

Search Engine Optimization

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Search engine optimization is often about making small modifications to parts of your website. When viewed individually, these changes might seem like incremental improvements, but when combined with other optimizations, they could have a noticeable impact on your site's user experience and performance in organic search results. You're likely already familiar with many of the topics in this guide, because they're essential ingredients for any web page, but you may not be making the most out of them.

MORE INFORMATION & SUPPORT

Google's Webmaster Academy offers free step-by-step lessons and short instructional videos.

g.co/webmasteracademy

Looking for more advice on how to optimize your website? Read Google's SEO starter guide:

g.co/seoguide

Google's free Webmaster Tools helps you understand and improve your website, get timely alerts on problems, and find answers to questions.

google.com/webmasters

Links:

<http://googlewebmastercentral.blogspot.pt/>

<http://www.youtube.com/GoogleWebmasterHelp>

<http://productforums.google.com/forum/#!forum/webmasters>

[Five common SEO mistakes \(and six good ideas!\)](#)