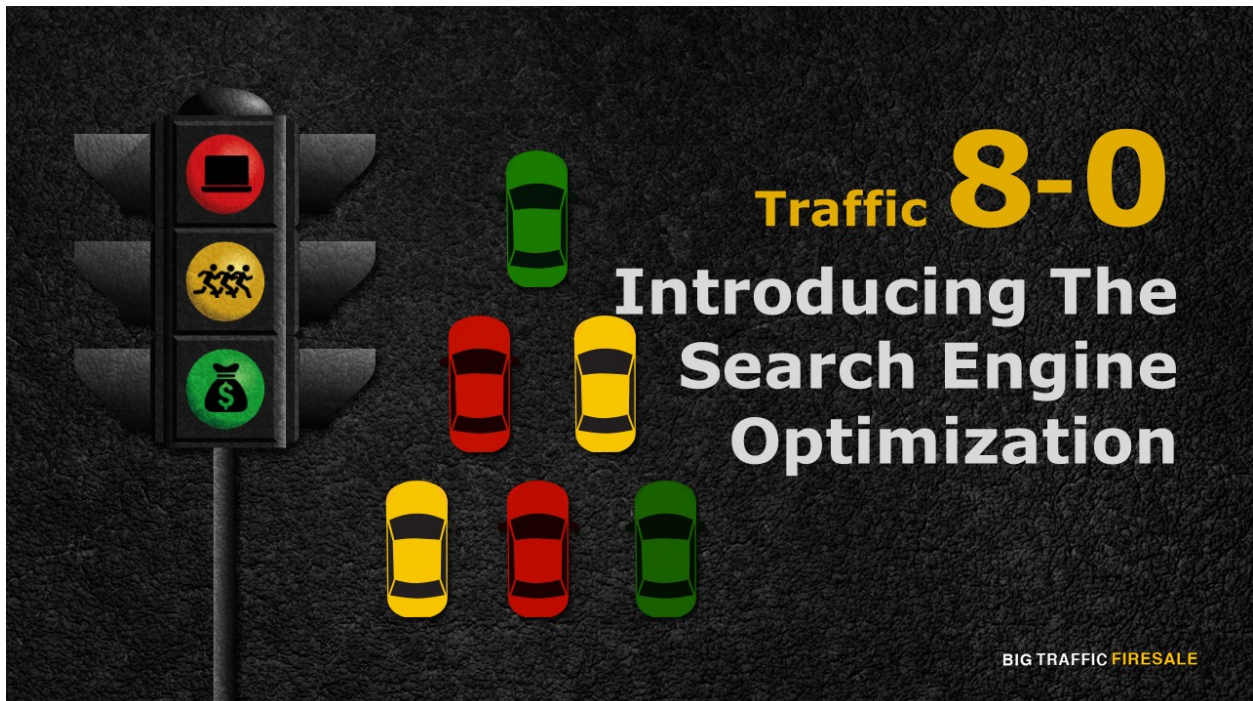



8-0 - Introducing The Search Engine Optimization



S1: Introducing the 'Search Engine Optimization', also known as, SEO.

- ▶ **Officially the users of Google Web Browser – average of millions are looking up information using Google search engine**
- ▶ **Apparently, most of us won't bother clicking the next page of the results?**
- ▶ **Ever wonder about these results Google provided for you?**
- ▶ **What makes them appear before any other search results?**

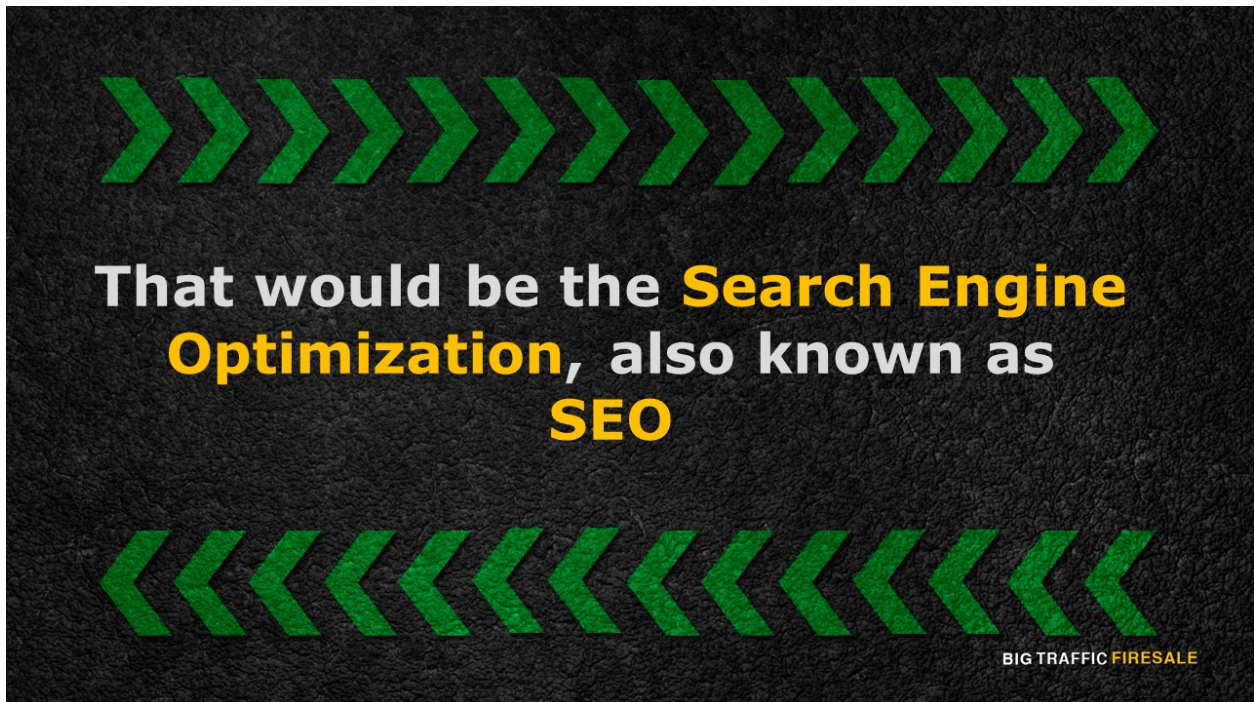


BIG TRAFFIC FIRESALE

S2: Almost everyone is a user of the Google search engine. This web browser has dominated the world of web browsers and millions of people is looking for information all around the globe at this moment, on Google!

You are not the only one looking for similar information. In fact, thousands of us are scrolling through that first page of Google search result. Most of us won't bother clicking the very next page of that result.

Ever wonder about these results Google provided for you? What makes them appear before any other search results?



S3: That would be the Search Engine Optimization, also known as, SEO.

Online Business

- ▶ You've put your business online by creating a website and you think you are done
- ▶ Over time, no one visits your website – most probably they can't find it
- ▶ In the end, you decided to hire someone who could help you generate views or in this case, traffic.



BIG TRAFFIC FIRESALE

S4: So, you just put your business online. You thought all you need to do is just create a website and you are done. Over time, you realized no one visited your page and most probably, it's because they couldn't find your website. In the end, you want to hire someone who could help you generate visitors, or in this case, web traffic to your website.

Getting To Know SEO

- ▶ SEO is a process that requires optimizing your webpage to be 'found' by Google
- ▶ The process is relatively easy – you might've even done it unknowingly before
- ▶ It is a free traffic method



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S5: Before you even think about hiring an SEO agent to help you optimize your

site, know about SEO first. The process needs to be transparent to you because it is not as hard as you think. In fact, you might have even done it unknowingly before. What's more, it is a free traffic method.

What You Will Learn...

- ▶ The relevance of SEO to your business trafficking rate
- ▶ Special step-by-step how to optimize your business online
- ▶ SEO's potential in your future business's undertaking



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S6: In here, you will learn about SEO and its relevance to your business trafficking rate, a special step-by-step on how to optimize your business online using SEO, and finally, SEO's potential in your business' future.