

What is SEO or Why You Need Google on Your Team?

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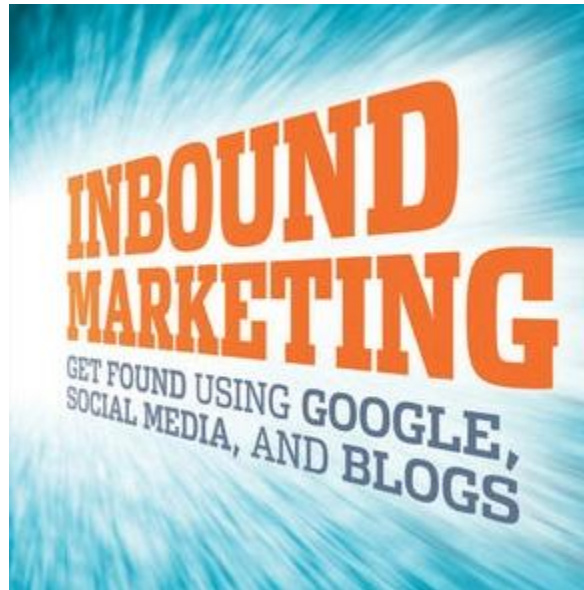
SEO (Search Engine Optimization)

Make sure that search engines like your site



SEO -> Inbound Marketing

Better Name



Rankings

Rankings are basically the places that your site pages occupy in Google.



Why Google is Your Friend

1.

Google

2. **Bing**

3. Yahoo

4. Baidu (China)

5. Yandex (Russia)

On-page and Off-page SEO

- On-page SEO is all about what you need to do on your site to optimize it for search engines.
- Off-page SEO is what you need to do off your site to improve your site's SEO rankings (such as building links, etc).

SEO Hat Fashion

- White Hat = Good
- Gray Hat = Tricky
- Black Hat = Bad



WHITE HAT



GRAY HAT



BLACK HAT

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Let us know if you have questions

