

# Search Engine Optimization (SEO)

## Description

SEO, or **S**earch **E**ngine **O**ptimization, is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Bing, Yahoo and other search engines.

UCLA Library DIIT (Digital Initiatives & Information Technology) works with the Library web support teams to ensure UCLA Library website and online instances follow good SEO practices during their production and maintenance.

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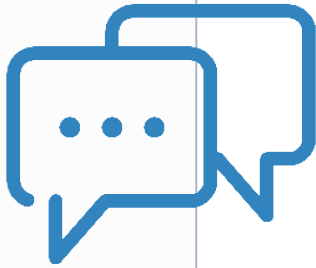


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