



Teach Yourself VISUALLY Search Engine Optimization (SEO)

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The perfect guide to help visual learners maximize website discoverability

Whether promoting yourself, your business, or your hobbies and interest, you want your website or blog to appear near the top when your customers search. Search engine optimization, or SEO, is increasingly essential to businesses. This full-color, step-by-step guide demonstrates key SEO concepts and practices in an easy-to-follow visual format. Learn how to set up your website and what to implement to help your business or product make a great showing in search results.

- Helps visual learners understand and practice important SEO concepts
- Uses full-color, step-by-step tasks to teach the elements of SEO
- Provides information you can quickly and easily implement to enhance your site's search engine rankings
- Demonstrates how to make your site attractive to casual web surfers as well as to the algorithms and spiders used by Google and other search engines

Teach Yourself VISUALLY SEO will demystify search engine optimization, helping you boost search engine rankings and improve the visibility of your website.

Note: Per the Penguin Policy 2.0 update, some of the tasks in Chapter 6 may present a risk to Google page rank. Please read the latest policy update from Google to know fully what will work best for increasing and maintaining Google Page Rank

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