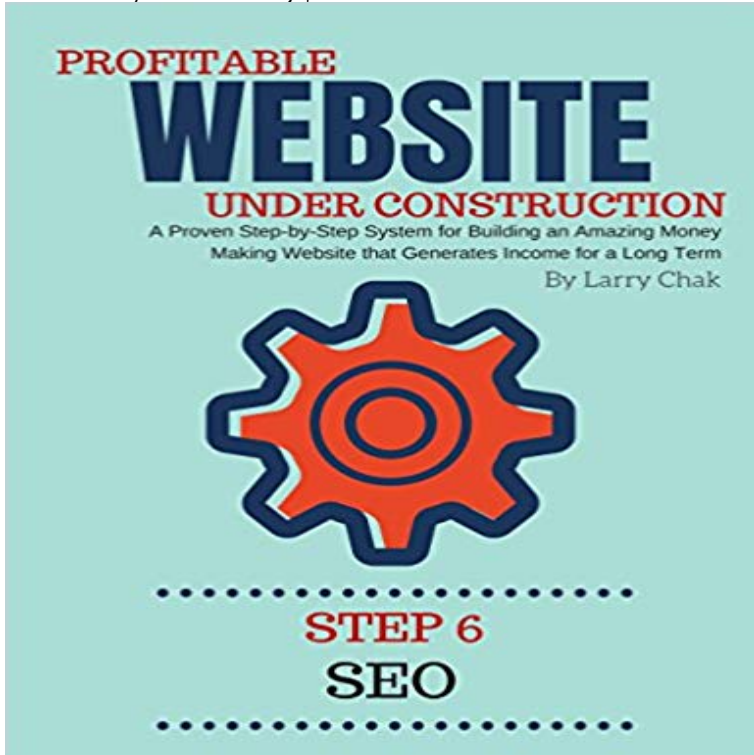


# Profitable Website Under Construction - Step 6: Search Engine Optimization: A Proven Step-by-Step System for Building an Amazing Money Making Website that Generates Income for a Long Term



**Learning Objective** Building a good website using WordPress is only the first part of making a presence in the online market. You also need to improve its online visibility to drive traffic, which is crucial for your goals in marketing and brand building. Among these goals are driving traffic to your site, improving your conversion rates, and ultimately getting the visitor to buy your products or services. Traffic is the lifeblood of any online business, or any entity who wants to build a brand online, and the goal of driving traffic can be made possible primarily by applying SEO techniques. Today, there are many service providers who offer SEO expertise along with web development. The good thing about SEO is it can be done on your own, given that you spend time in applying a variety, if not all, of the strategies required. This guide will teach you about:

- What exactly search engine optimization is, and why it is useful
- On-page and off-page optimization strategies
- The various techniques and elements for each type of optimization strategy
- A short review of an SEO service provider

**Section 6.1: What is SEO - Search Engine Optimization?** Search engine optimization refers to the strategies that improve a websites ranking on organic search results. Organic search results refer to the unpaid results show on search engines after typing related keywords. Paid search results usually appear on the topmost part of search results and tagged as ads. Search engine optimization is one of the most crucial components of running and maintaining a website because search engine traffic remains to be the best ways to drive targeted, organic traffic to your web pages. This kind of traffic is the best kind of traffic because its your target market and they are more likely to get a positive experience out of visiting your site if you have prepared for it by providing useful, relevant content. This is despite all

the updates in search engine algorithms and the rise of social media which has constantly changed the online marketing landscape. Search engine optimization strategies can be conducted or applied intrinsically or extrinsically. Intrinsic SEO strategies are also known as on page optimization. The ones applied extrinsically are called off-page optimization. Both of which you'll learn in this section. What you need to remember is that SEO entails the utilization of numerous elements that will work together in boosting a website's online visibility, and not all service providers can cover all of those aspects.

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