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# **SEO Training Is Now Available To You As An Online Business Owner**

Back when the internet had just started becoming popular SEO was a function that only a few so called gurus knew how to do. It was mostly trial and error processes that sometimes worked, yet often did not provide the traffic increases we hoped for. Quite a bit of what was done was simply making changes that seemed to be right, and then watching the listings go up or down to know if it was working or not. Nothing was just plain known back then and everything had to be figured out. You needed to really apply yourself and your time to figure out what made the algorithm happy, and what didn't. Today things are quite different. Now there are a set of known techniques, things that really need to be done, that will get your site to be search engine friendly. It's all code updates, content changes and inbound linking today.

Way back when I started to SEO the term hadn't even been coined yet. I found that if I added the keyword I wanted to get listed for one more time than the current #1 site I would take over that position. Google wasn't even around, I imagine the Google gurus were in high school still. Times were exciting and the internet was the new frontier ... just waiting to be conquered. Search engines were using the meta tag information to rank sites. So if you had your keyword in your meta keywords tag you would rank for it. Well, actually if your competition used it twice they would rank, so you would want to use it three times. It was really that simple at first. Nothing was impossible, so it seemed, and making money online because a simple task of setting up a site and doing this optimization thing to it.

We learned back then that the title tag was also important and things like this began to be some of the work we always had to do. The meta tags fell to the wayside eventually because it was such an abused system. Search engine algorithms had to become more sophisticated and find some other method to figure out what your site was about, and which out of all the sites was the most important one. To further complicate things the 'net was growing in leaps and bounds and sites were popping up like kernels of Orville Redenbacher popcorn. There has been no more exciting, captivating and eye opening time of life for me since the sixties, which is when I grew up. Woodstock and everything!

Back when SEO really became a necessity for an online business to succeed at all, the entire process was really just developing. We hadn't any idea exactly what was going on with the algorithms, except that there were certain things that definitely needed to get done in order to rank well. There was also that far left side, the dark side, where things had to be not done and avoided like the plague. This was a time when SEO people, who were worth their salaries, were in demand and simply had to be used by any serious online business.

Over the past years all of that work that used to be kept secret, or was very complicated and experimental, is now all common knowledge. Along with this new status of SEO as being common knowledge comes the ability to learn how to SEO yourself. You can take a SEO training course, or you can go online and learn it from the many sites that have blogs and forums. Today all of that trial and error, and experimentation of yesteryear, is all set standards and regular procedures.

There are quite a few ways for you to learn SEO today through online tutorials and courses. Be sure to choose a SEO tutorial that will show you the coding changes to make as well as provide information about inbound linking and how to begin generating these valuable backlinks to your site. Today, it's all a matter of learning what SEO is and then getting the job done ... it's no longer a specialty field that you need to hire a technical guru for. SEO has settled down and become a standard part of web development.

Robert (BK) Kelsey runs Ethical SEO Service and offers [Ethical SEO Training](#) as an affordable introduction to SEO (enough to optimize any website), as well as an [Advanced SEO Training Course](#). Also published at [SEO Training Is Now Available To You As An Online Business Owner](#).

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