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SEO stands for search engine

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optimization. It's the art and science of matching your information—your webpages, products and services—with what people are searching for online. For example, if you enter a search like “best electric car reviews” into Google, who comes up at the top of organic search results ?

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(SEO). A former VP of Web Solutions at a national ISP and VP of Marketing and search engine optimization expert at Indigio, he has been involved in the online world since 1984 and has been writing about the Internet since 1993. Peter is the author of nearly 60 books as well as hundreds of articles.

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SEO for Dummies – What is SEO in

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Simple Words? SEO is an acronym for [search engine optimization.] Google uses a complex algorithm sequence to assess site content, page elements, tags, and site availability [among dozens of other elements] to decide which websites are most relevant to a searcher's query.

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