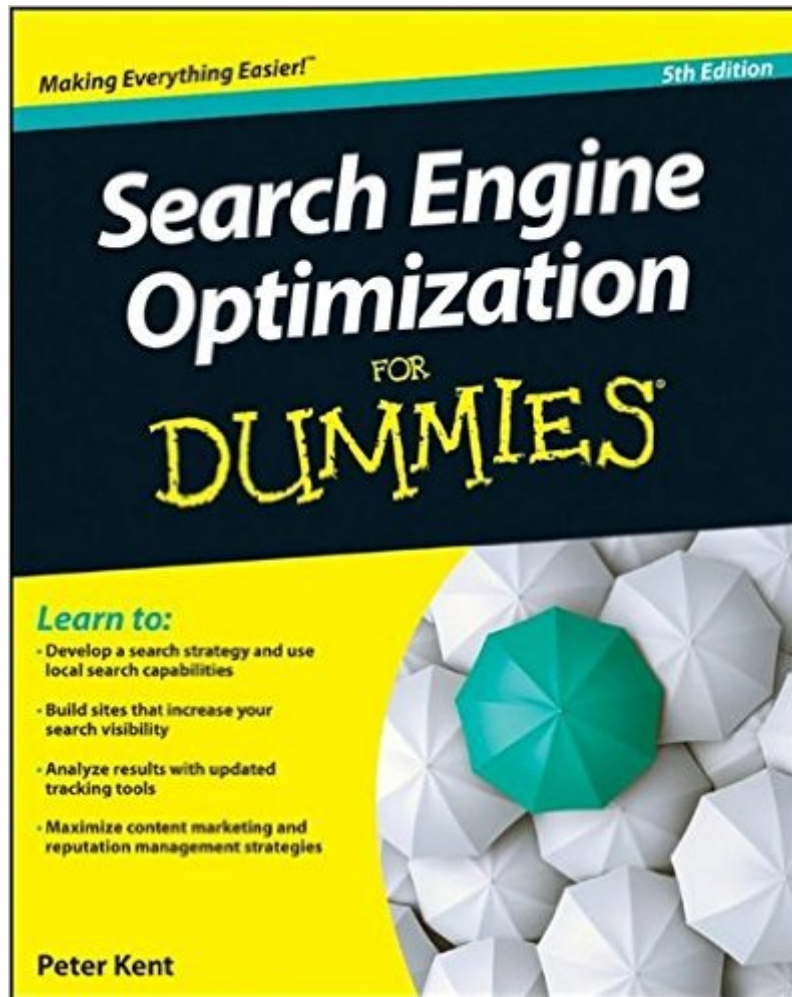


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Search Engine Optimization For Dummies



Synopsis

Increase your online ranking with this beginner guide to SEO! Search engine optimization (SEO) is an integral part of getting a site to rank high in the various search engines in order to attract potential customers. With this new edition of a bestseller, you'll learn the ins and outs and best practices of successful SEO in order to make your website content more search-engine friendly so that it ranks higher among search engines and draws high-volume traffic. Covers search engine basics to help you get started Introduces new coverage on content marketing and reuse, new tracking tools, platform management, and reputation management Details ways to build search-engine friendly sites, register your site with directories and indexes, and use analysis tools to track results Explains how to use link popularity in order to boost rankings Zeroes in on advertising your site by using pay-per-click options Search Engine Optimization For Dummies, 5th Edition is the fun and friendly place to start learning how to move your site to the top of the rankings.

Book Information

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Customer Reviews

I'm a professional website developer, and have been in this business since 1999. I've always found doing search engine optimization to be distasteful, mostly because of the old black-hat practices of trying to trick search engines into giving one's website better placement in search engine results pages ("SERPS") than it really deserves. I've studied SEO for several years, and have read all sorts of books and articles about SEO that are excessively technical and ultimately useless. I've invested in high-end SEO software to harvest and analyze all sorts of metrics, and found that it's barely

worthwhile. The entire practice of trying to game Google's algorithms and cheat one's way to the top of SERPS placement is constantly changing and is a losing game. The best case scenario, where one's website gets top placement using these schemes for a while, almost always ends in the site getting severely penalized by Google once Google catches on to the fact that it's been tricked. This book offers a simple reality check and sets forth a practical, clear method that anyone can use to make his or her website worthy of an excellent SERPS placement. This book is an essential first step in anyone's SEO campaign. Whether you're a website developer or a business that owns and manages a website, the knowledge simply and clearly outlined in this book is essential before you even shop for an SEO consultant, since in my expert opinion 95% or more of the entire SEO industry is comprised of unsavory tricksters and scam artists.

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