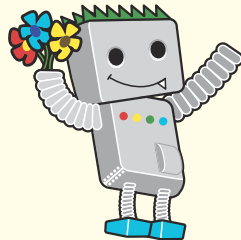


Table of Contents

From here on, I'll be explaining various points on search engine optimization (SEO)!



Googlebot
Crawling content
on the Internet for
Google's index
every day, every
night, non stop.

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An example may help our explanations, so we've created a fictitious website to follow throughout the guide. For each topic, we've fleshed out enough information about the site to illustrate the point being covered. Here's some background information about the site we'll use:

Website/business name: "Brandon's Baseball Cards"
Domain name: brandonsbaseballcards.com
Focus: Online-only baseball card sales, price guides, articles, and news content
Size: Small, ~250 pages

Search engine optimization affects only organic search results, not paid or "sponsored" results such as Google AdWords.

