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By [Anubha Jain](#), Chhavi Jain, Rahul G. Kargal, Salini Suresh

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## ABSTRACT

This chapter discusses some of the major advancements in the field of digital marketing and Search Engine Optimization (SEO). SEO allows marketers to understand how website visitors think and act while searching online. It is more focused on receiving the search results in a traffic-free or organic manner. SEO is the act of




Back to Top

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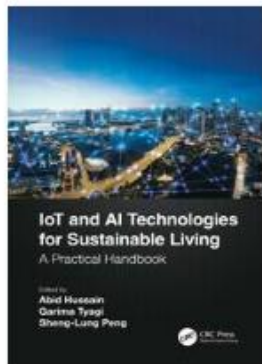
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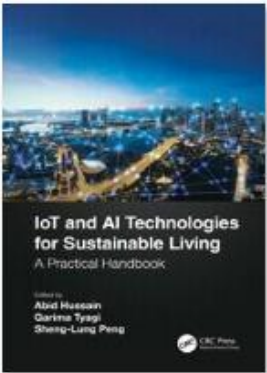
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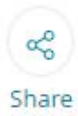
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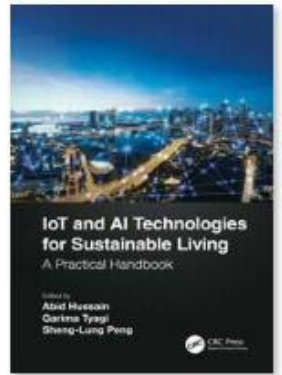
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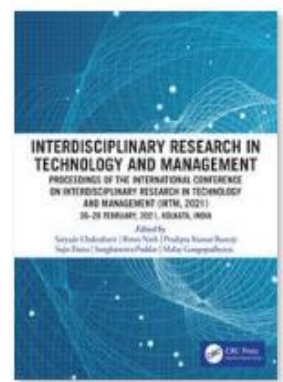
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