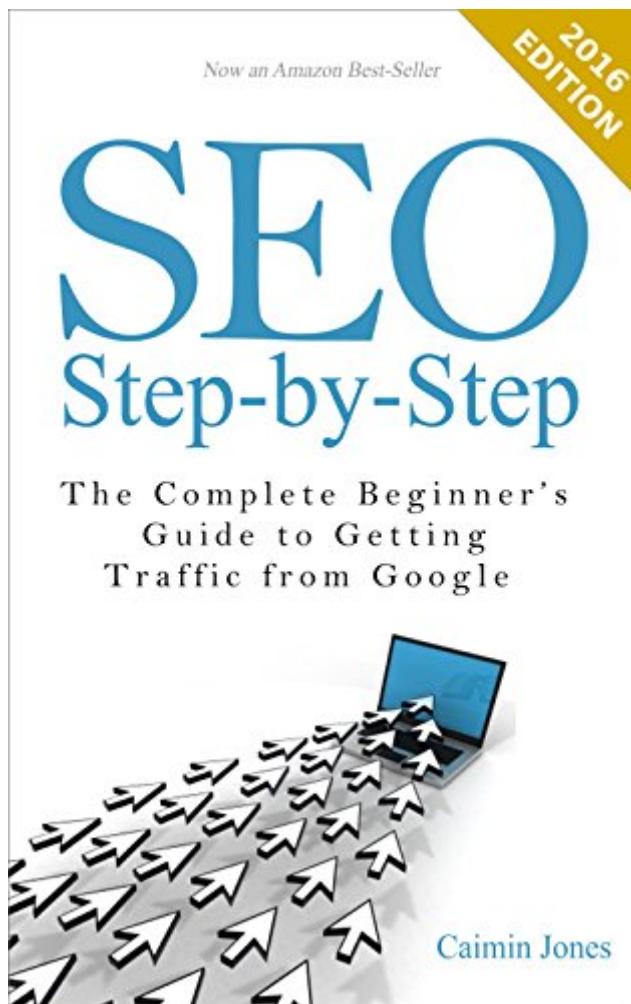


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SEO Step-by-Step - The Complete Beginner's Guide To Getting Traffic From Google



Synopsis

Have you ever wanted to boost your rankings in Google and other search engines but found it too complicated or confusing? You're not alone. If you've tried search engine optimization (SEO) but failed to get the web traffic your content deserves, you know that learning SEO is confusing. There's lots of "advice" online but much of it is out of date, doesn't work or involves buying spammy software from the SEO equivalent of a snake oil salesman. Sometimes all three. SEO Step-by-Step is a true beginner's guide based on years of experience but bang up to date for 2016. The online marketing blueprint revealed in SEO Step-by-Step is a crucial part of how I've been making money online, full-time, since 2002. In a series of easy-to-follow, plain English tutorials you'll learn how to: Uncover the traffic-getting, money-making keywords for your nicheCreate content that readers and search engines will loveSuccessfully SEO optimize your website, blog or e-commerce site to get maximum search engine trafficUse Social Media Marketing to boost your audience (without spending all day on Twitter or Facebook)Use simple content marketing strategies to pull in visitors from search enginesTurbo-charge the speed of your website (Google loves fast sites!)Use dozens of proven, insider search engine optimization tips that normally take years to learn ...and find out which social network is more powerful than any other for SEO and boosting your traffic. Clear explanations on every important aspect of SEO mean you can get page one Google rankings without any more head-scratching or frustration! Scroll up and Look Inside!

Book Information

File Size: 698 KB

Print Length: 156 pages

Page Numbers Source ISBN: 1497415020

Publication Date: January 18, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00AAY00ZQ

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #43,997 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #10 in Books

Customer Reviews

There is so much misinformation about search engine optimization around that it is especially refreshing to see this honest, practical, up to date guide to the subject. All these topics are discussed: keywords great content page titles optimizing images links AuthorRank sitemaps meta tags social media site speed tips Google Analytics and Webmaster Tools. This book is a great starting point for DIY or the background business owners need for confident hiring of SEO services. It directs readers to plenty of online resources, as well.

I've been blogging since 2009, which isn't a long time compared to others I know, but long enough for me to look at the resources available today and lament about how much time they would have saved me during my learning curves. Yep, plural. Caimin Jones wrote an SEO book that is easy to follow and I eventually just started reading it in front of the computer so that I could put into practice everything I was learning. Not only is there a clear explanation of what we're doing and why we're doing it, but there are links to where we can get started. The best part of the book, for me, was the keyword section. I was hit with a heavy dose of 'oh yeah' and immediately started making changes to how I was linking to other site and to pages within my own site. Caimin goes further by giving a step by step guide to using Google's keyword tool that I toyed around with for hours - "enjoying having the brush up on how to best use this free tool. The next best part is a breakdown of several sections of Google Analytics. I'm familiar with GA and visit the site to study my stats weekly, but this section provided directions on where to go to get exactly what I need and I'm excited to be putting better use to an amazing tool. If you're brand new to blogging and want to build a successful blog (i.e. traffic traffic traffic) you NEED to buy this book. If you've been blogging for a while and haven't spent much time on SEO, then I recommend investing (come on, it's a steal) in this book and the time to take a new look at your blog. Kimberly Gauthier, Keep the Tail Wagging

I found myself tagging nearly every page in this book to refer back to. It's literally packed full of really easy and helpful tips to get your site optimised to rank well and be user friendly. There's also many useful tips and strategies for getting more traffic to your site, other than just on page

SEO. There are so many books written now, seeming more focused on simply preening the authors status as an expert. This book has actually been written to help you, and for anyone who had a new site, or one they've been struggling to make a success of, this book will be very helpful. Save your money on SEO consultants, and buy this book instead, so you can learn to do it yourself.

This book is an extremely valuable resource for any business looking to gain traction in search and make an impact on Google. Some may say it would be for beginners but I say Good SEO books are great for everyone. I have had the pleasure of reading many SEO books in my time and I am glad I took the time to read this book. From keyword selection to content these first two steps were covered in great detail and opened some new areas for me personally. The book goes into optimization and talks about placement, density linking, authorship, sitemaps and metatags all are extremely important to a successful online campaign. Each topic was covered and explained well. The book also talks about the importance of Social Media and what you can do to ensure full social exposure. The next step talked about Building links and what directories are free and should be used by to gain more traction. Another topic that was covered was website speed, this is extremely important to websites and the details and direction given are actionable and can be implemented immediately. I highly recommend this book for anyone who is trying to better understand SEO, Google and ranking factors and what you can do to be successful with both. Easy to read, lots of links to helpful sites and a complete overview of getting traffic on Google. Ever wondered how to make a impact on Google? This book is a great place to start!

Title is misleading. Yes, the book does contain SEO info, but the constant references to WordPress (& no other similar platforms) makes it very annoying to read after a while. If I had wanted a book on WordPress, I would have purchased one. I would have returned this book, except that my way of "reading" a non-fiction reference book includes a lot of marking. I would not recommend this book unless you are, indeed, interested in learning WordPress basics, along with a little SEO.

Once again, I have to say that Caimin has delivered a book that is perfect for beginners. I launched my website on April 1, 2013 (with the help of Caimin's book (Wordpress Websites Step-by-Step). For the majority of my first year, I focused on content without much attention being paid to SEO strategies. After reading this book, I learned several new techniques, that I have already put into production. The first was becoming a verified Google author, that now results in my photo and name appearing next to articles displayed as a result of Google searches. This really can separate you

from others on the result page, even if your article doesn't appear first. I also learned much more about utilizing Google Analytics and Webmaster tools, creating an XML sitemap, and social networking strategies. All of which I knew nothing about before reading this book. I had some questions along the way, sent them to Caimin ... and he responded promptly with further guidance.

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