

ERRATUM: TOWARDS ACTIVE SEO (SEARCH ENGINE OPTIMIZATION) 2.0

Charles-Victor Boutet (im memoriam)

Luc Quoniam

William Samuel Ravatua Smith

South University Toulon-Var - Ingémédia, France

ABSTRACT

In the age of writable web, new skills and new practices are appearing. In an environment that allows everyone to communicate information globally, internet referencing (or SEO) is a strategic discipline that aims to generate visibility, internet traffic and a maximum exploitation of sites publications. Often misperceived as a fraud, SEO has evolved to be a facilitating tool for anyone who wishes to reference their website with search engines. In this article we show that it is possible to achieve the first rank in search results of keywords that are very competitive. We show methods that are quick, sustainable and legal; while applying the principles of active SEO 2.0. This article also clarifies some working functions of search engines, some advanced referencing techniques (that are completely ethical and legal) and we lay the foundations for an in depth reflection on the qualities and advantages of these techniques.

Keywords: Active SEO, Search Engine Optimization, SEO 2.0, search engines

Erratum

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Address for correspondence / *Endereço para correspondência*

Charles-Victor Boutet, (im memoriam), UFR Ingémédia, France

Luc Quoniam, Professor of Universities in Sciences of Information and the Communication (71st section of the French National Council of Universities, CNU).PhD in Science de l'Information et de la Communication at Université Aix Marseille III. Université du Sud -Toulon - Var, Ingémédia. Avenue de l'Université - BP20132 - FRANCE 83957 - La Garde CEDEX, - França Telefone: (33) 870405651 URL da Homepage: <http://quoniam.info/>

William Samuel Ravatua Smith, Chaminade University of Honolulu, University of the South Toulon-Var: I3M Research Laboratory of Info. Com. <http://chaminade.academia.edu/WilliamSamuelRavatuaSmith> E-mail wsamsmith@gmail.com