

Search Engine Optimization or SEO



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In this lesson, we will learn...

what are search engines, how they work, and how you can optimize your website.



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Once the topic is completed and approved, learners will be able to...

Understand the basics of search engines, how they work and how they can optimize their website.



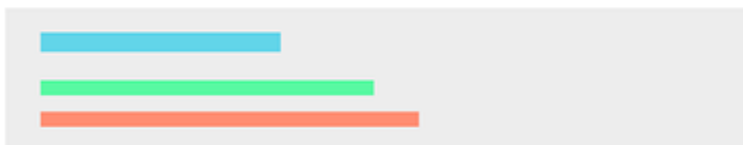
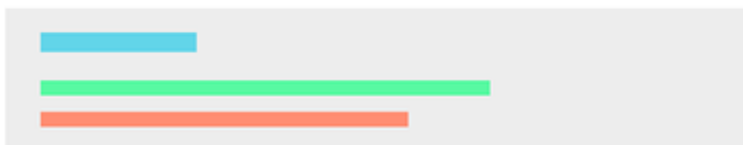
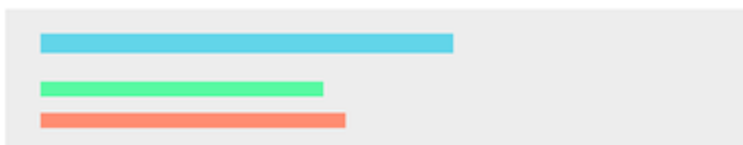
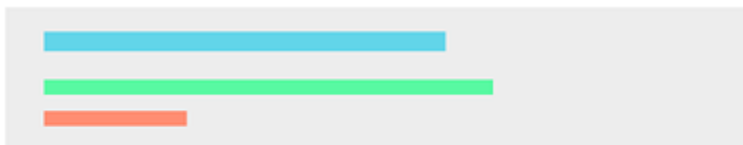
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What are search engines?



SERP (search engine results page)



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How do search engines work?

1.

Crawling



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How do search engines work?

1.

Crawling

2.

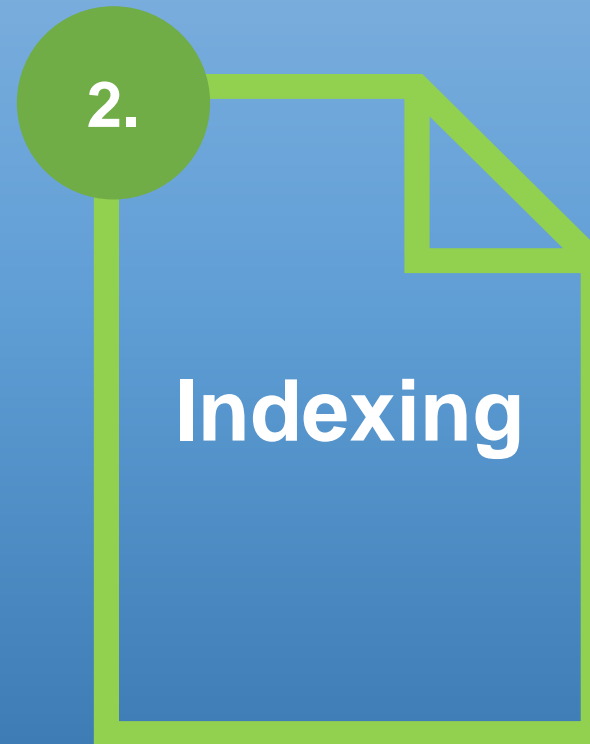
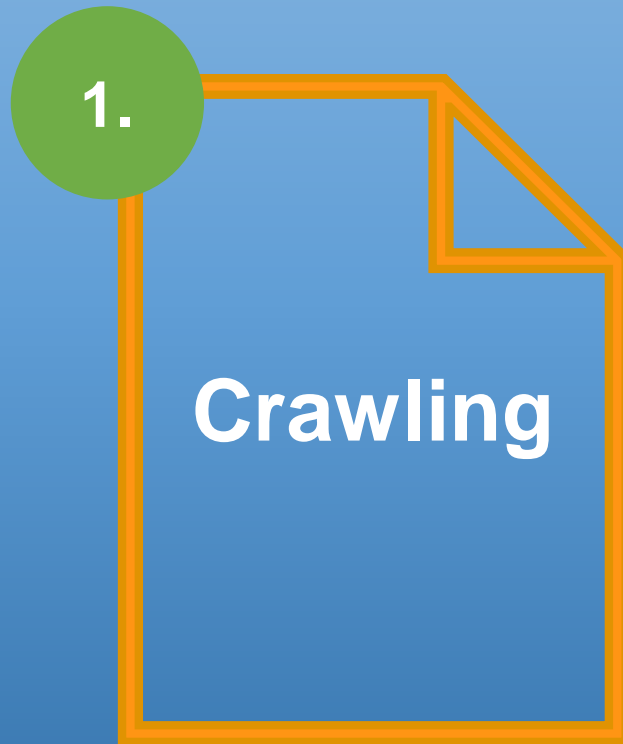
Indexing



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How do search engines work?



On-page optimization

technical optimization on your website

search for keywords

How do you optimize?



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Off-page optimization

Improve the ranking of a website, based on the number and quality of links that lead to the website.

How do you optimize?

Internal links

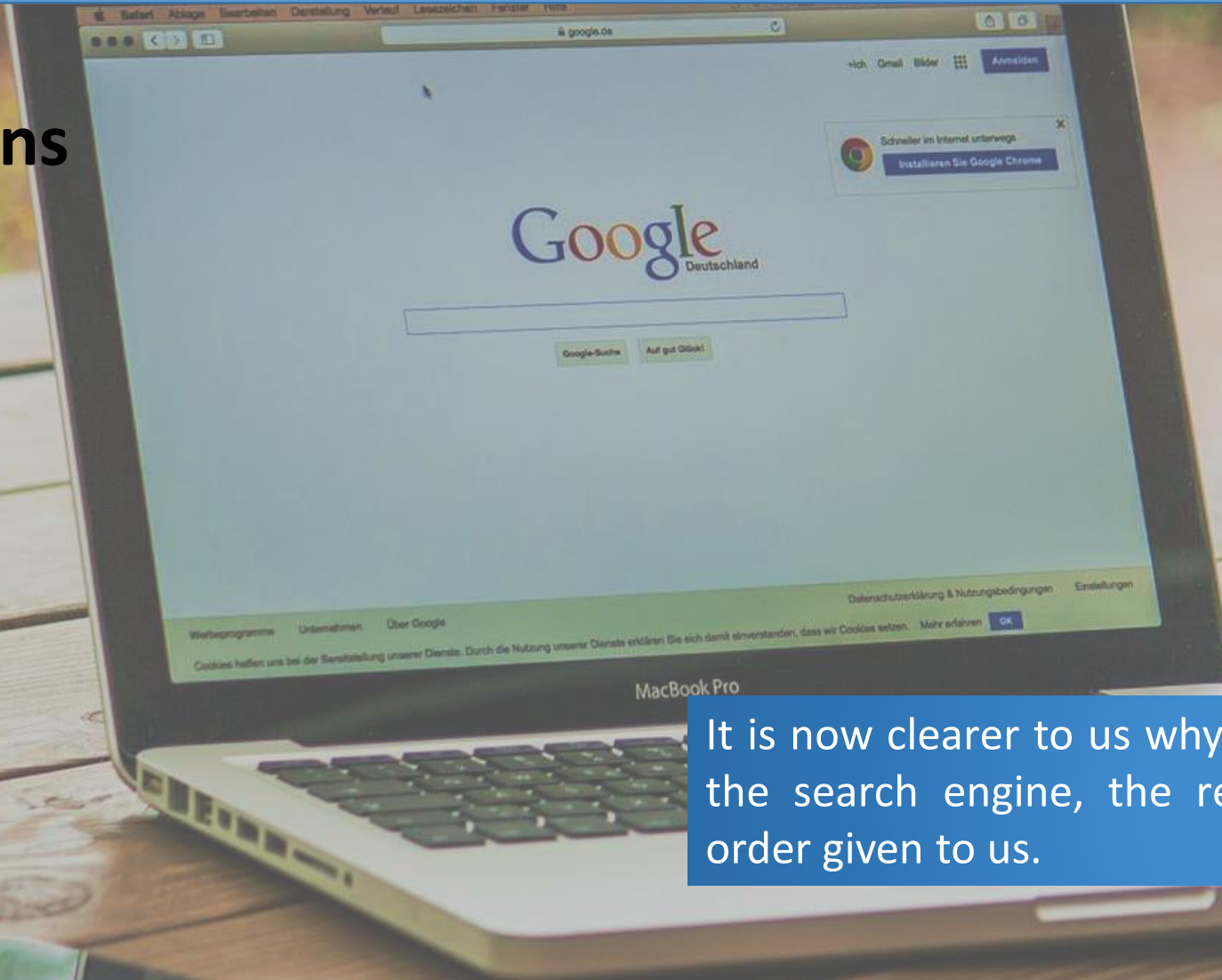
Inbound links



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Conclusions



It is now clearer to us why when we search for something in the search engine, the results are displayed in the exact order given to us.



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CREDITS

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