



Search Engine Optimisation

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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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Promoting Your Content

Search Engine Marketing (SEM)



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