SEARCH ENGINE OPTIMIZATION: A NEW LITERACY PRACTICE

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SEARCH ENGINE OPTIMIZATION: A NEW LITERACY PRACTICE

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ABSTRACT

SEARCH ENGINE OPTIMIZATION: A NEW LITERACY PRACTICE

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Search Engine Optimization (SEO) is the technical practice of modifying a website to receive higher rankings on search engines such as Google. Computer programmers carefully place keywords within content of frequently updated websites such as blogs, social networks’ discussion boards, and company profile sites so the site will appear at a higher ranking on search engines and capture potential consumers’ attention. Search engines frequently change the algorithms that scan websites and display them on search results listings, meaning the writers and computer programmers who focus on this optimization must constantly adjust their tactics for new rhetorical situations. This technical writing focuses not only on content and keyword count but essentially the goal of constantly drawing attention to the information they produce and exchange. Following this conception of literacy, Search Engine Optimization writing as a literacy practice includes technical programming skills to create web content. This content is intended to reach a human audience but is mediated by the technical knowledge of
search engine algorithms. “New literacy” practices describe not only new technical genres but reflect that the process of creating such genres and the social motives for creation are non-traditional or “new.” SEO writing involves new technical writing skills and styles of writing, as well as a new purpose—not just selling products or achieving recognition, but gaining the attention of search engines that often control web users’ access to information. Exploring the literacy practice of such writing will demonstrate how technical and professional communicators have adapted to new genres and rhetorical situations in a digital landscape.
ACKNOWLEDGMENTS

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8. Coding 2 - Procedury.html
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12. Features – A New Rhetorical Situation 2.html
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1) SearchEngineLand-Periodic-Table-of-SEO-large.png
2) Press-Release_Metropolis_Video_Rock_from_CBGB.pdf
3) Searchqualityevaluatorsguidelines.pdf
4) What is seo w music.mp3
5) Lit Review.wmv
INSTRUCTIONS FOR USE

This research is presented in the form of a webtext, a new genre that, like search engine optimization, combines the use of language with computer code to produce a text. The navigation bar at the top of the page has menus directing viewers to different sections, just as headings and subheadings might do in a print text. Some pages include videos or images to explain concepts, and many others include hyperlinks.

To view each page, open the folder and choose the files listed in the “Table of Contents” section, each ending with .html. The recommended browser for viewing this webtext is Google Chrome.
WORKS CITED


Column Five Media. The Periodic Table Of SEO Ranking Factors. 2013. Infographic.


Sendall, Patricia, Wendy Ceccucci, and Alan R. Peslak. "Web 2.0 Matters: An Analysis of


