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SEO stands for Search Engine Optimization and is the process improving the visibility of a website or a web page in a search engine's non-paid (or organic) search results.

SEO utilizes things like keywords, internal and external links, and optimized content to help search engines find content and rank websites higher on search engine results pages (SERPs).

How Does SEO Work? 9 Elements for Beginners to Know

1. Keyword Research

2. On-Page SEO

3. Off-Page SEO

4. Technical SEO

5. Content Marketing

6. Link Building

7. Analytics

8. Mobile Optimization

9. Local SEO

SEO Terms Flashcards - Quizlet

seo-terms-flash-cards

1. What is SEO?

2. What is a keyword?

3. What is a meta tag?

4. What is a backlink?

5. What is a domain?

6. What is a URL?

7. What is a page rank?

8. What is a search engine?

9. What is a crawler?

10. What is a robot.txt file?

11. What is a sitemap?

12. What is a canonical tag?

13. What is a 301 redirect?

14. What is a 404 error?

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