



# SEO as a tool for business: How to be a SEO Expert

*Clarke Lewis*

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## **SEO as a tool for business: How to be a SEO Expert** Clarke Lewis

Search engine optimization (SEO) is an essential aspect of marketing a website. It was developed to procure business at any cost. If a website has not been properly optimized, the search engines will not find it and as a result the company will lose business. It is important that the website is designed for the search engine in mind as much as the customer in mind. Get all the info you need here.

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