

# GEEKS GUIDE TO

# SEO



**The Beginners  
Guide To Cashing  
As An SEO Geek**



# **The Geeks Guide To SEO**

# The Geeks Guide To SEO

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# Welcome To The Geeks Guide To SEO!

This course covers everything that you could ever want to know about getting high rankings in the search engines. Many courses only give you a little bit of information and then try to sell you additional courses with the “real secrets” in them. You’ll never have to worry about that with this course.

If you aren’t familiar with what Search Engine Optimization is let’s break that down so you understand it. Search Engine Optimization or SEO is simply the act of manipulating the pages of your website to be easily accessible by search engine spiders so they can be easily spidered and indexed. A spider is a robot that search engines use to check millions of web pages very quickly and sort them by relevance. A page is indexed when it is spidered and deemed appropriate content to be placed in the search engines results for people to click on.

Search engine marketing and promotion companies, will look at the plan for your site and make recommendations to increase your search engine ranking and website traffic. If you wish, they will also provide ongoing consultation and reporting to monitor your website and make recommendations for editing and improvements to keep your site traffic flow and your search engine ranking high. Normally your search engine optimization experts work with your web designer to build an integrated plan right away so that all aspects of design are considered at the same time.