***Correctly Implementing SEO Strategies is Critical for Businesses to Achieve Success Online***

If you have dabbled in digital marketing as a small business owner, there’s a good chance that you have heard of **Search Engine Optimization** (SEO).

By investing in SEO, your business could be getting traffic from the “FREE” part of search engine results without paying for ads! No matter what industry you are in, the What is Search Engine Optimization seminar was designed to help you grasp this important piece of the digital marketing puzzle.

Major search engines like Google, Bing, Yandex and Baidu rank websites, or more specifically, pages, based on how relevant they may be for the search term a user provides.

By ranking higher, your website has the ability to obtain the lion’s share of referrals that these search engines provide. But where does your business truly rank and how can you focus on improving it?

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