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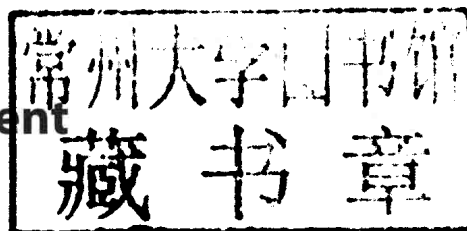
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Peter Kent

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by Peter Kent



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About the Author

Peter Kent is the author of numerous other books about the Internet, including Pay Per Click Search Engine Marketing For Dummies, the best-selling Complete Idiot's Guide to the Internet, and the most widely reviewed and praised title in computer-book history, Poor Richard's Web Site: Geek Free, Commonsense Advice on Building a Low-Cost Web Site. His work has been praised by USA Today, BYTE, CNN.com, Windows Magazine, Philadelphia Inquirer, and many others.

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Dedication

For David Spencer, my best friend, who left too soon

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I'd like to thank all my clients, who have given me an opportunity to play with search-engine optimization in a wide variety of businesses. I'd also like to thank Kyle Looper, my Acquisitions Editor, and my editor, Susan Christophersen, who as usual were both patient and helpful. And, of course, the multitude of Wiley staff involved in editing, proofreading, and laying out the book.

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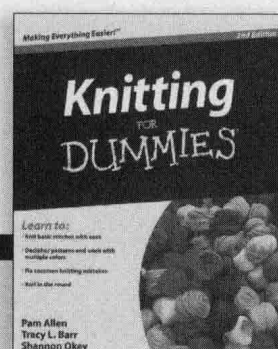
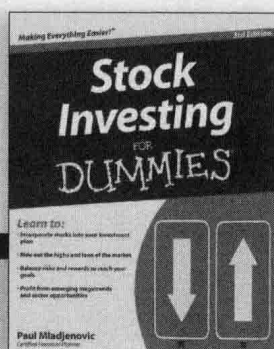
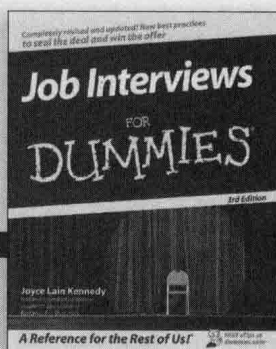
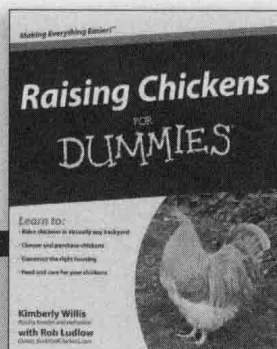
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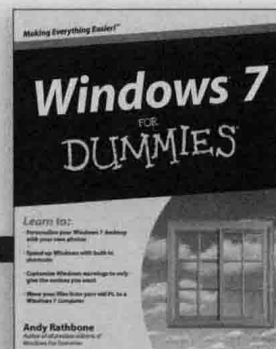
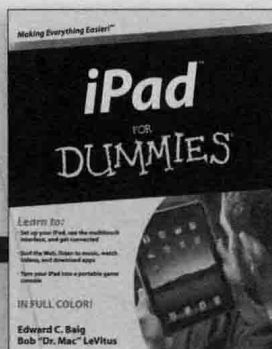
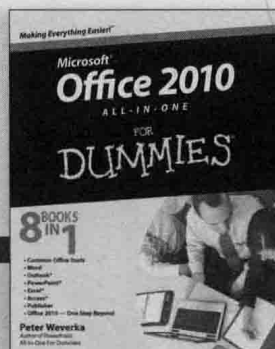
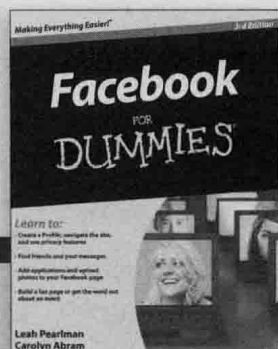
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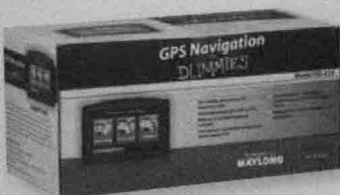
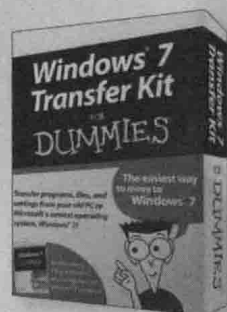
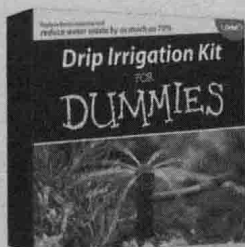
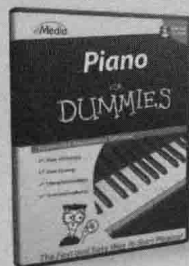




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