Week 1 Readings

<https://moz.com/learn/seo/what-is-seo>

Chapter 1: Search: Reflecting Consciousness and Connecting Commerce

Topics:

* How People Search
* How Search Engines Drive Ecommerce
* The Mobile Shift
* The History of Eye Tracking: How Users Scan Results Pages
* Click Tracking: How Users Click on Results (Organic Versus Paid)