

## **A LITERATURE SURVEY ON CURRENT TRENDS IN MOBILE SEO AND MOBILE CONTENT MANAGEMENT SYSTEM**

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### **Abstract**

The increase in mobile search has led to an exceptional plunge in desktop search activity leaving PC behind. This growth in web access via mobile devices has given enough reason to apply mobile SEO to traditional websites. However, most of these optimization techniques are still in early phase and more research should be conducted in this field. This paper surveys the literature on Search engine optimization and Content management System. Papers explained in this research article reflect the summary of what was published so far. This paper will help researchers to explore the previous studies done in mobile SEO and Mobile CMS in an easy and effective manner.

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**Keywords:** Content management system, Search engine optimization, Mobile SEO, CMS, Mobile search.