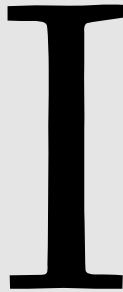


# Foundation

*So, you want to differentiate your website from the millions of others out there on the Internet? Great! Let's get started! Whether you're starting from scratch or just looking for a new approach, the hardest part of embarking on a Search Engine Optimization (SEO) campaign is knowing where to begin. In Part I, we walk you through a little self-reflection and search engine basics to lay the groundwork for Your SEO Plan:*



- Chapter 1 **Clarify Your Goals**
- Chapter 2 **Customize Your Approach**
- Chapter 3 **Eternal Truths of SEO**
- Chapter 4 **How the Search Engines Work Right Now**