Search Engine Optimization as a Passive Technique to Promote Business

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Abstract

A key major expenditure for any business in existence is advertisement and presence in widespread media. This paper describes possibilities of empowering business with help of algorithms that can benefit it with a higher search engine response position. Internet has a much wider reach than all of traditional medium of communication combined. This reach can be harnessed to improve growth rate of a company.

References


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Index Terms

Computer Science	Information Sciences

Keywords

Search engine optimization, search engine response position, business growth hack, internet marketing techniques