



## The Fundamentals of SEO for the Average Joe

*Alyssa Ast*

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## The Fundamentals of SEO for the Average Joe Alyssa Ast

'The Fundamentals of SEO for the Average Joe' is a valuable resource for increasing web traffic and profit potential. Author Alyssa Ast provides the basics of SEO (search engine optimization) in a clear and concise format. This resource also explains how SEM works to improve traffic and SERP's ranking. The combination of these methods ensures website visibility and profit probability.



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