

## CHAPTER OVERVIEW

### 8: Create - Search engine optimization (SEO)

#### Learning Objectives

In this chapter, you will learn:

- How search engines work and how they deliver results.
- How to plan, research and implement an effective keyword strategy across text and other content.
- Techniques for link building, an essential aspect of SEO.
- How specialised search, such as mobile, social and local search, can affect your rankings and how to optimise for these.

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[8.2: Introduction](#)

[8.3: Key terms and concepts](#)

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