

SEO

Search Engine Optimization





SEO : Search Engine Optimization

About Me

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SEO : Search Engine Optimization

Introduction



- What's SEO ?
- How to do SEO ?
- How to make Traffic ?

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Topics today

- What's SEO ? Why SEO ?
- What you get from SEO ?
- Factors in SEO
- How to do SEO ?
- SEO Tools

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What's SEO? Why SEO ?

- To increase search engine ranking (Google, Yahoo etc.) by web page modification.
- To increase opportunity finding our web site.
- To increase traffic of website.
- To be free promotion and advertisement.

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Factors in SEO

- Web TAG (CSS+xHTML) W3C
- Content
- Server and Bandwidth
- PR (Page Rank)
- Alexa Rank
- URL Friendly

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How to do SEO ?

- Keywords on page
- HTML TAG W3C Validation
- TAG Title, Keywords, Description
- Backlink
- Monitor with Google Webmasters Tools

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SEO Tools

- Google Webmasters Tools
- Firefox Add-ons SeoQuake

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