

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)

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Popular search engines

Google™

YAHOO!

UK

bing™

Ask
Jeeves™

Other notable worldwide search engines

Baidu 百度 (China)

Yandex (Russia)

The difference between paid and natural (organic) search results

Search Images Drive Calendar Sites Groups Contacts Maps YouTube More -

Google business school

Web Images Maps Shopping News More Search tools

About 2,050,000,000 results (0.40 seconds)

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Offers an overview of the department for current, as well as prospective students. Features news, scholarship information, and faculty profiles.

Business school - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Business_school
A **business school** is a university-level institution that confers degrees in business administration. Such a school can also be known as a business college, ...

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www.plymouth.ac.uk/
Google+ page

Good Practice Training Group
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Google+ page

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Ads

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Paid ->

<- Paid

Natural ->

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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

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How do search engines work?