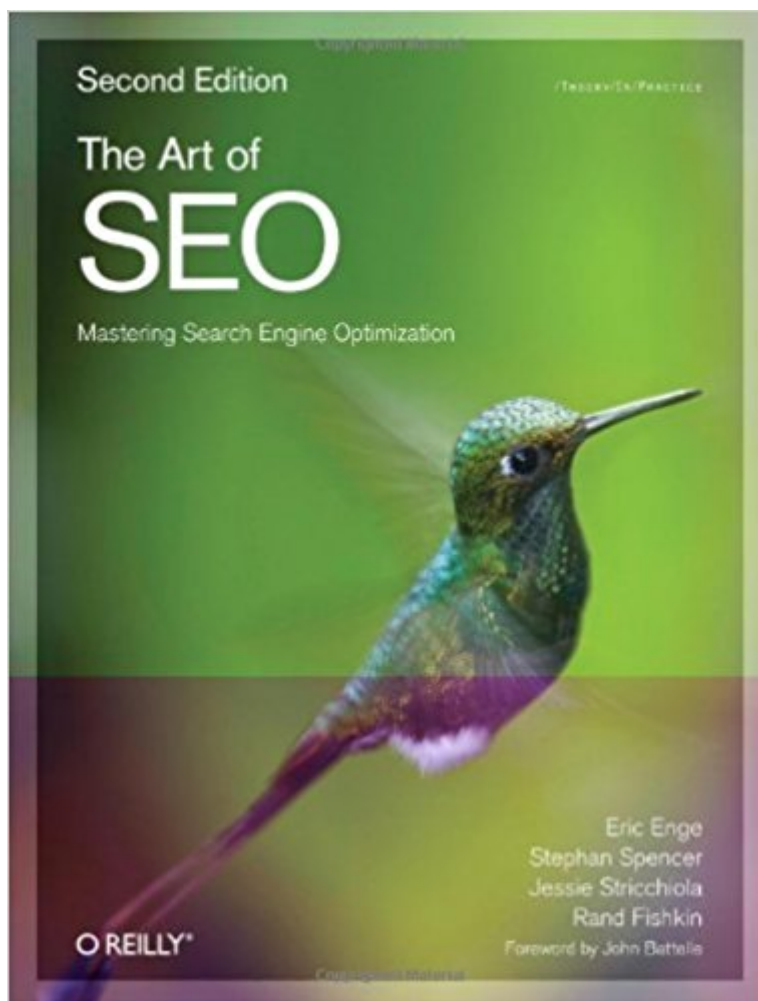The book was found

The Art Of SEO (Theory In Practice)

Synopsis

Four acknowledged experts in search engine optimization share guidelines and innovative techniques that will help you plan and execute a comprehensive SEO strategy. This second edition brings you up to date on recent changes in search engine behaviorâ "such as new ranking methods involving user engagement and social mediaâ "with an array of effective tactics, from basic to advanced.Comprehend SEOâ ™s many intricacies and complexities Explore the underlying theory and inner workings of search engines Understand the role of social media, user data, and links Discover tools to track results and measure success Recognize how changes to your site can confuse search engines Learn to build a competent SEO team with defined roles Glimpse the future of search and the SEO industry Visit www.artofseobook.com for late-breaking updates, checklists, worksheets, templates, and guides."SEO expertise is a core need for todayâ ™s online businesses. Written by some of the top SEO practitioners out there, this book can teach you what you need to know for your online business." â "Tony Hsieh, CEO of Zappos.com, Inc., author of New York Times bestseller Delivering Happiness

Book Information

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Customer Reviews

In this technological generation, search engine optimization has become extremely critical for businesses that utilize Internet marketing. Getting on the first page of Google Search isn't just luck, it requires adept skill and knowledge. And this is the book that will definitely pave the way for people

who want to learn and master SEO. The book was written by four SEO experts: Eric Enge, Stephan Spencer, Rand Fishkin, and Jessie Stricchiola, who all successfully combine their ideas, knowledge, and experience together to contribute useful strategies and tactics that will certainly be useful and profound to the reader.What I really liked most was how the chapters of this book were laid out thoughtfully. It started off with an introduction of what is a search engine, which then immediately led into why search engines have become so important in today's marketing world and the simple psychology of how people search. Then the book is then followed with concrete basics and tools such as advice for specific SEO objectives, SEO planning, key-word knowledge, SEO tracking, SEO research and etc. Long story short, this book is perfect for someone who is vaguely familiar with SEO because this book takes one step by step so that everything is easy for the reader to digest and implement. The book embraces every topic and question an interested person may have about SEO. For example, if you are a business CEO or firm, they even include a chapter on deciding whether or not you want an SEO team in your office, or if you'd rather outsource it. My favorite parts of the book were the chapters that discuss the development of a SEO-friendly website and the creation of link-worthy content. These two chapters are extremely useful tools in helping someone who is building a website and wants to be noticed.

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