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Keyword Relevance in Search Engine Optimization

By Tze Ping Khor

GRIN Verlag GmbH Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 211x149x12 mm. Neuware - Master's Thesis from the year 2014 in the subject Computer Science - Internet, New Technologies, grade: 2.5, Open University Malaysia (Faculty of Information Technology & Multimedia Communication), course: Master of Information Technology, language: English, abstract: The world of search engines has long been dominated by Google and most internet marketers know that they need to get their websites listed on the first page on Google or risk being totally unseen by their online customers. Almost everyone who is on the internet will search using a search engine for the information they want and rely almost completely on the information given on the first page of the search engine results page. It can be unfortunate for a company which can offer the products its customers want but unfortunately it cannot be found on the first few pages of a search engine retrieved pages. This has created a demand for search engine optimization companies which cater towards individuals and companies hoping to get their website listed on the first page of Google but not knowing how to. The work of search engine optimization is also fraught with errors...



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