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website or a web page in a**

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search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the

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more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, video search, academic search, news search

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and industry-specific vertical search engines. As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search

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engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to

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specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic. The plural

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of the abbreviation SEO can also refer to "search engine optimizers," those who provide SEO services. A holistic approach to conversion rate optimization that encompasses an entire

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Instructor Mike Moran has**

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**worked on the Web since its
earliest days, in both marketing
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eight years at ibm.com, IBM's
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named an IBM Distinguished
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**retired from IBM to pursue
speaking, writing, and consulting,
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Converseon. Mike is the author of
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community of Growth Hackers. Think of the Growth Hacking methodology as doing for market-share growth what Lean Start-Up did for product development, and Scrum did for productivity. It involves cross-

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