



Introducing SEO: Your quick-start guide to effective SEO practices

Aravind Shenoy, Anirudh Prabhu

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Your easy-to-digest brief introduction to SEO (search engine optimization) - an imperative methodology used to improve the visibility of websites using different strategies and techniques.

Using a calculative and practical approach, this book teaches you the techniques, practical implementations, and concepts of SEO that will enable you to get to grips with the fundamental aspects of search engine optimization.

Introducing SEO jumpstarts your knowledge using an easy-to-follow approach – add it to your library today.

What You Will Learn

- How to incorporate effective SEO into your workflow
- How to use keywords, link building, and online social media marketing
- How to implement SEO-specific plans and strategies.

Who This Book Is For

This book is aimed at beginners who want a quick, no-nonsense introduction to SEO. No prior experience or knowledge of SEO is required to understand the concepts in this book.

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