

Search Engine Optimization : An overview

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Abstract: In today's world internet is growing with each passing day. Data is very huge and complex. To sort and manage this huge amount of data over large database search engine plays a very important role. Google is the basic and most widely used search engine through which we can optimize the website. With the help of search engine, we can actively gather the visitors to our site. Search engine is the most common part of our daily life. Because of this reason, a search engine plays a very important role as people can search and explore or find according to their needs.

Keywords: Search engine optimization, seo, off-page optimization, on-page optimization, meta tags, google, search engine.

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