

# Learning SEO For Beginners

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Search engine optimization (SEO) can be a daunting process to learn for any person who is unfamiliar with it. However, this process is one of the more important skills that you must learn and master if you plan on making some money on your online site or business. This seems like a tall order for a novice in the whole SEO game, but fortunately for you, there are a couple of things that you can learn about that can help you understand, and hopefully implement, the entire process to help improve your site's ranking.

## **What is SEO?**

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The first thing that you must know before anything else is what search engine optimization (SEO) is and how it can benefit your online site.

Just in case you do not know, search engine optimization is an important skill that will allow your website or webpage to get better rankings in search engines, such as google, thereby making it easier for people to discover it. There are a lot of techniques and processes involved in SEO, which is why learning how it works first of all is the most important first step that you must take.

Basically, SEO helps online sites, or online businesses, to get a certain amount of exposure on the web by making them more visible and easier to find through the use of search engine's indexing software, thereby making it easier to redirect traffic to your site and business, improving your chances of receiving a steady stream of market.

## **How is your site or page ranked?**

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Before your website can make full use of SEO, you must first get it indexed by search engines. How this works is that search engines find your website or webpage through the use of different indexing programs, such as crawlers or spiders that basically follows all links that lead to your site or page and downloads copies of it as it goes.

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After this, your site or page will be analyzed and indexed based on some algorithms and criteria set by the search engines, thereby giving your site its ranking. This can be achieved through effective link building, which requires you to create connections to other sites that have similar contents to that of your site.

## **Benefits of SEO for your site**

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One of the more obvious benefits of SEO is that It can help improve your site's web ranking in search engines, thereby increasing the amount of web traffic that you website can generate. Since your site is now easier to locate in the web, it is a safe bet that there will be a significant change in the amount of visits from potential customers that your site can get. Keep in mind that making your site easier to find makes a whole lot of difference for your business' survival, especially for those based online.

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## **Avoid spamming**

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Spamming is one way of getting traffic directed to your website, however, this type of method will only work for a short period of time, and will ultimately lead to your site's failure.

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This type of method works by literally tricking traffic to get redirected to your site through the use of some deceptive techniques, such as using irrelevant keywords and using duplicate content on other sites just to try and increase your site's page ranking.

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Initially, this can generate some traffic to your site, but it will create some problems later on for your site, making it a big possibility that you might even lose some potential customers along the way. Learning how the entire SEO system works is your first step on managing your online business or website, especially for a beginner such as yourself. Understanding how it works can help you determine what other steps you need to take in order to fully realize and take advantage of the entire SEO process in turning your business into a complete online success.