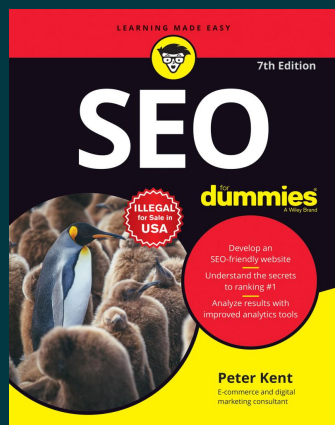




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Description

Create a website that ranks at the top of search engines and drives traffic to your site with these tips, tricks, and secrets. Search Engine Optimization For Dummies, 7th Edition shows website owners, developers, and search engine optimizers (SEOs) how to create a website that ranks at the top of search engines and has high-volume traffic, while answering the essential question of "how do I get people to visit my site?"

About the Author

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Peter Kent (Denver, CO) is an e-commerce consultant who specializes in search-engine optimization (SEO). He is the former VP of Marketing at Indigio, where he worked on search engine optimization. He has worked online since 1984, written about the Internet since 1993, and authored almost 50 books

Table of Contents

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