

**You create
quality,
targeted
content**

**Your domain
authority
increases. It
gets easier for
new content
to rank.**

How SEO Works

**Google
surfaces it
somewhere in
results**

**Content gets
more traffic,
more backlinks**

**More people
discover and
engage with it**

**People
discover
and engage
with it**

**Google
ranks it
higher**

Google Seo Guide

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The Complete Idiot's Guide to Search Engine Optimization Michael Miller,2009 Most businesses depend on their rankings on Google Yahoo and other search engines to drive traffic to their websites The higher a business s ranking the more traffic its site gets Where does a webmaster or online market manager go for advice and instruction on optimizing a business s website for higher search engine rankings The few search engine optimization SEO books currently on the market are dated and do not cover the latest local mobile and social marketing techniques The Complete Idiot s Guide to Search Engine Optimization is a comprehensive up to date easy to use guide for SEO It starts with a general overview of how search engines and SEO work and then flows into specific techniques for basic website optimization It addresses the analysis and ongoing maintenance of a site s optimization and finishes with a look at

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