



Search Engine Optimization: The A-Z Guide to the SEO World

Patrick Wagner

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SEO, or Search Engine Optimization, is the lifeblood of most web sites. The goal of SEO is to increase the flow of natural web traffic by taking advantage of how search engines operate. Above all, this book will help you and your business make the most of this important online advertising technique; you don't get very far online without a ready knowledge of SEO and Pay Per Click advertising, after all.

But this book will do much more than simply explain the terminology behind some of the most innovative techniques. Guided through the world of SEO by a veritable Internet guru, you will discover some of the most innovative secrets of online advertising.

Whether you are entirely new to the Internet or you just need a boost for your existing campaigns, this book will show you how to make the most of your SEO and PPC campaigns.

Prepare to be amazed at what your web site can do for you!

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