

Significance of Search Engine Optimization

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Abstract: *As the Internet grows in popularity, hundreds of thousands of people use search engines such as Google and Yahoo to search for information. However, search engine users are most interested in some result pages. Therefore, selling a website with search engine results is an important task in website development. Search engine optimization (SEO) needs to complete this task. However, from time to time, the black hat SEO strategy behind search engines is used, and the page rank of search engine results is higher than it deserves. This research paper implies a new methodology for search engine optimization (SEO) without sandboxing via serps such as Google and Bing. Previously, rulebooks were based solely on the number of backlinks on a page. This technique employs a secure link building technique where link speed is key, without sacrificing website optimization. Today's algorithm updates are considered. This white paper describes the characteristics of search engine PageRank algorithms, SEO techniques, and strategies for ranking keywords.*

Keywords: SEO, search engine, search engine results page, google, ranking, keywords.

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