



The Convergence of SEO and Web Usability: How Accelerating Technological Change Will Impact Search Engine Optimization and Web Usability

Michael Latulippe

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The convergence of SEO and Web usability implies a dramatic change in the current paradigm of Web design, search engine optimization, and Web usability. This book explores how accelerating technological change will alter the way we gather and find information on the Internet as well as how to implement modern wisdoms of SEO and Web usability to help create the data sharing infrastructure of future generations. Whether you are a Web designer, programmer, or search engine optimization specialist, this book will explore many facets of Web usability and SEO often overlooked. If you wish to contribute to the Internet in any form you will benefit from reading this book. Our understanding of the convergence of these two fields of study, and also the accelerating changes occurring on the Internet today, will help create and prepare us for the information super network of tomorrow.

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