



# Small Business SEO for Beginners: Do-It-Yourself Keyword Research, Content Creation & Website Updates

*Morgan Fraser*

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Search Engine Optimization can be a daunting concept, but it doesn't have to be. In this step-by-step process, SEO Specialist Morgan Fraser walks you through how to optimize your website for Google, Bing and Yahoo!, giving your website a better chance of coming up on the first page of search results. This book includes: - Steps to discovering what your future clients are searching for when they're looking for you or your service. - Incorporating those terms into your website, and where to do so that's most effective - How to register your website with the major search engines - Tips on how to use social media to increase your online presence - Why it's important to implement tracking, how to do so, and what statistics can tell you about your website visitors. Morgan Fraser is the author of a recently published travel memoir, *Confessions of a Travel Addict*, and two regional wine-pairing cookbooks: *Savoring Chelan* and *Savoring Leavenworth*. Morgan has worked doing social network marketing for businesses, as an account manager for large-name advertisers handling their keyword optimized online campaigns, and as an independent SEO consultant since 2010. For more information on Morgan and the services she offers, go to [www.yourdreammaker.com](http://www.yourdreammaker.com).

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