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### A84 - HAILEY ELIEZER

You can easily create a professional-looking website with nothing more than an ordinary computer and some raw ambition. Want to build a blog, sell products, create forums, or promote an event? No problem! This friendly, jargon-free book gives you the techniques, tools, and advice you need to build a site and get it up on the Web. The important stuff you need to know: Master the basics. Learn HTML5, the language of the Web. Design good-looking pages. Use styles to build polished layouts. Get it online. Find a reliable web host and pick a good web address. Use time-saving tools. Learn free tools for creating web pages and tracking your visitors. Attract visitors. Make sure people can find your site through popular search engines like Google. Build a community. Encourage repeat visits with social media. Bring in the cash. Host Google ads, sell Amazon's wares, or push your own products that people can buy via PayPal. Add pizzazz. Include audio, video, interactive menus, and a pinch of JavaScript.

Whether you've created a website already or are planning to create one in the near future, you know that's only half the battle. The other half is getting your website found in the search engines in hopes of attracting those interested in the type of products or services you offer. Search engine optimization techniques focus on increasing the organic, or natural, traffic that you receive based on your ranking within the search engines. The goal of search engine optimization is to ensure your website appeals to search engine crawlers, or bots. If you aren't on page 1 of Google, then you are missing out on 98% of the traffic. And traffic is what makes your business get leads, which is how you pay for your webhosting. Most business owners are insecure and worry about how to get their sites having more traffic. Learning how to "SEO" your own site will calm these fears - even if you pay someone else to do it for you. Start Now. Get Your Copy Today! Instant Download!

Do you want to learn how to be a SEO wizard? Have you heard the saying "The best place to hide a dead body is page two of Google"? It's true! If your website isn't on page one, you may as well be on the digital struggle bus. Page one however can help your website achieve greater visibility for people who may actually convert to clients. SEO stands for search engine optimization, which is the process of optimizing your website to rank higher in the search results. For instance, when you query Google for a particular set of keywords, does your website rank on page one? Page two? Further back? If you like to learn more about this subject, The Beginner's Guide to SEO. Is THE book for you! Inside, you'll discover: -What SEO really is. -How to implement SEO on your own website. -What on-side, off-side, and technical SEO is. -The perks of going through chemotherapy (besides getting well!) -If you can manage technical SEO without a developer? -What Google Search Console is and how it works. -How to run a SEO audit -How not to kill your SEO when rebranding. -And more... This SEO guidebook is arranged in three parts that in turn, follows the same path to keep things clear for readers. Get The Beginner's Guide to SEO today!

Do You Want to Learn How to Master SEO? Get this Book and Follow My Step by Step Explanations! SEO: How to Get On the First Page of Google You have seen the ads. For just \$0.99 you can get a domain. For \$9.99 per month, you can start your own website. But what have you found? Have you found your business is not getting internet sales? Are you somewhere on page 100 in the Google search engine? A myriad of work goes into creating a website that is worthy of Google's first page. If you want this ranking, you need to be smarter, rather than working harder. It takes starting out correctly, with your website. There will be trial and error. Most of all, a magic solution does not exist. Any place that is offering something for very little is going to make you work harder to get what you desire for your website. Any company offering to sell you links to improve your website, is going to damage your website. Did you know Google makes about 500 changes to their algorithm each year? Imagine what these changes are going to do for your website ranking, particularly, when Google is attempting to make the user experience superb. Google's motto is to ensure when anyone conducts a search in Google they see the result they want on the first couple of pages. Search engine optimization (SEO) has greatly changed even in the last five years. Ten years ago, it was about keywords. The more keywords you used the better. A slow shift towards quality content began and is now in full effect. If you spam your articles with keywords, with low quality content, you will be penalized. If you try to trick Google, you will end up in the black hole for internet websites. A few golden rules are needed before you jump into the SEO tips provided in

this book: Determine your investment abilities Write quality content Get your website indexed Use keywords appropriately Pay attention to the technical aspects Avoid mistakes others make The basics of SEO are contained within these pages. However, it is an ever-changing topic, with new rules, tips, and strategies coming out each year. The only way you can keep up with the changes is to pay attention, continue to read about the SEO niche, and keep up with the changes Google makes to improve the user experience. You have one goal-to increase your income via consumer purchases. SEO practices will help you reach this goal, by helping you get more visitors to your site, but the work does not stop there. You have to have something that entices a consumer to remain on your website. The more time a visitor spends on your site, the more relevant Google will find your website and increase your page ranking. ENJOY

How can you give your website the traffic boost it needs? Today, more than ever before, websites can make or break your business. They are the primary place for people to find you online, to research you, and to decide if they trust you. A single online search can generate millions of website results but people rarely bother to look past the first results page. how to: get your website noticed by web expert Filip Matous will teach you how to boost your Search Engine Optimisation (SEO), to read web analytics like a salesman, to scale what is working, remove what isn't, and look at your website as a business asset.

A completely revised and updated edition of the Amazon SEO best-seller on practical SEO practices and techniques that help you rank your website on Google's first search engine results page (SERPs). Completely new chapters that now include how to deal with Google's search query intent approach to delivering search results. It covers semantic search SEO practices and how to best make use of Google's Knowledge Graph to promote your website. It addresses the latest Google search algorithm changes and guides you on how to deal with them. It tackles the issue of content creation and content marketing and explains how to best solve it. SEO Help is a totally practical, step-by-step guide which in 20, new and easy-to-implement steps gives you the kind of cutting-edge, practical SEO advice you need to optimize your website, increase your search rankings and amplify your digital presence across the many different screens through which the web is accessed. This third, totally re-written edition uses zero jargon, requires no technical knowledge and assumes that your time is precious and you need to know what to do more than finding out the SEO theory behind why you have to do it. - Over 80% entirely new material and practical steps and advice. - Google's semantic search is covered helping you prepare for any future SEO changes. - Practical suggestions on how to fully integrate social media in your SEO. - Includes action plans at the end of each chapter to help you get moving fast. - Easy to get through, dip into it as you will or follow each step sequentially. David Amerland is a best-selling SEO and social media author and speaker. He guides global corporations on the formulation of SEO best practice and social media crisis management techniques. In SEO Help he has created a very accessible, SEO plan that any new webmaster can implement, straight from the very first chapter. The book gives you everything you need to help your website rank fast in Google, attract targeted customers, and continue to grow organically, increasing your web presence through the application of very accessible, easy-to-implement, steps. What usually stops you from succeeding in the online world is the fact that by the time you learn the valuable lessons you need to apply you have also ran out of time, energy and money. SEO Help dispenses with theory and complicated explanations. Its aim is to save you money you would spend in outsourcing SEO and help you get your website ranked fast. Its 20-step method is practical and straightforward, and it is suitable for a wide variety of websites and every type of online business. It is designed to help you get going quickly and see results within weeks rather than months.

Want to Improve your rankings on Google? Read this book to find out how. Take a deeper look if you're seeking for a dependable, straightforward, and long-term strategy to win the search engine optimization game within Google's guidelines. In this book, you'll explore: - SEO - What is it really? - The Two Elements Of The SEO Process - What is the most important point (before everything else) - Getting "Real" with keywords - The importance of finding the right keywords - Testing the volume of your keywords - Long Tail Searches - What Works - Brand - Three word + keyword phrases - Offline Driving Online - Resources - A quick point on Keyword tools - And much more!

Hello and thank you for reading this book. For more than a decade now I have run one of the largest lawn care business forums on the internet, The Gopher Lawn Care Business Forum (www.gopherforum.com). Through the forum I have talked to and interviewed thousands of lawn care business owners. From all those discussions I have been able to bring you many wonderful lawn care business books full of lessons for you to learn and grow from. The goal of this workbook is to give you a fairly solid foundation on the concept of search engine optimization. For most people, they feel that seo is a concept only computer experts understand and it tends to be something the average lawn care business owner will pass on without further investigation. But I want to show that YOU can do this! If you have a hard time finding your lawn care business website when you search for it or if your website is ranking below the third spot in the search engine results for your keyword phrase, you need to do some seo work on your site. If you are not ranked in the top three search engine results, you are missing out on a lot of new lawn care customers. Fine tuning your website with these search engine optimization tips will ideally improve your search engine rankings. The goal is to get your website to appear higher than your competitors. I want you to be able to go through this book step by step, read the discussions, and participate by following the steps given. By doing so, you should see an improvement in your website search engine rankings and this can be a HUGE windfall for you. Having a quality website that is ranked high in the search engine results is like having a salesman, selling your services 24 hours a day, 7 days a week, 365 days a year. More importantly, if you are not following these steps, your competitors may be ranking higher than you and making the money you could be making! When you get your lawn care business website ranking the way you want it to, you may not need to spend a single dollar advertising anywhere else! You may find that your only advertising costs go to paying for website hosting! Let's not delay the growth of your lawn care business any further and begin on our journey of improving your website rankings today. It's going to be a lot of fun! If you have questions as you go or learn something interest about seo along the way, get on the Gopher Forum and tell us about it. We have a special section for seo discussions and I can't wait to hear from you. Sincerely, Steve

Learn SEO is the perfect way to learn search engine optimization at your own pace and in your own time. Learn SEO offers Google-proven techniques backed by decades of SEO consulting and agency experience. 1. Start improving your website's SEO today - Create an SEO strategy shaped by your knowledge of your market, enhanced by search engine optimization. Approach SEO from the perspective of a seasoned inbound marketing specialist and SEO coach who has helped innovative companies grow for over twenty years. 2. Build and optimize a customer-friendly website - Employ strategies for on-page optimization to make your pages and content search-engine friendly. Learn how digital marketing agencies perform on-page SEO and use the same methods on any number of websites to get the best results. 3. Finally, understand how Google Search works - A glut of information rarely answers the most critical questions. Get the facts about Google's quality guidelines, significant algorithm changes in the past few years, and what these mean for website owners. 4. Think like your customers - SEO with content and strategy is like a soul without a body. Improve clickthrough rates, reduce bounce rates, and increase sales and conversions through customer-centric SEO. 5. Identify SEO problems on your website and solve them, one by one, and see traffic and dwell times increase over time. 6. Write the best content and design the best pages - Over half the battle for SEO is directing the creation of quality content and other website assets. Improve your content with SEO copywriting guidelines and other content quality guidelines. 7. Perform content audits with the book's step-by-step checklists - Combine your new skills with keyword research and topical development. The goal: be the next guru of content SEO and make your website future-proof. 8. Start a successful link-building campaign - Backlinks are the foundation of off-page SEO. But not all links are helpful or relevant to your website. Backlinks result from the effort, but how do you get there?

Online business, or e-commerce, has become the buzzword of the past year. The media and key influencers alike are talking about the potential of e-commerce but many Australian businesses have not reached their potential and those managing them don't know how to go about it. One of the obstacles is the lack of affordable, local knowledge in the area. The assumption is that anyone with a

website can appear on Google and be successful - but the reality is vastly different. Consultants will charge tens of thousands of dollars to give the same advice that is contained in this book, which includes an outline of the e-commerce opportunity, how to design and build an effective website, the best marketing and advertising strategies, logistics and payment solutions, utilising marketplaces and mobile commerce, and the key to outstanding online customer service. In this straightforward user-friendly guide, Todd Alexander, an author with 10 years' experience as an e-commerce expert, provides the essential tools to get all types of businesses get online and make their websites successful and profitable.

Table of Contents Preface Chapter # 1: Why You Need To Have a Website Everyone is Online Cheap Advertising Let Your Skills Be Discovered Make Money Share Valuable Tips to Change the World Share Your Life Chapter # 2: Pros and Cons of Free Websites Pros of Free Websites Free Domain Name Free Storage Free Website Builder Monetization Cons of Free Websites Unattractive Domain Names Limited Storage Space You Can Lose Your Website No Additional Features Lack of Trust Ads on Your Website Chapter # 3: Free Website Providers Compared Weebly Drag and Drop Website Builder Easy to Use Difficult to Migrate Unattractive Themes Jimdo Easy to Use A Selection of Themes Ads with Free Plan WordPress Lots of themes to choose from Versatile and Customizable Has a Learning Curve You Pay for Advanced Features Wix Customizable Easy to Use Ads on the Free Plan Blogger Easy to Get Started Does Not Contain a Lot of Templates Make Money Chapter # 4: Signing up for a Website Easy to remember It must be short Must be meaningful Avoid hyphens and numbers Chapter # 5: Tips for Creating Great Content Have an attractive heading Add Value Update Regularly Make it Engaging Content should be scannable Make sure your content is accurate Chapter # 6: Introduction to SEO The Importance of SEO It improves your rankings Cost effective Improves your website's friendliness How to Do Basic SEO Use Keywords Strategically Add keywords to images Have inbound links Link to external websites Update Regularly Make it easy to navigate Don't buy links Chapter # 7: How to Promote Your Website Guest blogging Social Media Use Forums Tell it to friends Share free stuff Conclusion References Author Bio Publisher Preface Decades ago, it was only big companies that could afford to have websites. Fast forward to today, and an average Joe can have one running in minutes. There are now a lot of companies providing website services, driving costs down on the part of consumers. Making it even better, some of these companies are generous enough to let you have a website without paying anything. However, it's not everyone who knows how to get a free website. Besides, having a lot of companies that provide the same thing can leave you confused and not knowing which one to choose. Actually, if you are not careful, you can end up paying a high price for something that was advertised as free. This book will act as your guide to getting a free website. But, as you may know, free usually comes at a cost. So, we will look at the pros and cons of going down this road. I will then show you how easy it can be to set up a free website. But, since a website will do nothing on its own, I will also give you tips on how you can increase traffic with great content, SEO, and other methods. I'm sure you will find this book useful, so without wasting any more time, let's get started, because a free website awaits you.

This book was published from my 15 years of experience in internet marketing, SEO and web traffic generation. It starts by comparing free and paid traffic, and gradually delves into the free traffic world. You will find this book a quick reference guide, and also a mine of information for getting instant and highly targeted website traffic easily without having to spend money if you don't want to. If used as explained, the book will teach you simple ways to receive web traffic to your website for free. Your leads and sales will eventually increase if your product or service is good. I'm open to give more advice and support if you purchase my book.

39 Powerful SEO Strategies From A 17 Year SEO Veteran That You Can Implement Today, To Almost Guarantee Your Website Top 10 Rankings Completely Up-To-Date SEO Strategies For 2015/16 | Free Kindle Updates For Life SEO Decoded is a collection of 39 of the best, most impactful SEO strategies that you can employ for your website. No fluff, no impossible to implement strategies, just the good stuff that will make a huge difference to your rankings. The author Shane David has over 17 years experience doing SEO full time for small businesses, blogs, E-commerce websites, local businesses, large corporations and everything in-between. He has over 10,000 first page rankings under his belt. If you are looking for simple SEO strategies you can implement today to see ranking improvements quickly, that's exactly what you will learn in SEO Decoded: 39 Search Engine Optimization Strategies To Rank Your Website For The Toughest Of Keywords. The book is broken down into 8 core sections. Keyword Research For Better Rankings - Learn how to do in-depth keyword research to find the keywords that are not only easy to rank for, but also extremely profitable. On Page SEO & Content Ranking Strategies - On page SEO is one of the easiest ways to move your site up the rankings, if you know these strategies. You will also learn how to create content search engines love. Site Wide Ranking Strategies - This is something most websites overlook but have become a huge ranking factor in

the last few years. User Interaction Ranking Strategies - Google is looking more and more at how users are interacting with your website. Inside this book you will learn exactly what Google wants from your website and how to implement it. Advanced Link Building Strategies - What worked a few years ago with link building does not work now, in fact it will get you penalized. Inside this book you will learn all the best and safe link building strategies available to you and how to implement them. E-Commerce Ranking Strategies - If you run an E-commerce store, you know how hard it is to get rankings for your product pages. Inside this book you will learn how to do just that. Local SEO Ranking Strategies - Local businesses have a few different tactics available to them that other types of sites do not, if you are not using these local SEO strategies, you are missing out on customers. Simple as that. Wordpress Ranking Strategies - Wordpress has made creating websites a breeze, there is no disputing that. The problem is however, Wordpress out of the box is almost disastrous for good SEO. Learn what you need to do to fix that inside SEO Decoded. All the strategies in the book are completely safe but extremely powerful. They are also fast and easy to implement. It's a complete checklist to top 10 rankings for you or your clients websites. As a bonus when you buy SEO Decoded, you will also receive a copy of; 101 SEO Resources: The Best Free & Paid SEO Tools & Resources To Outrank Your Competitors. It contains a list of all the best free and paid tools and resources that professional SEO consultants use for their clients websites.

Do you struggle to work out where to spend your marketing budget to grow sales? Are you always getting distracted by the latest 'must-have' marketing tool? Have you struggled to work out how to improve your marketing? This easy-to-read and hype-free book will help you to understand what marketing you should be doing, and how to optimise your marketing for sales growth. Written to help time-poor eCommerce marketers and business owners, this book will become the marketing handbook that sits on your desk ready to help you solve each future marketing challenge. As well as walking you through each of the essential eCommerce marketing methods it includes tips that will improve your marketing in every channel. But this isn't just a list of ideas, at the heart of the book is the Customer MasterPlan Model. An easy to use, powerful system you can use to make the marketing decisions every time in your business. eCommerce Marketing: How to get Traffic that BUYS to Your Website is the only eCommerce traffic book you need. Including: 10 specific eCommerce marketing methods explained Complete guide to the Customer MasterPlan Model - your new decision making tool 7 Marketing Maxims - ways you can quickly improve the performance of any marketing you're doing How to improve BOTH customer acquisition AND customer retention Follow the advice in this book to create the marketing activity that will supercharge your sales growth. Already helping businesses around the world to grow their sales: "Everyone in your business should read this book, whether they are in marketing or not. Why? Because it removes all the smoke and mirrors around marketing for eCommerce, channel by channel, but still delivers for your marketing team on detail and how to plan for success. Chloë's candid, straight-talking style makes it feel like she's explaining it over a cup of tea and the content delivers in spades on practical, tangible and achievable actions that you can put into practice in your business right now" Nicola Fox, Head of CRM, MissGuided "As someone who built and runs an 8-figure (and growing) eCommerce business, I'm often asked for advice about how to do what we've done. Happily, I can now hand them Chloë's book instead of trying -- unsuccessfully, usually -- to lay out the framework and the requirements for eCommerce success. Comprehensive and practical, eCommerce Marketing is a book you should read over and over and, more importantly, put its lessons into action." Steven Sashen, CEO and co-founder, XeroShoes.com Chloë is the author of multiple best selling books and the host of the popular eCommerce MasterPlan Podcast. Through her books, podcasts, training videos and keynote speaker appearances Chloë has helped 1,000s of eCommerce businesses all over the world solve their marketing problems.

9 Key Website Optimization & SEO Strategies to Guarantee Website Conversion Success ? Unfortunately 80% (or more) of the websites built by 'so called' Web Developers are built to fail. Why? Because they basically don't understand the psychology and structure behind what it takes to generate an amazing conversion rate. This effectively means for all the visitors you might get to your site, the vast majority of them will end up leaving unsatisfied. The actual return you make on your investment will be very low, or possibly even nil. And what makes things worse, is these poor unfortunate website owners are led to believe that the secret to a website's success is all about the traffic to the website, and improving their SEO, so they head off on a tangent and start spending loads of money on Adwords and other pay per click strategies, and then wonder a few months down the track why they've still had no response, no sales or inquiries from their website. Often times this leads the website owner into believing that websites just don't work, and that Adwords and other pay per click methods are a waste of money. That belief couldn't be further from the truth! How would you like to learn and understand the closely guarded secrets of how some websites seem to convert their visitors into massive inquiries and new customers at the drop of a

hat, generating hundreds and hundreds of leads on a weekly basis? Perhaps you'd also like to know with absolute confidence that the money you do spend generating visitors through Adwords, Facebook, and other forms of promotional marketing is actually now going to convert into new business inquiries on a regular basis. You're about to discover how to fix these problems permanently. Here Is A Preview Of What You'll Learn...? Why your website is not converting people Why your website isn't ranking in Google searches Why you're getting no results from your Adwords campaigns Why people are leaving your website as fast as they arrive Why you're not getting calls or inquiries Why your website is probably damaging your business or brand The two most important key elements to focus on when developing your website The importance of SEO (Search Engine Optimization) Much, much more! ?Order your copy today, or Download the Kindle version! Check Out What Others Are Saying... "Simple And effective, I think it truly help discover what my website needed And it doesn't beat a round the Bush." "I enjoyed the straight forward approach. Written for an executive who wants to invest wisely - in a business tool not in an attempt at award winning designs. Worth the 30 minutes it takes to read as it contains years of experience I do not have. Enjoyed and appreciated the author's sharing of "trade secrets" that others try sell for thousands of dollars." Tags: Website Optimization, SEO, Search Engine Optimization, Pay per Click, Adwords, Optimizing a website, Optimize your website, website conversion, website conversion optimization, converting website visitors, website selling, ecommerce conversion, conversion rate, conversion rate optimization, website conversion rate, website persuasion, websites, website content, website copywriting, online conversions, online optimisation

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★ If You Want to Increase High-Quality Traffic to Your Website With Search Engine Optimization This Book is for You. Your Customers Will Never Stop to Use This Awesome Book. Trying to get the site listed optimally on Google or other engines must be the priority for any business, and SEO is one of the important ways to generate and direct traffic to a particular site. This should be part of any online business growth strategy that seeks the highest success. This Guide Will Help You to Avoid Costly Trial and Error Mistakes by Learning Directly from SEO Experts Who Tell You How it is Done. You will find: The basics of SEO Research keywords: how it really works Things and mistakes to avoid How to create easily a fresh content ...and much more! With this book you're going to learn the basics all about SEO and the easy way to benefit from it. Buy it NOW and let your customers get addicted to this amazing book!

Europe's Bestselling SEO Book Just Got Even Better! New edition re-written for 2015, including more case studies than ever before\*\*\*Includes FREE Book: How to Get to the Top of Google+ Local/Google Maps\*\*\*\*\*Includes FREE Expert Website, SEO & Marketing Review and Strategic Plan worth £186\*\*\* Europe's Bestselling SEO Book in History: #1 in Advertising #1 in Web Marketing #1 in Sales and Marketing #1 in E-Commerce Get to the Top of Google - Now updated for 2015, including all latest Google Penguin, Panda, Hummingbird, Pigeon and Exact Match Domain Updates. Ever wondered how websites get to the top of Google? Experienced Google Ranking Expert Tim Kitchen shares the secrets of the industry that many pay tens of thousands for. You will learn: How to get your website on the first page of Google How to get your website showing up multiple times on the first page (one of my websites shows up 6 in the first 7 results!!) The 3 'Dirty Secrets' that expensive SEO (Search Engine Optimisation) Experts don't want you to know What you can do for the price of 2 ½ cups of coffee that could have your website ranking top in as little as a day (I have done exactly this and I'll show you how) The small things you can do to make a BIG difference How to pick apart your competitor's strategies online and find their weaknesses How to pull off the famous 'Google Leapfrog' How to tell if you're wasting money on your SEO company How to make people click on your website even if it shows up below your competitors! How to avoid the deadly mistakes that can lead to Google removing your site from the listings How to survive and thrive post-Penguin Why SEO will exist as long as Search Engines exist, and how to develop a future-proof strategy. NEW SECTION: Penalty Recovery Case Studies In this section, you'll learn how to recover your site from Google ranking penalties. See real life case studies, how long recovery took, and what it meant for the businesses involved. If your website has been affected by a Google Penalty, this section will show you exactly what to do to get your rankings back on track. Learn How To Rank Your Website What most people don't understand is that once you know what to do, it's actually extremely straightforward to rank highly in Google. But there's a lot of misinformation and misunderstanding out there, and many businesses feel that the don't have the time or expertise. The truth is that you can improve your visibility in as much time as you have available, whether it's an hour per month or 2 hours per day. Whether or not you plan to do your own marketing, it's absolutely crucial that you understand the principles behind good ranking so that you judge the quality of the work being carried out. About Exposure Ninja Tim Kitchen is a Search Engine ranking expert and Head Ninja at Exposure Ninja. Exposure Ninja works and consults with over 800 businesses each year, in every imaginable

market around the world. This real-world experience is what he draws from in this book to show you real life, proven examples of getting websites to the top of Google. He also regularly teaches SEO to more than 3,500 small business owners through his books, courses and videos. In this updated version of the book he shares everything he has learnt from the past 9 years of getting websites to the top of Google.

Get your business ranked #1 on Google, the world's largest search engine. *SEO Made Simple 2020* (7th Edition), is the top-selling SEO book for optimizing websites, blogs, and other digital assets. It is currently used in classrooms, training programs, and by anyone looking to improve their search engine rankings. Updated for the most recent Google algorithm changes, *SEO Made Simple 2020* is today's best-selling search engine optimization book. Learn SEO 2020 with the seventh edition of search engine optimization made simple. This SEO book has been updated to focus on the strategies needed for top search engine rankings and is much easier to use than *SEO for Dummies* and other popular SEO books or SEO audiobooks. In this tell-all search engine optimization guide, anyone can learn how to achieve the highly coveted #1 ranking on Google for their website, blog, or video. Improve your website rankings with *SEO Made Simple 2020* (7th Edition). This SEO book includes optimization advice for local search, mobile search engine optimization, reputation management, and much more. *SEO Made Simple* is today's top-selling search engine optimization SEO book for a reason and has sold more than 50,000 copies. Learn from leading search engine optimization author, speaker, and entrepreneur, Michael H. Fleischner as he reveals the specific SEO techniques that deliver top rankings in less than 30 days to any local business, national or international brands who want to dominate their competition online and generate qualified website traffic. Whether you're a search engine optimization expert or new to website rankings, the optimization techniques revealed in *SEO Made Simple* will give you everything you need to improve your rankings and get more online exposure. Generate tons of traffic to your website absolutely FREE with top search engine placement on Google and other Search Engines. *SEO Made Simple* has helped more individuals than any other search engine optimization guide ever printed to achieve top rankings for even the most competitive keywords. This guide also includes the latest SEO advice on social media, Google My Business, Local Search, and even provides a step-by-step link building process that has produced top results for some of the most sought after keywords. If you're looking for a guide that provides the information you need to achieve top search engine rankings, without all of the useless fluff, this is it. *SEO Made Simple 2020* (7th Edition) is the only resource on search engine optimization that you'll ever need. Learn the techniques that have a direct and significant impact on your website's ranking regardless of experience level. This book is ranked #1 for a reason. Read our reviews and see for yourself why *SEO Made Simple* is your most important resource for acquiring top search engine rankings.

Are you considering joining the fascinating world of Marketing Online? Do you want to set up a successful website? Is your website productive? Have you found other people in your sector doing well with an online business but not you? Do you have a unique product or service but just cannot sell it? If you want to feel proud of your decision of stepping into the world of marketing online and even being able to drop your full-time job and get rid of your boss, you will have to learn a number of tricks that will convert your site into a money making machine. It could be nice to be able to pay the bills or to have a better way of life through your own online business. To obtain that goal, you will need to optimize your website to obtain a better ranking and to gain a better web presence for your site. In doing so, you will have to learn that the key of success lies on the amount of traffic that you will be able to generate to your site. In other words, TRAFFIC is equal to MONEY. The more traffic you will be able to drive to my pages (and other people's pages), the more money you will make. Traffic is still most important key to your online success! In your way to success you should develop the right mindset to success in your online business and use it to your advantage. Furthermore, once you have learned those tricks that work in getting traffic you should apply and use them consistently. You also need to know that traffic must be constant, reliable and high quality in order to be productive. Therefore, focus your efforts on attracting traffic from the right places as there is nothing worse than getting a whole bunch of "junk traffic" to your site. If your visitors are already interested when they find you, your job is twice as easy! The good news is that it is not hard to generate traffic and it does not take a scientist mind to understand process. It is enough with using the tricks explained in this guide, to obtain that your website generates constant money flow to your bank account, unlimited traffic and untold amounts of inbound links.

**SEO Books for 2015** Have you ever wanted to learn how to tap into the vast stream of FREE traffic offered by Google and other major search engines but found it too complicated or confusing? Well you are not alone. If you have looked into Search Engine Optimization (SEO) techniques but failed to get the traffic your website deserves, you know that learning SEO can be confusing, especially for a beginner. There is a lot of "advice" available online, but much of it is out of date, too technical, or involves spammy soft-

ware, techniques or services. Learn *SEO: Beginners Guide to Search Engine Optimization* brings you an easy to understand, step-by-step, beginner's guide to learning search engine optimization, based on years of experience in the industry, and fully up to date for the SEO challenges that face webmasters for 2015 and beyond. In a series of easy-to-follow tutorials you will learn how to: Uncover the traffic-generating, money-making keywords for your market or niche. Search Engine Optimize your website or blog to tap into maximum traffic from major search engines. Use dozens of effective insider optimization techniques that normally take years of learning to master. Create quality content that your website readers and search engines will love. Use Social Media Marketing (SMM) to boost your website audience and brand. Enhance the quality and speed of your website (Google loves fast sites with quality content!) Troubleshoot ranking problems and penalties. Providing clear explanations on every important ranking factor, and other vital aspects of Search Engine Optimization, you can improve your rankings, boost traffic, and ultimately sales by learning the straight forward SEO techniques presented in this book! If the SEO practices you have been putting your faith in were produced prior to September 2012, you could be following outdated advice that will get your site penalized, or even removed from the Google index completely. Google made some major algorithm changes in 2011, and more significant changes in 2012, with further updates rolled out in 2013 and 2014. Google has declared war on some previous Search Optimization strategies that were accepted as standard practice for SEO prior to 2012, that could now be considered "black hat", or simply no longer effective. Learn *SEO 2015 Edition* will show you what you can do safely in order to boost your search rankings, and outlines the practices you should avoid during the process. Use the Look Inside option above for a preview!

Do you want to have your Website up and running your blog in minutes? This concise, step-by-step and to-the-point guide shows you how to register a Website name and install a WordPress blog on it in minutes, with our Web hosting company of choice! \*FREE bonus: a \$10 discount code with one of the biggest Web hosting companies in the USA! It's like getting a month of Web hosting free! Published by Web Of Life Solutions

The most comprehensive coverage of search engine optimization In *Search Engine Optimization All-in-One For Dummies*, 3rd Edition, Bruce Clay—whose search engine consultancy predates Google—shares everything you need to know about SEO. In minibooks that cover the entire topic, you'll discover how search engines work, how to apply effective keyword strategies, ways to use SEO to position yourself competitively, the latest on international SEO practices, and more. If SEO makes your head spin, this non-nonsense guide makes it easier. You'll get the lowdown on how to use search engine optimization to improve the quality and volume of traffic on your website via search engine results. Cutting through technical jargon, it gets you up to speed quickly on how to use SEO to get your website in the top of the rankings, target different kinds of searches, and win more industry-specific vertical search engine results! Includes new and updated material, featuring the latest on Bing!, Google instant search, image search, and much more Covers SEO and optimizing servers for SEO Provides important information on SEO web design Shows you how to use SEO to stay "above the fold" If you're a website owner, developer, marketer, or SEO consultant, *Search Engine Optimization All-in-One For Dummies*, Third Edition is the only resource you need to beat the competition.

"Step-by-step guide to search engine optimization in plain English"--Cover.

You Are 1-Click Away From Learning SEO In Plain, Dummy-Easy Language! The secret to succeeding in any business online is simple; have targeted eyeballs seeing your content and you will smile all the way to the bank. But with millions of other people having the same goal of getting people's attention to their content, I know you know all too well that it can be hard to get those eyeballs. When you couple that with the fact that search engines and popular social media platforms are constantly changing algorithms that render what been working for a while to stop working, maintaining the constant stream of eyeballs month after month, year in year out, can be an uphill task. But it doesn't have to be that way. You can stay on top of everything by learning the ins and outs of SEO to unleash its full capabilities. How do you go about it? Where do you even start? How do you find the right keywords and phrases to target? How do you get people to click on your content (videos, articles, images and such)? How do you get them to engage with you? How do you convert these people to paying customers that bring in a steady stream of \$\$\$? And most importantly, how do you measure whether what you are doing is working or not? If you have these and other related questions, this book is for you so keep reading. It covers the ins and outs of SEO to help you start seeing the kind of results you so much desire from your online marketing efforts. More precisely, the book covers: The basics of SEO, including what it is, how it works, why you need it, the different approaches to SEO, different concepts in SEO and more How to conduct proper keyword research to set yourself up for success from the beginning The latest information on the inner workings of Google, the biggest search engine and probably your biggest source of organic traffic, including how Google

gle ranks websites Powerful SEO strategies that will get your website ranked high on Google fast How to boost your on-page SEO like a pro using different strategies How to structure your website for maximum automatic SEO advantage How to get the people visiting your website to click on your articles, pages, videos and images without begging A comprehensive understanding of the sales funnel How to leverage the full power of content marketing for SEO benefits How to measure success using different tools for tracking progress, including how to interpret the results and take action Powerful tools that you will find helpful for keyword research, optimization, link building and analytics How to find a perfect blend of SEO and social media marketing, including how to use SEO for Facebook, Twitter, Instagram, YouTube along with different analytics When to pay to play and how to go about it like a champ, including when and why use PPC, how to go about the research process, choose the right keywords, set up and optimize your campaigns, bid right, optimize your campaigns, drive sales etc. And much more! The book breaks down the seemingly complex topic into easy to follow, beginner friendly language to help you to apply what you learn as soon as you put it down. Click Buy Now With 1-Click or Buy Now With 1-Click to get started!

Revised and updated for 2021 with new case studies and covering the latest Google updates! Become one of the 10,000+ business owners and marketers who have used this bestselling non-nonsense SEO book to increase their rankings and sell more. Whether you've dabbled in Search Engine Optimisation (SEO) and been disappointed with the results, are a complete SEO newbie looking for a large slice of the ranking pie or you're a seasoned professional looking to stay up to date with the best SEO practices, this book is for you. How would it feel to... Understand how Google chooses which websites to rank? Know exactly what keywords to target to attract people who are ready to buy what you sell? Have your most profitable keywords hit the top spot? Confidently be able to tweak your website and its structure (no technical know-how needed!) for fast gains? Be able to write killer content that Google and your visitors love? Build relationships with key publication players in your industry and have them begging for your content? Have crafted a complete SEO strategy to laser-target your focus and get big results? What kind of results can you achieve? One of our clients came to us in 2015 asking for help. His business was making \$2k per month in sales, and he was contemplating closing shop. Today, that business turns over \$3.4million per month, thanks to the strategies in this book. You'll read about this business and others in the book. Every strategy is data-backed and battle-tested by the Exposure Ninja team, who grow real businesses like yours. What's inside? Section 1: The Foundations You'll learn: The four free ways to appear on the first page of Google How to identify keywords that will drive hordes of hungry traffic to your website The key to seeing ranking gains in just weeks Why snooping on your competitors is crucial, and how to steal the good bits. Section 2: Your Website Transform your website's ranking by: Structuring it to make it easy for Google AND visitors to use Using content to 10x your traffic Transforming your blog into a sales generator Avoiding the SEO pitfalls that can do more harm to your website than good Section 3: Promoting Your Website You'll find out: The exact process that took one business from 35 to 3,450 leads a month How to get links from national newspaper websites The easy way to pitch content sounding desperate How to get links from social media Section 4: Designing Your SEO Strategy SEO can be overwhelming. Replace panic with serene calm as you: Put everything into a comprehensive strategy Pick the key tasks to get results if you're low on time Learn which metrics to track and which to ignore Implement three key practices that will ensure long-term improvement, whatever Google throws at you "But how do I know all this is possible?" Tim Cameron-Kitchen started out as a professional drummer. After building and ranking a website for his next-door neighbour, he got bitten by the SEO bug. Hundreds of clients later and with a team of 100 at his agency Exposure Ninja, Tim's story shows that anyone, even if you don't have a background in SEO, can learn what it takes to rank their website on Google. We update the book at least once a year to reflect the latest changes to the algorithm, so you're always in the know. Lifetime updates are included with purchase, so this is the last SEO book you'll ever need to buy! Bonuses worth over £400 You'll also receive a FREE video review of your website's SEO, carried out by one of the SEO experts at Exposure Ninja. They'll build you a prioritised plan to follow to improve your ranking and sales.

Revised edition of the author's Ultimate guide to search engine optimization.

The process for SEO is complicated, but it doesn't have to be with this SEO book. Learn everything you need to know about SEO (search engine optimisation), with this book and get your website noticed! A website is just a website! That is why you need SEO. A website is only magical when it starts ranking on the first page of Google for the keywords, key terms, questions and phrases you believe, your customers will type or speak into Google. Your website can be your best employee or your worst. The goal of SEO is to rank higher, increase organic traffic, profits and sale. This is done by building backlinks, on-page SEO, technical SEO, refining the user experience, brand and more. So if you want a solid, non-nonsense, practical overview of SEO this is the book for you. The

book includes explanations, strategies, citations lists, web resources and more. Let's get to work, buy your copy, grab your laptop, it's time to leave the competition behind. Learn how to optimize your website Learn how to research keywords, build traffic and increase visibility Backlink strategies Content strategies Technical SEO overview Increase speed New search (Voice, Image & Featured SERPs) GMB and local search Citation/profile list included Software, best websites and chrome extensions list included A simple website action plan included.

2 SEO Books + 1 Free Bonus Books Included! Do You Want to Learn How to Master SEO? Get this Book and Follow My Step by Step Explanations! This Book Included: SEO: How to Get On the First Page of Google SEO: The Seven Tips to Succeed in Google You have seen the ads. For just \$0.99 you can get a domain. For \$9.99 per month, you can start your own website. But what have you found? Have you found your business is not getting internet sales? Are you somewhere on page 100 in the Google search engine? A myriad of work goes into creating a website that is worthy of Google's first page. If you want this ranking, you need to be smarter, rather than working harder. It takes starting out correctly, with your website. There will be trial and error. Most of all, a magic solution does not exist. Any place that is offering something for very little is going to make you work harder to get what you desire for your website. Any company offering to sell you links to improve your website, is going to damage your website. Did you know Google makes about 500 changes to their algorithm each year? Imagine what these changes are going to do for your website ranking, particularly, when Google is attempting to make the user experience superb. Google's motto is to ensure when anyone conducts a search in Google they see the result they want on the first couple of pages. Search engine optimization (SEO) has greatly changed even in the last five years. Ten years ago, it was about keywords. The more keywords you used the better. A slow shift towards quality content began and is now in full effect. If you spam your articles with keywords, with low quality content, you will be penalized. If you try to trick Google, you will end up in the black hole for internet websites. A few golden rules are needed before you jump into the SEO tips provided in this book: Determine your investment abilities Write quality content Get your website indexed Use keywords appropriately Pay attention to the technical aspects Avoid mistakes others make The basics of SEO are contained within these pages. However, it is an ever-changing topic, with new rules, tips, and strategies coming out each year. The only way you can keep up with the changes is to pay attention, continue to read about the SEO niche, and keep up with the changes Google makes to improve the user experience. You have one goal-to increase your income via consumer purchases. SEO practices will help you reach this goal, by helping you get more visitors to your site, but the work does not stop there. You have to have something that entices a consumer to remain on your website. The more time a visitor spends on your site, the more relevant Google will find your website and increase your page ranking. ENJOY

The Bestselling SEO Book In History - Now Updated! \*\*\*Comes With FREE Bonuses Worth Over £400 Including An Expert SEO Review, Further Video Training And Rank Tracking Software. This book has taught more than 10,000 business owners, Marketing Managers, marketing students and even professional marketing agency staff how to increase the ranking of any website: #1 in Advertising #1 in Web Marketing #1 in Sales and Marketing #1 in E-Commerce How To Get to the Top of Google - Now updated to include the Ever wondered how websites get to the top of Google? Experienced Google Ranking Expert Tim Kitchen shares the secrets of the industry that many pay tens of thousands for. You will learn: How to get your website on the first page - and in first position - of Google The strategies that have taken businesses from \$2,000/month to \$996,332 per month, and grown leads from 35 per month to 115 per day The secrets behind some of the world's most effective SEO campaigns How to get multiple rankings on the first page of Google How to find and target the most profitable keywords in your market (clue: they are NOT the ones that most of your competitors will be targeting) How to spot the weaknesses in your market and go from invisible to dominant Whether or not you're getting good value from your SEO agency or team How to avoid the costly mistakes that hold rankings back and reduce profitable traffic What to do with your blog to turn it from a lonely wilderness into a traffic and sales generator How to capitalise on the 'low hanging fruit' that can move rankings in weeks! Why SEO will exist as long as Search Engines exist, and how to develop a future-proof strategy. Go Behind The Scenes Of Some Incredible Business Growth Stories See and copy the strategies that have transformed the rankings, traffic and profit from real businesses. Discover how one US eCommerce site from sales of less than \$500 per week to more than \$232,000 per week in 18 months, purely from using the strategies in this book. Learn how startups and brands alike can transform their visibility and dominate their markets using the content creation, optimisation, and promotion techniques proven to work over hundreds of industries. Learn How To Rank Your Website - Experience Not Necessary What most people don't understand is that once you know what to do, it's actually extremely straightforward to rank highly in Google. But there's a lot of misinformation and misunderstanding out

there, and many businesses feel that they don't have the time or expertise. The truth is that you can improve your visibility in as much time as you have available, whether it's an hour per month or 2 hours per day. Whether or not you plan to do your own marketing, it's absolutely crucial that you understand the principles behind good ranking so that you judge the quality of the work being carried out. About Tim and Exposure Ninja Tim Cameron-Kitchen is a Search Engine ranking expert and Head Ninja at Exposure Ninja. Exposure Ninja works and consults with over 800 businesses each year in every imaginable market around the world, improving the rankings, traffic and profit. This real-world experience is what he and the Exposure Ninja team draw from in this book to show you real life, proven examples of getting websites to the top of Google. He also regularly teaches SEO to more than 12,500 small business owners through his books, courses and videos. In this updated version of the book he shares everything he has learnt from the past 13 years of getting websites to the top of Google.

SEO and Search Marketing In A Week is a simple and straightforward guide to mastering the basics, giving you everything you really need to know in just seven short chapters. From stripping away the mystique from SEO and SEM, to uncovering the meaning of jargon and acronyms such as pay-per-click advertising (PPC), backlinking, social signals and algorithms, you'll discover how to structure your website to deliver what the search engines are looking for and to promote it to the world. This book distils the most practical search engine optimization (SEO) and search engine marketing (SEM) insights into easy-to-digest bite-sized chunks, giving you a basic knowledge and understanding of the key concepts, together with practical and thought-provoking exercises. Whether you choose to read it in a week or in a single sitting, SEO And Search Marketing In A Week is your fastest route to success: - Sunday: An introduction to search engines and SEO - Monday: Keyword research - Tuesday: On-page optimization - Wednesday: Off-page optimization - Thursday: Getting other traffic sources to your website - Friday: Pay-per-click traffic: making it work for you - Saturday: Monitoring and managing your progress ABOUT THE SERIES In A Week books are for managers, leaders, and business executives who want to succeed at work. From negotiating and content marketing to finance and social media, the In A Week series covers the business topics that really matter and that will help you make a difference today. Written in straightforward English, each book is structured as a seven-day course so that with just a little work each day, you will quickly master the subject. In a fast-changing world, this series enables readers not just to get up to speed, but to get ahead.

The "SEO: 20 Search Engine Optimization Tricks to Get Your Website to the Top of Search Results" is designed to share important search engine optimization tricks. These tricks are important to get your website to the top of search results. You can optimize your website to increase the online visibility, targeted visitors, and online sales. This book is designed to save your time, money and help you to earn more money. The details are totally accessible and give you distilled knowledge of a successful search engine optimizer. You can follow the advice given in each this book to optimize your website. You may often omit some of these tricks, but these will help you a lot to understand all important things. This will increase your understanding of SEO procedure. Search engine optimization can help you to increase the ranking and importance of your website. You can use keywords and optimize your images with the help of given ideas. There are numerous techniques that are helpful to increase potential customers on your website. You will be able to understand the difference between internet marketing and SEO. You will learn some efficient uses of social media to promote your website. You can use Twitter, Facebook, and LinkedIn profiles to increase the ranking and traffic of your website. SEO can deeply observe each and every aspect of your website because a web design is not for looks and feels. Download this book and understand the basic tricks of SEO that are required for the promotion of your website.

From one of the United Kingdom's leading search engine optimization (S.E.O) experts who has worked with major companies like Amazon.com, the most comprehensive, accessible and up-to-date guide to S.E.O available. Written in a readable style for the beginner, but at the same time comprehensive enough for the skilled marketer, Get to the Top on Google will show businesses, both large and small, how to improve their search engine rankings, leads and sales. Get to the Top on Google is the first book to comprehensively address all aspects of modern day search marketing through a genuinely structured methodology, including an assessment of the impact of Web 2.0 on internet marketing strategies. It includes a seven-step approach to search engine optimization and website promotion, tried and tested tips and tricks to achieve top rankings on Google and other search engines Readers will benefit from a free 6-month membership to the author's S.E.O Expert Services Thinking of search engine optimization is like cooking a meal. Keywords and key phrases are your ingredients. Discovering phrases that pay is all about finding the right key phrases for your business, then deploying the for best effect in your site and campaign. Courting the crawl explains how to help Google find your pages and index all of them appropriately, through building the right technical foundations and structure for your

new or existing website. Priming Your Pages covers the S.E.O art of page copy-writing and includes deploying your phrases that pay through your site and manipulating Google search engine results pages. By landing the links in a well-managed link-building campaign you can go from an also-ran to world champion by establishing both the importance and relevance of your site.

In order for your website or online business to be extremely and insanely profitable you must drive a boatload of targeted traffic to it and convert your visitors from prospects into paying customers. Many online entrepreneurs struggle with mastering this equation and as a result they are generating very little income or not making money at all. Plain and simple to drive a boatload of targeted traffic to your website you must know how to effectively use SEO or Search engine optimization to dominate the major search engines Google, Yahoo and Bing for the main keywords or keyword phrases that are relevant to your website. In this amazing book "Search Engine Domination: The Ultimate Secrets To Increasing Your Website's Visibility And Making A Ton Of Cash" you will learn step by step how to increase your search engine rankings and get your website to rank on the first page of Google, Yahoo and Bing. Also you will learn the secrets of creating a profitable online business and how to properly position your products and services in the marketplace so that you can outfox and outduel your competition.

Web Marketing Does Not Have To Be Tedious And Expensive To Spell Success For You! Attract Targeted Traffic To Your Site! All You Need Is To Know The Secrets Of Powerful Link Exchange. Learn some quick link exchanging tactics to earn high ROIs at low investment! Developing just a website on the web does not make much sense these days. With the increasing number of websites worldwide individual websites all suffer from decreasing visitors if they get any at all. Webmasters try different techniques to attract visitors to their websites and gradually these techniques have emerged into strategies that people use in order to generate traffic on a regular basis. Although according to the philosophy that if more visitors arriving on your website this would result in more conversion from visitors to customers, but then generating traffic on the website is just not enough to convert the visitors into customers, rather it requires smart techniques to attract only relevant or potential visitors on your website. Many marketing forums and blogs communicate various strategies to generate more traffic to your site, but it is important to figure out which strategies work for you and your web business. Below are the modules that you will get inside: Ebook Ecover Graphics SalesPage SqueezePage

Every small business or organisation needs a website, whether it is a simple online portfolio or a complex online shop. Expert web design teacher Alannah Moore makes this subject accessible for everyone, even those with no technical or design experience. Avoiding technical language, Alannah provides a summary of the web platforms available, covering, among others, WordPress, Squarespace, Weebly and Shopify. From these the reader can choose the right platform for them, and very quickly get up and running. Drawing on her vast experience of what a novice website builder really needs to know, Alannah covers all the topics they will come across in their online experience: how to choose a good domain name; what content you need for your site; how to work with images and even create your own logo. The reader will also learn how to integrate social media and a blog, so they are set up and in control of their virtual presence from every aspect. This is the perfect book for anyone who doesn't want to pay for an expensive web designer. In Alannah's safe and capable hands, they will find the process of building their site easy and enjoyable, and they'll soon have a successful online presence.

How do you rank in Google? How do you get Google to pick your site out of the millions of sites that are available on the web? It is about the content you publish on your site, but publishing good content it is not enough. Your content needs to be created specifically with Google in mind. It must be search engine optimized. There are techniques for this. There are well-proven best practices, hard-won insights. Tips and tricks. What about the readers, then? Can I write for Google without scaring off my human readers? Yes, you can! And that's the main point of this book. It is a great and liberating insight. It turns your "mission impossible" into an exciting, day-to-day challenge. Focus on the things you can accomplish with good content on your website, the "on-page SEO." A concise and instructive, hands-on guide for web editors and site owners. Start doing the right thing! Contents On being found The goal of SEO SEO - a machine with three levers Introduction to on-page SEO Content - the backbone of the web Finding your keywords Optimising content for search engines Optimising content for readers Optimising meta data Optimising internal linking Analysis and adjustment Conclusions Copyright - About the Author Gammal You probably want more visitors to your site. You want to reach out to people who are interested in what you have to say, or what you have to sell. And you understand that a good place to find these people is in a search engine such as Google. But how do you get your website to rank in Google? How do you get Google to pick your site out of the millions of sites that are available to choose from? There are techniques for this. There are well-proven best practices, hard-won insights, tips and tricks. The short version: You have to tell Google what your site is about, and

you have to be very specific. You have to find out what exact words to use and you have to put these words in the right order and in the right places. Analyse, execute, and watch your site's ranking start to improve. Invest in your site's content, and visitors will be coming your way through a marketing channel that is free of charge. But, what about the readers? Can all this be done while still taking good care of the people who do come to the site, the site's visitors? Can you write for Google without scaring off your human readers? Yes you can! And that's the main point being made in this concise and instructive book. With the right understanding of both search engines and human readers, you can actually create content that fulfills the requirements of both man and machine. If you're a web writer or a content editor, this is a great and liberating insight. It turns your "mission impossible" into an exciting, day-to-day challenge. If you're a web owner, this insight is money in your pocket. Search engine optimization (SEO) is a large and technical area, but this book focuses on the "on-page SEO," the things you can accomplish by modifying the content on your website. Get the book now and start doing the right things!

Compact companion to getting your website noticed from the how to: academy series. How can you give your website the traffic boost it needs? Today, more than ever before, websites can make or break your business. They are the primary place for people to find you online, to research you, and to decide if they trust you. A single online search can generate millions of website results but people rarely bother to look past the first results page. How to: get your website noticed will teach you how to boost your Search Engine Optimisation (SEO), to read web analytics like a salesman, to scale what is working, remove what isn't, and look at your website as a business asset.

We DOMINATED Google and YouTube search for one of the biggest Internet product launches in history. Now you can learn EXACTLY how we did it! You will learn: \* what search engine optimization techniques are working NOW -- not a year or two ago. We are a professional SEO firm, and this book lays out in step-by-step detail the process we go through to analyze what keywords our clients should target, and how much competition is or is not standing in their way. In short, how we get our clients AND ourselves ranked highly in the world's leading search engines. \* What the "secret weapon" is these days for even SEO amateurs to achieve high rankings in Google. Yes, we tell you what it is, and exactly how to do it! \* If you decide to take on the job of SEO yourself (and make no mistake, when done correctly and effectively, it

is a JOB), we present the process and resources you will need. Don't let anyone tell you it's a snap. If they tell you that, they're probably ranking for a non-competitive keyword. It is so important for people to have high rankings in Google because these days, in our current society, that is the equivalent of what a full page Yellow Pages ad used to be. Years ago, people who wanted to get high exposure in their community for their business would just place a large Yellow Pages ad. These days, Google has replaced that as the way people find information. High organic rankings in Google are the equivalent of what a full-page Yellow Pages ad used to be, in terms of exposure and advertising. Organic means search rankings that you don't pay Google for. On Google, Bing and Yahoo, you see the paid ads at the top of the page and at the sides, and they sometimes have a slightly tinted background so you can tell that they're paid ads. The listings that come up without the shading throughout the center of the search results page are ones for which people have not made a payment to Google for positioning. Rather, their position is based on Google's proprietary algorithm which ranks web pages to determine their potential value to people searching for information. Twenty or 30 years ago and more, when people wanted to find out the solution to some problem or issue they had around their house or in the community, they would go to the Yellow Pages. That is where you would find a plumber, a roofer or find any kind of specialist who could help. Now, when was the last time YOU actually picked up the Yellow Pages? For me, it's probably been many, many years, literally. Well, neither are your customers and clients, and this is why this information is so important to you! Everyone now goes to Google or to one of the search engines to find the things they want to find. Recent studies show that more than 80 percent of people go on search engines before they make a purchase. They want to compare shops; they want to do research on what it is that they need to buy or the service they need. Having a high spot in search engines makes it easier for people to find you - like having a full-page Yellow Pages ad next to a liner or small rectangle ad for your competitor. The full-page ad will always get more attention. It just makes sense, and there are statistics to back this up, that the higher you are in the search, the more chance that you have of being clicked on and looked at. So, that's the whole objective -- to try to be as high as you can, to be as visible as you can. It just makes basic sense. Most people will look at the front page of the search results and won't really go past that, and that's just human nature. PropellerHeadSEO.com (<http://propellerheadseo.com>) is a professional search engine optimization firm that serves

companies of all sizes. As a bonus when you purchase this book, you can receive a FREE analysis of your SEO needs and the competition you will face -- a \$99 value!

SEO for WordPress - "Introducing a Simple Step-by-Step System to Get on Page #1 of Google...Fast!" This is important. Would you like to know the easiest way to get on the 1st page of Google? I thought so! It's so simple that you're going to kick yourself for not figuring this out on your own. So forget hiring an SEO company. After you finish reading this fast paced eBook, you'll know just as much as 97.67% of SEO companies. Most people panic when Google updates their search engine. Never again! You'll Learn: --Advance Keyword Research --Keyword Analysis --WordPress Optimization --How to Use Permalinks --How to Use Tags Correctly --How to Structure Your First Paragraphs --Keyword Density Tips --How to Structure Your Last Paragraphs --How to Optimize Your Images --Plugin Settings --How to Use Categories to Improve Your On-Page SEO --How to Analyze Your On-page SEO for FREE and Fix Errors Fast --Proven Off Page Optimization Tactics --How to Boost Your Rankings with RSS Feeds --How to Piggyback Authority Websites to Rank for Competitive Keyword Phrases. --YouTube Tips..and more! This eBook is filled with pictures which make it easy to read, understand, and put into action. Next time Google announces a major update, you'll be one of the few people laughing. Do you know why you'll be laughing? It's simple! Google will actually rank your website higher which means you'll cash a bigger check. That's the bottom line. No technical knowledge is required to apply the steps in this book. My 13 yr old sister has A.D.H.D like you wouldn't imagine. She was still able to follow along with this book and write an impressive blog post that ranked on Google. (Ha! While I'm typing this, one of our readers just sent me an email saying he went from page 6 to page 2 on Google. I'm confident that he'll get to page 1 by next week.) --Do You Want to Easily Improve Sales By 10-20%? --Do You Want to Get More People Clicking Your AdSense Ads? --Do You Want to Get more Sign-Ups to Your Memberships Site? --Do You Want to Increase Your Affiliate Sales? --Do You Want to Attract Advertisers and Sale Ad-Space on Your Website? Of course! Invest a few tax-deductible dollars on this easy-to-read eBook now! We won't let you down. If you still have any questions after you read our book, feel free to contact us for a helping hand. Scroll up, and buy this book now! - Kent Mauresmo & Ana Petrova P.S.> Limited Time Promotional Pricing P.P.S.> Buy this Book today and you'll receive the full color PDF copy for free.