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#### Search engine optimization Wikipedia

Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the

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#### Web search engine Wikipedia

A web search engine is a software system that is designed to search for information on the World Wide Web. The search results are generally presented in a line of results, often referred to as search engine results pages (SERPs). The information may be a mix of web pages, images, videos, infographics, articles, research papers and other types of files.

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