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SEO Basics: How to use Search Engine Optimization (SEO) to take your business to the next level of success

Brian Conners

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SEO Basics: How to use Search Engine Optimization (SEO) to take your business to the next level of success!!!!!!!!

Do you keep being told that you need to do “SEO” but you just don’t know where to start? Or even what SEO is? Do you have a business that needs an online presence, but you aren’t sure how to do that in a way that will actually increase profit? Does the amount of traffic you get on your website, suck? Do you find that most descriptions of SEO are cryptic, hard to understand, and pre-suppose knowledge of html, coding, or other computer stuff you just don’t know anything about? Well…. not anymore!!!! “SEO” stands for Search Engine Optimization. This is really just a fancy term for saying how to make your website, profile, social media campaign, or whatever, show up on Google and other search engines. Most people don’t look past the first 1-2 pages of search engine results when they are looking for something online, so if your business isn’t on the first few pages, you are virtually invisible to most people surfing the web. The worst part of this is that you are just leaving money on the table, if your customers, or future customers, can’t find you online. But if you Google SEO, the results you find will sound very complicated. They’ll talk about coding and html and backlinks, but they really don’t explain how it works, what the terms mean, or how to use it to increase traffic, and profits to your business. The Fundamentals of SEO can be understood and implemented by any normal, non-computer-wiz person, and this book will show you how. If you want to increase your traffic, find more customers, increase your visibility online, make more profits and make your business a huge success, then look no further!!!

Here Is A Preview Of What You'll Learn...

- What Search Engine Optimization is
- How to use SEO
- How Search Engines work
- Different types of search engine optimization
- Keeping up with changing SEO
- SEO and Ranking Tips and Strategies
- SEO in a nutshell
- Much, much more!

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