I'm interested in this subject as well.

I know HTML/CSS/PHP/jQuery/Javascript but it's all useless if you don't know SEO. And I don't know SEO! I don't think that viral marketing is a realistic method of getting your site attention either (unless your product is really that good).

What I do know, however, is that there's a website (for which you need membership, for a cost) that has a monthly newsletter about SEO. It provides updates on what SEO experts think search algorithms look like, so you can constantly update your site to match predicted algorithm modifications. I'll hook you up with a link soon, I need to get to class.

SEO's an art. Wish I knew more!