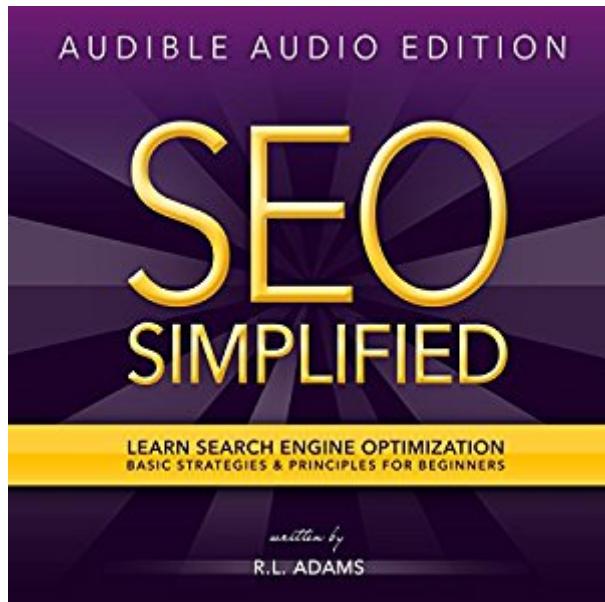


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# SEO Simplified: Learn Search Engine Optimization Strategies And Principles For Beginners (The SEO Series)



## Synopsis

SEO Beginner's Guide Learn Basic Search Engine Optimization Strategies in this SEO Audioook

We all know that the world of SEO is vast, complex, and shrouded in secrecy. The industry prides itself on that secrecy because revealing the exact formulas for its algorithm would defeat the essence of organic search rankings. However, although the SEO industry is complex and oftentimes confusing, there are basic principles that govern just how search engines like Google operate. And, if you're just getting started in the SEO field, then understanding these basic principles is paramount.

Today's Search Engine Environment The dramatic evolution of the search engine environment has left a lot of people scratching their heads. What used to work years ago, no longer applies today. However, the underlying principles of high quality and well-written content still remains. And, without getting into too much technical details, this audiobook explains SEO in simple, almost storybook format and has been written by a seasoned professional and veteran in the field of search engine optimization. This audiobook is an absolute must if you're a beginner to the SEO field and you're looking for an understanding of the fundamentals involved with search engine optimization.

## Book Information

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## Customer Reviews

SEO is a subject I love. Having taken numerous websites from scratch to the top positions in all major search engines I simply love to read anything and everything that is published on this subject. Thus I went through the entire book with great interest. My Observations:\*\*\* The author knows what

he is writing about\*\*\* The books is an excellent primer on current SEO insights\*\*\* Excellent presentationRecommendation:\*\*\* This is not an ABC kind of book\*\*\* You should have some background of SEO to enjoy it\*\*\* A superb intermediate level textbook\*\*\* Intermediate level users will be able to harness all insights and techniques mentioned in this book

An excellent guide for anyone looking to develop a basic understanding of search engine optimization, particularly if you've got a small business you're wanting to promote online. With the vast amount of competition out there all competing for the same keywords and traffic, getting your website to move up from the unexplored wastelands to the top rankings takes time and work. This book is designed for those of us with limited knowledge of SEO and I found it to be easy to understand and well formatted. From explaining the foundation concepts to taking a look at the basic strategies of SEO, it shows you how to increase your website's relevancy in order to move up in Google search rankings. I came away with a much better understanding of how to tweak my website to improve it's ranking.

I'm a new small business owner and interested in how to better promote my business on-line using SEO. I bought this book to give me a short introduction to SEO and some tactics I could get started with. The book provides a solid, but not detailed, explanation of SEO. It's well organized. Additionally, the tactics are easily laid out. I quickly took notes on what I needed to do for my business based on the book's content. Going in I knew this book was a simple quick intro and it served its purpose. I've now moving onto the SEO White Book. I haven't implemented any of the techniques yet. Hopefully they will prove effective.

Book was a very quick read and provided a simple overview of SEO. I'm sure if you know even a little bit, this book won't help. If you know nothing, it will definitely put you on the right path. To actually start doing some SEO, I think you will have to get a more detailed book, but you will now know what you're looking for.

I just finished reading this short book on SEO. I really enjoyed the author's style of writing. He writes in a way that clearly gets his ideas and advice across without overwhelming the reader. If you've ever shied away from reading about SEO because you found it intimidating, this is the book to begin with. It will help you get started the right way to improve your site and its rating.

As the title suggests, it is simplified. The book is written in a very conversational, easy to understand language. The book is short but helps anyone new to SEO understand better how the internet works.

Interesting and informative "Cliff Notes" approach to SEO! I read the book for general information, not really planning to use on a website! The book will certainly enhance your conversational SEO dialogue ! Fun read!

I liked this book by R.L. Adams. It is a very nice and up to date introduction on the "science" of SEO. It is full of illustrative examples on how things work, and at the end one feels that he has a decent picture of the way Google algorithm works and how one can improve his website ranking on Google. However, I was expecting more action items, and that the book would be richer in examples, tools, and strategies to effectively improve SEO. Overall, it is a nice book, but if you're looking for a one-stop-bible of SEO this is not the one.

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