

# Search Engine Optimization (SEO)

Our goal is to create the largest collection on [search engine optimization](#) on the web. We are looking for new authors and have [some incentives for you](#).

## On-Page Optimization



[On-Page optimization](#) are all activities on the page itself. This includes

- a great [domain name](#)
- selecting the [right keywords](#)
- [interesting content](#)
- how [keywords are highlighted in the page content](#)

... and much more on [OnPage SEO](#).

## Off-Page Optimization



More important than on-page optimization is to do [off-page optimization](#). Here, we discuss the following topics:

- how to [generate links to your site](#)
- if you should consider [buying links](#)
- what [web directories](#) are and how you can use the most effectively
- how [inbound links](#) should be created in order to present your information in the best way.

All other topics on [off-page SEO](#) should be interesting for you as well.

## Best Practices



Besides SEO concepts you will also find [Best Practices](#) for specific SEO tasks:

- What format has a [sitemap](#)?
- How can you create [SEO-friendly URLs](#)?
- How can you prevent [duplicate content](#)?

## Glossary



Looking for more specific explanations? Check out our [glossary where we explain all terms around SEO](#).

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