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SEO 2017: Learn Search Engine Optimization With Smart Internet Marketing Strategies



Synopsis

Learn SEO strategies to rank at the top of Google with SEO 2017, from beginner to advanced! EXPANDED & UPDATED - JUNE, 2017 | Free Kindle updates for life

No matter your background, SEO 2017 will walk you through search engine optimization techniques used to grow countless companies online, exact steps to rank high in Google, and how to get a ton of customers. First, let me tell you a little secret about SEO marketing... Most of the search engine optimization advice on the Internet is wrong! If you've sifted through the torrents of search engine optimization advice online, you may have noticed two things:- Most SEO advice is outdated or just dead-wrong.- Google's constant updates have made many popular SEO optimization strategies useless. Why is this so? Google is constantly evolving, making it difficult to know what works. Recent changes:

1. March, 2017 - Google's mysterious FRED update is released, with a selection of overly commercialized websites being penalized and seeing significant drop offs in traffic.
2. September, 2016 - Google announces Penguin 4.0, the latest and biggest update to their link-spam algorithm, which has now become a real-time addition to their core search algorithm.
3. September, 2016 - Webmasters report a groundbreaking update to Google's local search results now known as the Possum update, presenting new challenges to local businesses.

SEO 2017 is now updated to cover the latest changes to Google's algorithm, and walks you through the newest updates and how to use them to your advantage. This book also reveals industry secrets about staying ahead of Google's algorithm and potential Google changes coming up in 2017. With this best-selling SEO book you can learn SEO from a fundamental level, achieve top rankings, and generate a wave of new customers to your site. Discover new powerful link building techniques experts use to get top rankings. Link building is the strongest factor for ranking high in Google. Unfortunately, most widely-used methods suck! This chapter walks you through new and powerful techniques that won't get you in hot-water with Google. Now expanded and updated with more link building strategies, and extra tips for advanced readers. You will also discover:

1. Important SEO concepts, from beginner to advanced.
2. Sneaky tricks to get local businesses ranking high with local SEO.
3. How to find "money" keywords that will send customers to your site.
4. Six insider sources to get expert SEO or Internet marketing advice worth thousands of dollars, for free.

Also discover little-known search engine optimization tools top Internet marketing experts use. The SEO tools chapter lists 25+ powerful tools top Internet marketing experts use to automate their search engine optimization, saving weeks of time, and creating bigger results... and most of the tools are free! Sidestep the 2017 Google updates. Contrary to Internet marketing gossip, problems caused by Google updates are rarely irrecoverable. But you need the right knowledge. This book reveals:- The inner

mechanics of Google's algorithm, and how to rank your site at the top.- Recent Google updates- FRED update, Penguin 4.0, Possum update, Accelerated Mobile Pages, and more...- Potential changes coming up in 2017.- How to safe-guard against penalties in 2017 and beyond.- How to recover from a Google penalty.And read the special bonus chapter on pay-per-click advertisingIn this special bonus chapter, learn to quickly setup pay-per-click advertising campaigns with Google AdWords, and send more customers to your site overnight, literally.One of the most advanced and comprehensive SEO optimization books ever published- now updated and expanded- of all best-selling SEO books, this is the only one with everything you need. Scroll up, click buy, and get started now!

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Customer Reviews

This is an ultimate reference guide to SEO! Not a lot of generalities like other books on SEO. There's specific, actionable advice to help market your business. It covers SEO marketing, from core concepts you need to understand, to the exact steps for optimizing your website, to link

building, social media and analytics. There's a great chapter on pay-per-click advertising as well, so you have everything you need to start marketing your business. Essential reading for anyone in business or marketing.

As someone who is very new to the world of SEO, this book broadened my knowledge considerably beyond the little I knew about using keywords. It includes lots of detailed instructions and resource links I can use to implement those instructions, as well as the latest updates and new trends on what is happening in the industry. With so much valuable information contained in this book, I will definitely be referring back to it consistently.

Having read many books on marketing and SEO, SEO 2016 is updated, practical, and contains lots of new information on the craft. Unlike many other marketing books, it's light on fluff and filler, it's positively loaded with real, actionable techniques you can use today to grow your business and work your way up the top of the search results. It covers all of the latest new changes in Google's algorithm. It covers pay-per-click advertising, web analytics, local business marketing, and much more. This book is essential reading for anyone in marketing or business in the 21st century.

Search engine optimization is demystified and finally made simple and easy to understand in this book. It has a lot of information from core essentials to advanced strategies. It does get technical in some areas, but the author balances this out with his conversational style. It covers the latest RankBrain, Mobile and Penguin updates and I couldn't find this information in other books, so I give the author bonus points for covering this new information.

A perfect book for a beginner like me. Reason for buying: Our company is outsourcing SEO support for our industrial e-commerce venue. It greatly helps that I can understand the concepts, glossary and very importantly, just how to check their work. Adam Clarke does a nice job of providing simplistic approaches to understanding the main concepts as well as providing a whole series of web sites to check things out and to learn more. Demystifying authors like Adam Clarke are always welcome to my business reading.

I believe this book could've been written better and could've had more illustrations and more to offer. However, I believe I've gained a lot of insight because of this book. There are also great product recommendations. But the downfall to this book is that it gives the reader

If you want to learn SEO from a-to-z you will enjoy this book. The author discusses a broad scope of information, including a short history of Google, techniques for Google SEO so you can rank at the top of the search results, local business marketing, content marketing and blogging, pay-per-click advertising, and many other topics. I would like the author to cover more information on social media but all in all it covers a lot of new information on SEO. It really is a desk reference guide, I've read it several times and refer to it regularly.

If you know anything about SEO and digital marketing in general, this book will not add much. It doesn't say anything new or groundbreaking.

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