

# Basics Of Seo Explained

## Basic SEO Explained



A Beginners Guide to  
Search Engine Optimization

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Here is what you will learn inside this guide... # What in the world is "link structure", and how can it help your site? In this chapter, you'll learn some simple, yet important factors regarding link structure. You'll

quickly see the advantages of setting your site up correctly the first time. # What is the proper usage of keywords on your website, and how can you optimize things to keep the search engines happy? This is a tricky subject...there are some very specific places that your keywords MUST appear, or your work will be for nothing...do you know where they are? # How should you choose your keywords...choosing the wrong ones may not bring the traffic you expected! Normal logic suggests that you should target every keyword imaginable, but that's a huge task. To avoid a lot of wasted time, you'll learn how to find the proper keywords, and which ones are the most important. # Does your content reach out and pull people in...it should! Having the right content is arguably the most important part of SEO. The benefits go beyond just giving your visitors the correct information...

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