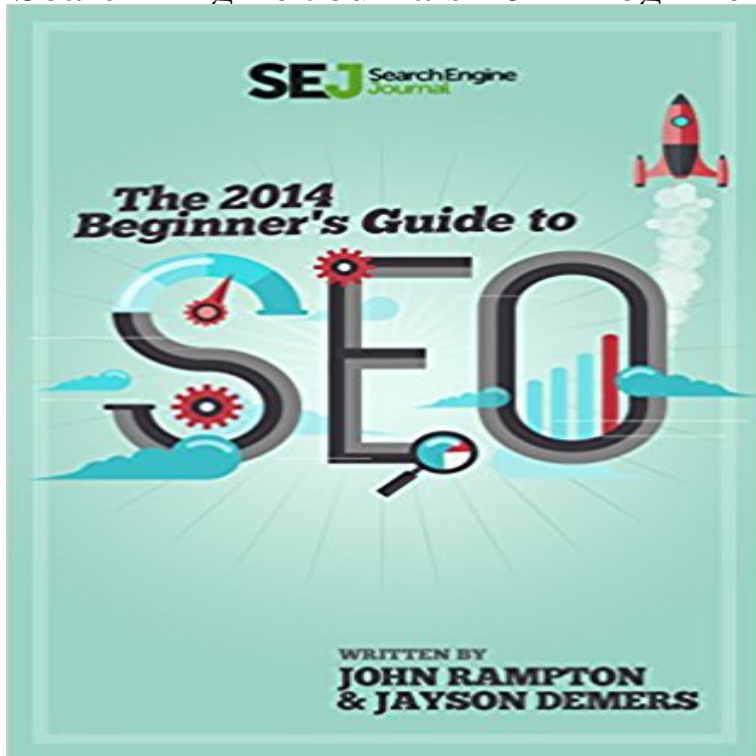


Search Engine Journals 2014 Beginners Guide to SEO



Is SEO Still Relevant? If you're just beginning to investigate the field of SEO, you've probably been inundated with conflicting messages. One on hand, you're likely hearing how important it is to have a website and an online presence that helps you connect with new customers and rank well in search engine results. Conversely, you've also heard that SEO isn't effective, is outdated, or is black hat trickery which is the realm of spammers. How can you reconcile these opposing viewpoints? Let us put your concerns to rest: SEO isn't dead. However, it is evolving rapidly and changing daily... The 2014 Beginners Guide to SEO, written by internet marketing experts John Rampton and Jayson Demers, and published by SearchEngineJournal.com, was created to guide novice search marketers through the challenging ins and outs of today's volatile SEO landscape. This guide is free for you to enjoy, please pass it along.

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