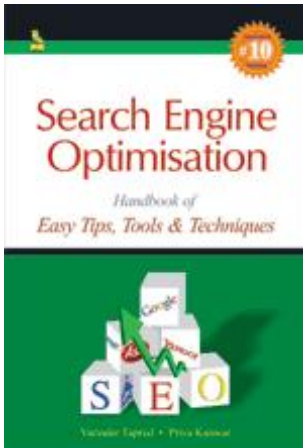




## Search Engine Optimisation



**Author:** Varinder Taprial & Priya Kanwar

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This book tries to deconstruct the enigma which surrounds Search Engine Optimisation. While website owners find the topic overwhelming, most SEO experts overly abuse the ignorant to make money. Have you invested time or money in a website or a blog and yet find no visitors coming to your website/blog? The reason may be that your website or blog is not optimised for search. But don't rush and hire the first self-proclaimed SEO expert yet. Most of the improvements or modifications that are required can be handled by you yourself or by your website developer. This book will help you with

- Understanding how Search Engines work
- Understanding Search Engine Optimisation
- Tips and techniques to optimise Website design
- Tips and techniques to optimise content
- Tips for choosing an SEO company
- Handy Tools available on the web
- Promoting Your website or blog

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Handy Tools

Promoting Your Content

Search Engine Marketing (SEM)



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