

Note on Dynamic Optimization

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- · What is SEO?
- · How does SEO work?
- · How do search engines work?
- · How do you build search engine friendly web pages?
- · How do you measure the performance of web pages?
- · Is SEO always ethical?



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What is SEO?

Getting to the top of search engine listings

SEO market in the UK

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Worth over 500 million pounds Annually

(Econsultancy 2012)

Popular search engines



YAHOO!

UK





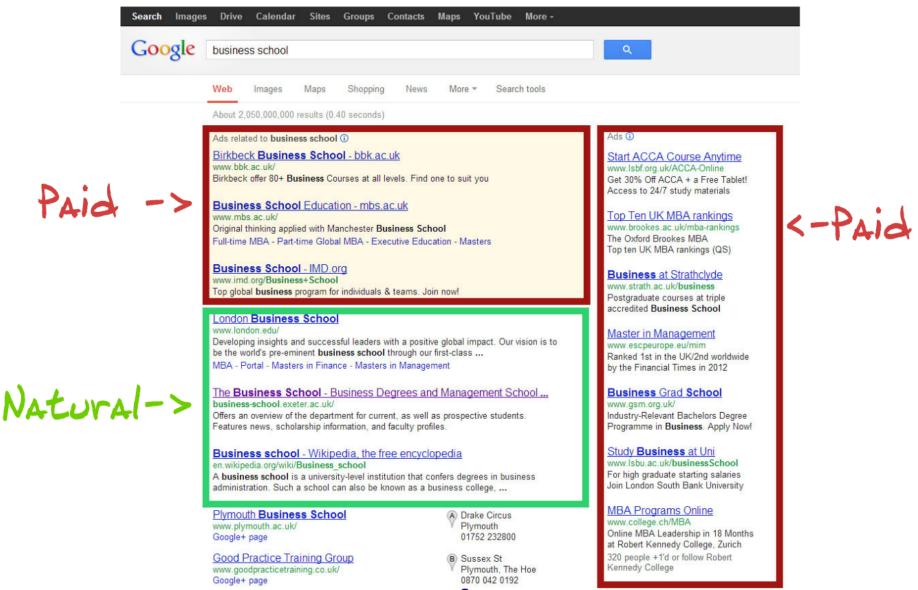
Other notable worldwide search engines



(China)



The difference between paid and natural (organic) search results



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SEO is often used alongside other forms of online marketing:

- Pay Per Click Advertising
- Email Marketing
- Social Media Marketing
- Conversion Optimisation

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A quick explanation of how SEO works

How do search engines work?