



**SEO: SEO Tools for Beginners - Search Engine Optimization Basic Techniques - How to Rank your website (SEO Secrets - Search Engine Optimization for Dummies - SEO 2016 - Website Ranking)**

*Aidin Safavi*

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This book contains proven steps and strategies on how to properly use SEO to make your website visible online. Search Engine Optimization (SEO) is a marketing discipline geared towards improving visibility in non-paid search engine results. It embraces the creative and the technical aspects needed to achieve better rankings, attract traffic, and improve awareness in search engines.

There are different factors that affect the search rankings, from the content you post in the page to the way other websites add link to you. To put it simply, SEO is a set of strategies to make certain that your website is developed in a way that search engines can easily understand. However, SEO is not all about creating websites that are friendly for the search engines. It is also about making sure that the website is friendly for real people too.

This book is founded on the principle that websites should be friendly to robots and humans alike.

It is designed to give you the basics of all important aspects of SEO - from identifying the right keywords that drive traffic back to your website, to ensuring that your website is user friendly, to building links, and using the power of digital platforms to market the unique value of your website.

If you are a beginner, you might be confused at this point. Don't worry. This book is written for you.

The SEO world can be very complicated, and it is fast-changing. That is why you need to learn the basics, and continue educating yourself so you can use this tool effectively to position your website. Learning the basics of SEO can make a big difference!

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