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# **SEO and Social Media to Unify?**



According to Ted Ulle, the Senior Search Analyst for Converseon, information architecture should be the bedrock of websites. Unfortunately, many people leave it out because it can be challenging. In this interview, Ulle discusses what effective information architecture should be and the evolution of both coding and social media.

Duration : **0:11:35**

[youtube hKqhtwfjVNw]

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