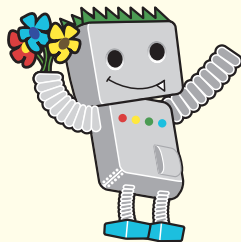


## Table of Contents

From here on, I'll be explaining various points on search engine optimization (SEO)!



Googlebot  
Crawling content on the Internet for Google's index every day, every night, non stop.

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An example may help our explanations, so we've created a fictitious website to follow throughout the guide. For each topic, we've fleshed out enough information about the site to illustrate the point being covered. Here's some background information about the site we'll use:

**Website/business name:** "Brandon's Baseball Cards"  
**Domain name:** brandonsbaseballcards.com  
**Focus:** Online-only baseball card sales, price guides, articles, and news content  
**Size:** Small, ~250 pages

Search engine optimization affects only organic search results, not paid or "sponsored" results such as Google AdWords.

The screenshot shows a Google search for "baseball cards". The search results are categorized into "Paid" Search, AdWords, Organic Search, and Shopping results. The "Organic Search" section is highlighted with a red box, and the "Shopping results for baseball cards" section is highlighted with a blue box. The "Organic Search" results include links to "TOPPS - Welcome to the home of topps!", "Vintage Baseball Cards", and "Baseball Card Value Price Guide | Selling Cards Worth". The "Shopping results" section shows various baseball card sets and packs for sale, such as "1994 Upper Deck Baseball Cards Complete Set (500 cards) Alex" and "2007 Topps Series 1 Baseball Cards Box".