. Some highlights are: - How search engines work - Variables that will affect search engine ranks - Link popularity - Five samples of pages that work in the engines - How to submit - How to analyze your progress - A troubleshooting section - A great glossary of terms

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