

# Seo 2017 Learn Search Engine Optimization With Smart Internet Marketing Strateg Learn Seo With Smart Internet Marketing Strategies

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WordPress SEO Plugins [2017 Edition] Nina Fortner 2016-09-11 In this book we'll use two different plugins that can help your site be more shareable, and easier to find on social networks and in search engines. First, we'll look at the All in One SEO Pack plugin and use it as a basis to understand how SEO information can be added to your content and then we'll step things up with the more powerful WordPress SEO by Yoast plugin for added functionality and more configuration options.

Marketing and Smart Technologies José Luís Reis 2022-03-29 This book includes selected papers presented at the International Conference on Marketing and Technologies (ICMarkTech 2021), held at University of La Laguna, Tenerife, Spain, during December 2–4, 2021. It covers up-to-date cutting-edge research on artificial intelligence applied in marketing, virtual and augmented reality in marketing, business intelligence databases and marketing, data mining and big data, marketing data science, web marketing, e-commerce and v-commerce, social media and networking, geomarketing and IoT, marketing automation and inbound marketing, machine learning applied to marketing, customer data management and CRM, and neuromarketing technologies.

The PR Agency Handbook Regina M. Luttrell 2018-03-26 A Practical and Concise Introduction to Agency Life The PR Agency Handbook guides students through the day-to-day operations of a professional PR agency and offers best practices for creating a successful career in the industry. Authors Regina Luttrell and Luke Capizzo highlight real-world stories from the field as well as interviews with PR experts to help students bridge the gap between college and professional life. Throughout the book, students are introduced to many of the sub-fields of strategic communication, including traditional public relations and corporate communication, marketing, social media, creative production (print, digital, video, audio), web and user experience design, and search engine optimization (SEO). Students will not only develop a fundamental understanding of the different components found within an agency, but they will also gain an appreciation for the positive impact that excellent agency work can have on organizations. Bundle and save! A perfect companion text for your Public Relations Writing or Campaigns course, we've made it easy for your students to get Public Relations Campaigns all in one convenient package at a student-friendly price. When bundled with The PR Agency Handbook, students receive a 20% discount off the total price. Use Bundle ISBN: 9781544338033 Available with Perusall—an eBook that makes it easier to prepare for class Perusall is an award-winning eBook platform featuring social annotation tools that allow students and instructors to collaboratively mark up and discuss their SAGE textbook. Backed by research and supported by technological innovations developed at Harvard University, this process of learning through collaborative annotation keeps your students engaged and makes teaching easier and more effective. Learn more.

OnPage Search Engine Optimization Best Practices Dan Kerns 2017-03-14 Discover and arm yourself with the information you need to be competitive online. The reality is ranking in Google is not enough, you need to be on the first page, and in the top 3 at the very least. If you are not in the top 3, you are

missing a substantial amount of the actual search traffic and clicks for that particular keyword. OnPage Search Engine Optimization Best Practices is an in-depth guide compiled through exhaustive research to provide clear and concise actionable information to help you increase your online web presence. Discover ethical onpage search engine optimization secrets that the SEO gurus do not want shared! Learn the rules of proper onpage SEO and how to optimize your content in an ethical manner to help show search engines what that particular page is about! Find out what search engines are looking for and how to best position yourself for current and future algorithm updates. Finally figure out how to utilize ethical onpage SEO optimization to begin outranking competitors and increasing your revenue! OnPage Search Engine Optimization Best Practices contains over 40+ references and is the perfect book for anyone who is just learning about SEO or any individual looking to brush-up on current best practices for onpage SEO.

Electronic Commerce 2018 Efraim Turban 2017-10-12 This new Edition of Electronic Commerce is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. Electronic commerce (EC) describes the manner in which transactions take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet trades. However, EC is not just about buying and selling; it also is about electronically communicating, collaborating, and discovering information. It is about e-learning, e-government, social networks, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and of course, people. The most important developments in EC since 2014 are the continuous phenomenal growth of social networks, especially Facebook , LinkedIn and Instagram, and the trend toward conducting EC with mobile devices. Other major developments are the expansion of EC globally, especially in China where you can find the world's largest EC company. Much attention is lately being given to smart commerce and the use of AI-based analytics and big data to enhance the field. Finally, some emerging EC business models are changing industries (e.g., the shared economy models of Uber and Airbnb). The 2018 (9th) edition, brings forth the latest trends in e-commerce, including smart commerce, social commerce, social collaboration, shared economy, innovations, and mobility.

Digital Analytics for Marketing Marshall Sponder 2017-10-05 This comprehensive book provides students with a "grand tour" of the tools needed to measure digital activity and implement best practices for using data to inform marketing strategy. It is the first text of its kind to introduce students to analytics platforms from a practical marketing perspective. Demonstrating how to integrate large amounts of data from web, digital, social, and search platforms, this helpful guide offers actionable insights into data analysis, explaining how to "connect the dots" and "humanize" information to make effective marketing decisions. The author covers timely topics, such as social media, web analytics, marketing analytics challenges, and dashboards, helping students to make sense of business measurement challenges, extract insights, and take effective actions. The book's experiential approach, combined with chapter objectives, summaries, and review questions, will engage readers, deepening learning by helping them to think outside the box. Filled with engaging, interactive exercises, and interesting insights from an industry expert, this book will appeal to students of digital marketing, online marketing, and analytics. A companion website features an instructor's manual, test bank, and PowerPoint slides.

Creating a Freelance Career Jill L. Ferguson 2018-08-21 Creating a Freelance Career covers everything anyone needs to know about becoming a freelance writer, graphic designer, copy editor, artist, musician or any other creative occupation. It includes chapters on how to get started with your career and where to look for work, how to write pitch or query letters, how to work with contract employers, and how to build and sustain your business. Lingo necessary for successfully navigating the freelance world is defined throughout. Author Jill L. Ferguson, an experienced freelance professional and educator, guides you through finding success in the gig economy, discussing how to pursue freelancing with an entrepreneurial spirit. Creating a Freelance Career includes examples of what to do, and what not to do, when pursuing freelance projects, and includes perspectives from additional real-life professionals who have found success in their fields.

Don't make me think! Steve Krug 2011 Handleiding voor het ontwerpen van websites die voor gebruikers zo optimaal mogelijk zijn.

Applied Artificial Intelligence in Business Leong Chan

Innovative Approaches to Tourism and Leisure Vicky Katsoni 2017-12-29 This book examines the many

ways in which innovative technologies represent a powerful development tool for the tourism and leisure sector and presents novel strategies based on these technologies that foster sustainable tourism management and promote sustainable destinations. The aim is to elucidate the ways in which ICTs can be used to create a high-quality experience for citizens and visitors while ensuring the wise, ecologically sound management of human and natural resources. Attention is also focused on the globalized environment in which these advances are occurring, and on the impacts of broader social, economic, and political forces in transforming our understanding of "tourism" in the era of online devices. The book is based on the proceedings of the Fourth International Conference of the International Association of Cultural and Digital Tourism (IACuDiT) and is edited in collaboration with IACuDiT. It will have broad appeal to professionals from academia, industry, government, and other organizations who wish to learn about the latest perspectives in the fields of tourism, travel, hospitality, culture and heritage, leisure, and sports within the context of a knowledge society and smart economy.

Computer-Mediated Learning for Workforce Development Mentor, Dominic 2018-06-08 Technology has become a driving force of innovation in every industry and professionals need to strengthen their proficiency in emerging technologies to remain competitive. Today's working world is very demanding of young professionals, as recent graduates are expected to come into their chosen field both knowledgeable and ready to hit the ground running, with minimal on-the-job training. Computer-Mediated Learning for Workforce Development delivers crucial knowledge on how to prepare twenty-first century students for today's fast-paced workforce. This book explores the use of multimedia programs in classrooms to train students on necessary technology skills through techniques such as game-based training curriculums and massive open online courses (MOOCs). This publication also touches on computer-mediated youth civic action and interaction by examining the use of social media during the Arab Spring, Occupy Wall Street, and Black Lives Matter movements. Filled with critical information on educational technology, mobile learning, and employment preparation, this book is a vital resource for academicians, education practitioners, school administrators, and advanced-level students.

Seo 2017 Christopher Nash 2016-08-23 SEO 2017 Search Engine Optimization for 2017 Your website is like the front door to your business. Many of your potential clients are going to come through via the internet, and if your website is lacking, or isn't highly ranked on most search engines, you are going to lose out on many clients. A Guide to SEO in 2016 is the only guide you need to learn about SEO during 2017 so you can get your website ranked and bring in the traffic. Websites are ranked based on their quality and how much they can help the potential customer. Search engines are in constant competition to ensure searchers use them and not a competitor. This competition leads them to make new formulas and pick new factors that will decide whether your page will rank high or not. While the search engine isn't going to give you a list of requirements (or everyone would cheat), there are some easy steps you can take to help rank your website as number 1! So why is ranking so important? If you have a website, shouldn't that be enough? No! In fact, if you aren't ranked at least on the first page of results, most customers will never find you. That can mean thousands of dollars leaving your business and heading over to the competitor who knows how to use SEO better than you. Even if you have done SEO on your website before, it is important to re-evaluate your website again. Google, Bing and other search engines are constantly making changes. If you don't keep up, your website is going to go way down in the rankings. Take the Google Panda update just a few years ago. Some well-established websites that had great rankings for years fell into oblivion in just a few minutes once this software was updated because of a few simple mistakes. Oblivion means less sales; not good for a growing business. While many SEO techniques from 2016 and before are still in play in 2017, there are some big differences that can make or break your website. This guidebook is the perfect guide to help you learn those differences. This guidebook has everything that you need to know about SEO in the coming year. Some of the things that you can learn to help your website get a leg up on the competition include: What SEO is and why it is so important to your company in terms of views and potential income How search engines operate to find the best websites and how you can use this to your advantage to bring in more customers How search engines interact with your clients to bring them the best search results Why it is so important to use SEO and how forgetting all about it can make your business less successful The importance of keyword research to match your website up with the right customers who will actually make purchases Factors that you might not think about when it comes to SEO and how these can actually harm your business The proper way to use links to avoid being penalized and actually see them work for you Myths that used to be true about SEO, but now will get your page ranked last or even removed How trying to spam or

game the system is going to ruin all your SEO efforts How to track your SEO efforts to see what is working and what needs changed The top tips that you can use to get the most out of your SEO efforts in 2017 to bring in more revenue than ever before How to get the most customers in the door of your website and get the most profit out of your work when the SEO does its job When you are ready to get started on seeing amazing results with your SEO work, click the Buy Now Button at the top of the page! Seo 2017 for Growth Lela Gibson 2017-08-09 This book has actionable information that will help you to understand 2017 SEO like a pro. Search Engine Optimization (SEO) is the aspect of ensuring a web property, be it a web article, video, or image, appears relevant to specific keywords search engine users use when using the various search engines to search for specific/related information. It is also about placing these keywords at strategic areas of the web property so that search engines can easily recognize the nature of the web property and rank it accordingly. SEO, although it sounds complex, is actually not and once you learn what to do and not to do as you optimize your web property, your online marketing plan shall start paying dividends fast. In this 2017 and beyond SEO guide, we are going to simplify everything SEO and show you how to implement search engine optimization to your internet-marketing plan so you can reap immense benefits from the large marketplace that is the internet. Let's begin.

SEO Training 2017: Search Engine Optimization and Marketing for Small Business Zhe Scott 2017-09-17  
SEO Training 2017: Search Engine Optimization for Small Business Learn practical SEO principles, tactics and concepts from Zhelinrentice L. Scott (the SEO Queen) to start generating the results and exposure you want from your small business marketing online. Are you struggling to: \* Understand how search engines work? \* Beat your competitors' rankings on Google, Bing or Yahoo? \* Generate qualified traffic for your products, services or solutions? \* Increase awareness and market share of what you offer online? \* Monetize your website and leverage Google's Algorithms? If you answered YES to at least 3 of the questions above, then " SEO Training in 2017: Search Engine Optimization for Small Business" is the seo book for you. This unique practical guide is packed with powerful and effective exercises and activities for you to apply on your website to prove to yourself that what Zhe shares in her book - works. No fluff. No spin. No padding..... Just real, practical, solid SEO information and advice that guarantees to help improve your rankings while mastering seo. In " SEO Training 2017: Search Engine Optimization and Marketing for Small Business" you will learn: \* What a search is and what it is not \* How to leverage News results to beat your competitor's rankings \* How to leverage image results to get more exposure for your products online \* 5 quick steps to Master video marketing to improve your SEO results \* Powerful and practical Geo targeting methods that can greatly help retail businesses \* Why a PULL approach can be 520% more effective than a PUSH approach with SEO \* Which keywords prospects are typing into google to find your competitors \* The best keywords that can turn your website into a client magnet \* Discover the power of long tail keywords and how they can improve conversions by 150% or more \* How to track every single online promotion and campaign you do online \* How to adapt for each SEO algorithm update to ensure your website is never penalised. \* The power of anchor text and how to pull hungry pre-qualified buyers to your site \* 8 of the most powerful social media strategies that help buyers find and engage with you \* Learn how to build your very best backlinks to boost your website's visibility. In " SEO Training in 2017: Search Engine Optimization for Small Business" you will also learn how to: \* Save time and man hours with vital keyword research to find SEO opportunities \* Improve efficiency and ROI by taking control of your own SEO marketing and not 3rd party suppliers \* Generate more visibility online with 12 powerful on page tactics you can immediately use on your site \* Improve Cash flow & Profitability reducing or eliminating unnecessary online marketing costs \* Grow Your Business Online by running multiple SEO campaigns for multiple pages and websites Still Not Sure? Then ask yourself: Are you happy with... \* The current Return on Investment from your website? \* your existing SEO rankings on the search engines? \* the level of sales, and revenue that you're generating from your website? \* Your current market share and findability locally, nationally or internationally online? If you answered NO to any of these, then start to grow your business online with this seo guide book NOW. Let's make 2017 your best year yet - online FREE BONUS Receive a FREE mystery bonus worth \$250.00 with a complimentary voucher enclosed in the book. Buy this Book NOW & generate better Google SEO results before your online competitors do!

Seo 2017 Learn Search Engine Optimization with Smart Internet Marketing Strateg Adam Clarke 2016-09-29 Learn SEO strategies to rank at the top of Google with SEO 2017 Newest edition - EXPANDED & UPDATED - OCTOBER, 2016 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 get a ton of customers with SEO. 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 published SEO advice is either outdated or just dead-wrong. - Google's constant updates have made many popular SEO optimization strategies useless. Why is this so? Google are constantly evolving, making it extremely difficult to know what works. Recent changes: 1. 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. 2. 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. 3. August, 2016 - Google announces their upcoming "Interstitial" update, effectively putting an end to mobile pop-up ads in coming months. SEO 2017 is now updated covering the latest changes to Google's algorithm, and walks you through all major updates and how to use them to your advantage. This book also reveals industry secrets about staying ahead of Google's algorithm, and what potential Google changes may be 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 powerful link building techniques to get top rankings and generate massive traffic 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: - Inner mechanics of Google's algorithm, and how to use them to rank your site at the top. - Recent updates-Penguin 4.0, Possum update, Accelerated Mobile Pages, Interstitial update, and more... - Potential updates coming up in 2017. - Steps to recover from a Google penalty. And read the very special bonus chapter on pay-per-click advertising In this special bonus, learn how to 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 one with everything you need. Scroll up, click buy, and get started now!

Islam Universalia, Issue May 2019 Ferayanti 2019-05-29 Islam Universalia is an international journal published by the Cyber Dakwah. It specializes in Islamic studies and social sciences in various scientific fields and is intended to communicate original research and current issues on the subject. This journal warmly welcomes contributions from scholars of related disciplines. The languages ??used in this journal are English and Indonesia. Islam Universalia is an open-access journal which means that all content is freely available without charge to the user.

Seo Arnold De Vries 2017-01-15 Search Engine Optimization (SEO) is Very Effective - Even in 2017! Optimizing your website for the search engines might seem complicated at first, but there is a world of opportunities to attract targeted web traffic with SEO, now more than ever before! You thought that SEO was dead since Google got more strict? Think again, because this book will give you a complete guide on all the steps you need to get web traffic from SEO, without much prior knowledge required. SEO Step By Step This book will introduce you to what SEO is, how it can help you, but will also show you step by step what the best practices are. And everything is optimized for Google's current algorithm. The information you will learn in this SEO book will give you all the tools needed to get the competitive edge in the search rankings with your website! What you will learn in this book: Exactly What SEO Is & How It Can Improve Your Website Success All Relevant Methods of 'Doing SEO' Best Practices In On-Page & Off-Page Website Optimization How To Do QUALITY Link Building For Your Website How To Rank High In Local Google Rankings (Perfect For Local / Small Businesses) Understanding What NOT To Do In SEO A Precise Explanation of Anchor Text (And Why You Need To Use It) Step By Step Best Practices For

Effective Keyword Research Tips & Tricks For A Successful SEO Performance In 2017 Does SEO still work in 2017? Even in the present day and age, you can certainly create a blog or website from scratch and generate tons of traffic with just SEO. Using the strategies explained in this book, you can improve your website traffic in a matter of weeks. However, this will only work if you actually implement what is taught to you in this book. Having your own website is certainly a long-term project that requires work, but with good SEO, success is just around the corner. The strategies in this book are the perfect way to leverage the Google Search Engine & pull large amounts of targeted traffic to your website. No, that's not a claim, it's a proven fact by many SEO experts. Good SEO is a business in itself: one that requires investment in both time and money. It will not come easy. So best of luck learning the importance of search engine optimization & learning exactly how to do SEO. Click the ADD TO CART button at the top of this page to get started with learning about SEO immediately!

Video Marketing for Libraries Heather A. Dalal 2017-08-01 Today's libraries need to market their resources and services more than ever. Libraries can strengthen their relationships with their users and gain new audiences by creating their own promotional videos. However, creating marketing videos can be intimidating for beginners and challenging for even seasoned pros. Video Marketing for Libraries provides step-by-step instructions on how to produce videos designed to market your library and strategies to assess their impact. You too can increase awareness of your library's resources & services by producing your own videos. This book will guide you through: ·gaining internal support ·crafting a clear message ·building the library's audience ·writing storyboards and scripts ·casting and rehearsing actors ·filming and recording voiceover, editing, publishing, promoting ·using online tools & animation software ·and assessing impact

Seo 2017 R. L. Adams 2016-12-29 THE MOST COMPREHENSIVE AND ADVANCED GUIDE TO LEARNING SEO IN 2017 Bulletproof SEO information from an INDUSTRY PROFESSIONAL to help guide your through the perilous waters of online marketing... Before I tell you why you must buy this book, let me tell you a bit about who I am. My name is R.L. "Robert" Adams, and I contribute to some the most prestigious media platforms on the internet today, including Forbes, Entrepreneur Magazine, Engadget and the Huffington Post. I'm also the purveyor of one of the most popular and highly-rated SEO courses on Udemy called, SEO Training Academy: Learn Search Engine Optimization, where I offer immersive SEO advice to thousands of students. I've also published some of the most popular books and audiobooks on the subjects of SEO and online marketing, and I'm the founder of a wildly-popular inspirational blog called Wanderlust Worker, which I've offered up as a case study to the rock-solid information contained in this must-have SEO guide. Okay, I know there are a lot of SEO books out there and a lot of so-called experts. But here's why you should listen to me. I don't just talk the talk; I've walked the walk. I've built up Wanderlust Worker to over 3,000 visitors per day (and climbing fast) in the past 2 years. Most of that traffic has occurred in the last 12 months with a more than 1000% increase in traffic. This book is a testament to how I did it and the underlying information used to rocket me to the top of Google's Search Engine Results Pages (SERPs). While many here offer advice, very few have done what I've achieved. Google any of the following terms to find my posts not only in the top spots, but also part of Google's graph of search results. You'll either find articles from Wanderlust Worker, my Forbes posts, or my Entrepreneur Magazine articles. Note: These are some of the most competitive keyword searches on the internet today: how to discipline yourself principles of success smarter goals make money online daily goals business goal setting tips famous people who failed massive action plan failure lessons importance of faith importance of failure losing hope in life how to market your business online best skills to learn online best travel websites instagram influencers So I'm not just talking it. I'm actually walking it... LEARN THE EXPLOSIVE TRAFFIC-GROWTH SECRETS CONTAINED IN SEO 2017: MASTER SEARCH ENGINE OPTIMIZATION Unless you've been living under a rock, you're well aware of SEO and some of the earth-shattering changes that's occurred over the years. You also likely know just how difficult it is to rank your site on Google's SERPs. Now, while you'll likely find plenty of other books about SEO out there, you'll rarely come across someone who's proven their worth in the field such as I have. Let me explain... My blog, Wanderlust Worker is one of the highest ranked inspirational blogs in the world. I've built that blog specifically by wielding the information that you'll find in this very SEO book. Whether you're engaged in SEO in 2017 or any other year, there are fundamental understandings and practices that you must adhere to if you want to win the SERP-ranking game. And that's exactly what you'll find herein. PURCHASE: SEO 2017: MASTER SEARCH ENGINE

**OPTIMIZATION** Not only will you find the methods and strategies that I used to dominate Google's search results, but you'll also discover over 200+ ranking factors that are used in Google's current search algorithm. This is critical information that you absolutely need to have right now if you're serious about gaining exposure for your business. **SCROLL UP AND HIT THE BUY NOW BUTTON**

**What Is SEO? Search Engine Optimization 101** Dan Kerns SEO, search engine optimization is explained in simple, easy-to-understand terms. Technical jargon is broken down and the process of SEO is expanded upon. Find out how to perform simple SEO and why you should be careful when choosing a SEO company. What is SEO? Search Engine Optimization 101 is where you can find the answers to many common SEO questions. In the digital age, a comprehensive SEO strategy is more important than ever before. Included as a **BONUS** in **What Is SEO - Search Engine Optimization 101** is how to setup your own WordPress website from scratch, step by step! Discover how to cost effectively generate leads and differentiate your business from the competition by utilizing Search Engine Optimization. **What Is SEO - Search Engine Optimization 101** is your guide to learning what SEO is and how to apply it to your business. Discover the information you need to be competitive online. **What Is SEO - Search Engine Optimization 101** answers important questions and cover topics about SEO such as: **What Is Search Engine Optimization? What Is the Difference Between Onpage and Offpage SEO? Why Are Relevance and Authenticity Important? What Are the Rules of Onpage SEO? The Major Benefits of Effective Keyword Research. Useful Tips and Advice for SEO Friendly Keywords. Long Tailed Keywords. LSI Keywords and Variation. What is Responsive Web Design. The Main Features of Responsive Design. The Rise of the 'Mobile First' Generation. 6 Methods for Improving Slow Loading Speeds. The Value of Backlinks and Internal Links. What Are Inbound Links? The Three Types of Inbound Links. 5 Smart Strategies for Building Authority Backlinks. What Are Outbound Links? The Two Types of Outbound Links. Tips and Tricks for Valuable Outbound Links. Dealing with High Bounce Rates. 4 Website Tweaks to Reduce Bounce Rate. Four Ingredients for Great SEO Content. The Future of Onpage SEO. 3 Bold Predictions about the Future of SEO.**

**Digital Media: Concepts and Applications** Tena B. Crews 2016-01-11 **DIGITAL MEDIA, CONCEPTS AND APPLICATIONS, 4E** prepares students for the multimedia-rich workplace by teaching them multimedia concepts as well as business-standard software applications to complete projects and solve problems. The non-software-specific text approach gives students a strong foundation in the concepts and practices of digital multimedia and allows the text to focus on the more creative end of business technology. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

**Introduction to Search Engine Optimization** Todd Kelsey 2017-06-20 Don't be intimidated by all the search engine optimization (SEO) tools out there. You will start out learning about keywords and the importance of quality content and then walk through incremental steps as you try out the tools and master the tips and strategies. If you are completely new to search engine optimization and you want to learn the basics, this guide will introduce you to the content quickly. **Introduction to Search Engine Optimization** is a detailed guide to the most important tools and skills needed to accurately and effectively utilize search engine optimization. This book covers SEO basics, keyword research, SEO ranking and analytics, Google Analytics, and more. It also includes an overview of how to pursue SEO-related certifications. **What You'll Learn** Create a content platform, including blogs and YouTube channels Use keywords to maximize findability and increase search volume Check your SEO rank and other analytics Hunt for duplicate content Set up Google Analytics, including Blogger Utilize Indexing and Webmaster tools/search console **Who This Book Is For** Those who need to get up to speed on search engine optimization tools and techniques for business or personal use. This book is also suitable as a student reference.

**The New Rules of Marketing and PR** David Meerman Scott 2017-07-31 Methods of buying are changing rapidly-- and the rules of marketing and public relations need to change along with them. Social media, real-time marketing and other online techniques must supplement your off-line methods. Scott provides actionable strategies that can be implemented immediately.

**Seo 2018 Learn Search Engine Optimization With Smart Internet Marketing Strateg** Adam Clarke 2017-10-31 Learn search engine optimization with smart internet marketing strategies. **SEO 2018** explains the inner workings of Google's algorithm, and reveals the latest and greatest industry resources so you can always stay ahead of Google's updates.

**Seo 2017 & Beyond** Andy Williams 2016-11-22 Do you want to learn an SEO strategy that works? **SEO**

where you can build authoritative links that will catapult you to the top of the SERPs, without risk of a Google slap or penalty? I'm talking a pure White-Hat SEO strategy where you can sleep at night, and build traffic-busting websites. In 2017, how many SEOs can offer that type of search engine optimization? This book can! Google is on the SEO warpath. Anyone caught breaking the rules or trying to manipulate their own rankings through aggressive SEO techniques, will find their website dropping out of the top 10, top 100, or even out of the search results altogether. Search engine optimization can now kill your rankings! Google released a whole menagerie of animals (Panda, Penguin, Pigeon, etc) on unsuspecting webmasters, but also employs humans to rate content. You cannot fly under the radar any more. Gone are the days of fast rankings with SEO loopholes. Today, SEO can be very dangerous if you follow the wrong advice, and most SEO advice you read for free online is very wrong. Most search engine optimization advice is out of date, or written by someone that has never really tested their own theories. I've been testing for over a decade. *SEO 2017 & Beyond* is a book that will teach you the safe, white-hat search engine optimization strategies I personally use to get my web pages (and those of my clients) to rank high in Google. This is battle-tested, white hat SEO that I've learned, developed and tested over the last decade. On-site optimization techniques that I was teaching my newsletter readers back in 2008, is only now becoming mainstream in SEO. I play by Google's rules, meaning I never have to wake up after a major update and wonder if my sites have been hit. I am always looking forward and asking myself what Google wants, and how I can deliver. With so many algorithm changes taking place at Google, you might be wondering how it is possible to stay up to date with all the changes. The good news is that it is easy once you acquire the right mindset. Understand what Google is trying to do, and give it to them. This book teaches you that type of search engine optimization. You will not find any strategies to beat the system. You will not find any loopholes to beat Google. You WILL find solid strategies, solutions & advice to create great content and build high authority links and domain authority. You won't be learning any black hat SEO backlinking techniques. These would only serve to get your site penalized. I only want to teach you a "future-proofed" strategy. You'll learn the truth about anchor text links and why everything changed when Penguin was released. You'll also learn what makes a backlink valuable in Google's eye, and what makes a backlink spammy. I'll tell you about the Holy Grail of backlinks, and how to get them for your site. They take more work, but a few of these links are priceless when it comes to ranking. You'll also learn why it is important to focus on building your site authority. I'll go through some of the older backlinking techniques and mention any that still have value. Most don't. The good news is you don't need to use those techniques. I'll show you how the high domain authority sites build natural, high impact links. This book is now in its 6th major edition - *SEO 2017*. In it, you also get the comprehensive SEO Checklist (the same checklist that is available as a standalone book on Amazon). Use it to find and fix SEO problems on your site, and reverse Google penalties. *SEO 2017 & Beyond* was written by search engine veteran Andy Williams of ezSEONews.com. He has been teaching this stuff since 2003, in his free weekly newsletter. If you want to understand what the search engines want, and learn modern search engine optimization that gets higher rankings through great content and smart backlinking, explode your traffic AND have Google's blessing, then you should read this book.

Seo Felix Alvaro 2016-10-15 All You Need To Learn To Drive Tons Of Traffic To Your Website Today! Is your website struggling to get visibility and web-traffic? Do you want to rank your website higher in the search engines? If so, *SEO: Easy Search Engine Optimization. Your Step-By-Step Guide to a Sky-High Search Engine Ranking and Never Ending Traffic* by Felix Alvaro is THE book for you! It provides proven methods to boost your rankings, traffic and take your website to a new level! To grow a brand today, you need to have a website and a well optimized one. Studies prove that over the next three years, businesses that are well established online can expect to grow 40% faster than those that are not. But having a website alone is not enough. To win online, your target market needs to find you instead of your competition. So how can you ensure this happens? By outranking your competition in the largest search engines sites. To give you an idea, the first site on Google gets 42% of the traffic and the 3rd site gets just 8%. That is a big difference in traffic and surely a bigger difference in revenue. Can you imagine what that would do for your cause or business? That's where SEO comes in. SEO is a collection of strategies used to boost your search engine rank and subsequently, increase your traffic and success. This book is going to teach you those strategies. What Separates this Book from the Rest? First of all, the step-by-step approach will make each strategy easy to apply regardless of your previous experience with SEO. Also, unlike other books out there, this book is detailed and will teach the methods that get results, ignoring all the 'hacks' and 'gimmicks' and focusing on what will get you in front of your target market fast.

You Will Learn The Following: What is SEO and how does it work? What is the first step to get ranked How to do proper keyword research and analyse competitiveness On-page optimization The use of Header, Meta and Title Tags How to track your site's performance Off-page optimization and the use of powerful backlinks 8 strategies to generate high-quality backlinks and boost website traffic How to Index your site and submit sitemaps How to create high-quality, engaging and unique content And Much More! This subject is so vital that SEO consultants are now banking-in on an average \$76 - \$200 per hour (Moz.com) to advise organizations and individuals on how to better optimize their sites. This is a precious lesson. So don't delay it any longer. Take this opportunity and invest in this guide now. You will be amazed by the skills and success you will quickly attain! Order Your Copy Now! See you inside!

Social Media Marketing All-in-One For Dummies Jan Zimmerman 2017-05-01 The bestselling social media marketing book Marketing your business through social media isn't an option these days—it's absolutely imperative. In this new edition of the bestselling Social Media Marketing All-in-One For Dummies, you'll get comprehensive, expert guidance on how to use the latest social media platforms to promote your business, reach customers, and thrive in the global marketplace. Social media continues to evolve at breakneck speed, and with the help of this guide, you'll discover how to devise and maintain a successful social media strategy, use the latest tactics for reaching your customers, and utilize data to make adjustments to future campaigns and activities. Plus, you'll find out how to apply the marketing savvy you already have to the social media your prospects are using, helping you to reach—and keep—more customers, make more sales, and boost your bottom line. Includes the latest changes to Facebook, Twitter, Pinterest, LinkedIn, YouTube, and more Offers tips for engaging your community and measuring your efforts Explains how to blend social media with your other online and offline marketing efforts Shows you how to leverage data to learn more about your community Don't get left behind! Let this book help you get the most from every minute and dollar you spend on marketing.

Seo for Growth Lela Gibson 2018-07-09 Use This Guide To Help You To Understand 2017 SEO Like a Pro! Search Engine Optimization (SEO) is the aspect of ensuring a web property, be it a web article, video, or image, appears relevant to specific keywords search engine users use when using the various search engines to search for specific/related information. It is also about placing these keywords at strategic areas of the web property so that search engines can easily recognize the nature of the web property and rank it accordingly. SEO, although it sounds complex, is actually not and once you learn what to do and not to do as you optimize your web property, your online marketing plan shall start paying dividends fast. In this 2017 and beyond SEO guide, we are going to simplify everything SEO and show you how to implement search engine optimization to your internet-marketing plan so you can reap immense benefits from the large marketplace that is the internet. Let's begin. Here Is Just A Small Preview Of What You'll Learn... Is SEO Dead? Why Search Engine Optimization Is an Integral Part of Internet Marketing The Ultimate Keyword Research Guide for 2017 and Beyond Where to Place Keywords Link Building in 2017: How to Build Quality Links Link Building Strategies for Internet Marketing And much, much more! When you purchase the "SEO 2017 for Growth" today, you'll save \$3 off the regular price and get it for a limited time discount of only \$9.99! This discount is only available for a limited time! That's not all... we're also throwing in a Free SEO Secrets e-book guide that will help you to Generate Massive Traffic and Crank Up the Exposure Your Websites Receive by Tapping Into the Unlimited Power of Today's Top Search Engines! This bonus is only available for a limited time! No questions asked, money back guarantee! Go to the top of the page and click the orange "Add To Cart" button on the right to order now! Tags: seo, seo growth, seo 2017, search engine optimization, internet marketing, keyword, keyword research, link building, backlinks, keyword research guide, marketing strategies, getting traffic, making money online, marketers, seo for growth, online marketing business Seo 2017 Jennifer Trump 2017-05 SEO 2017 Learn search engine optimization with great internet marketing strategies.

Direct and Digital Marketing in Practice Brian Thomas 2017-06-29 Direct and Digital Marketing in Practice is the essential manual for all managers, marketers and students. Incisive and thorough, the text has been fully updated to reflect the continuing impact and future implications of the Internet on marketing. This new 3rd edition is one of the only comprehensive textbooks written entirely by current practising professionals. It explains in detail the powerful offline and online techniques available to direct marketers today. Direct and Digital Marketing in Practice covers vital issues such as: · the new marketing landscape; · gaining customer insight; · maximising returns on marketing investment; · integrating traditional and digital media; · campaign planning and budgeting; · offline and online metrics: · testing and

statistics; and · developing compelling propositions. Direct and Digital Marketing in Practice is an ideal reference tool, presenting detailed explanations of key concepts with practical examples and case studies. The book ensures that each point is relevant and memorable, and made in a real-world context. Written for managers looking to expand and enhance customer reach, students on MBA courses, and those taking professional qualifications, the book provides an invaluable and up-to-date guide to marketing best theory and practice in our increasingly digital and online age.

Encyclopedia of Organizational Knowledge, Administration, and Technology Khosrow-Pour D.B.A., Mehdi 2020-09-29 For any organization to be successful, it must operate in such a manner that knowledge and information, human resources, and technology are continually taken into consideration and managed effectively. Business concepts are always present regardless of the field or industry – in education, government, healthcare, not-for-profit, engineering, hospitality/tourism, among others. Maintaining organizational awareness and a strategic frame of mind is critical to meeting goals, gaining competitive advantage, and ultimately ensuring sustainability. The Encyclopedia of Organizational Knowledge, Administration, and Technology is an inaugural five-volume publication that offers 193 completely new and previously unpublished articles authored by leading experts on the latest concepts, issues, challenges, innovations, and opportunities covering all aspects of modern organizations. Moreover, it is comprised of content that highlights major breakthroughs, discoveries, and authoritative research results as they pertain to all aspects of organizational growth and development including methodologies that can help companies thrive and analytical tools that assess an organization's internal health and performance. Insights are offered in key topics such as organizational structure, strategic leadership, information technology management, and business analytics, among others. The knowledge compiled in this publication is designed for entrepreneurs, managers, executives, investors, economic analysts, computer engineers, software programmers, human resource departments, and other industry professionals seeking to understand the latest tools to emerge from this field and who are looking to incorporate them in their practice. Additionally, academicians, researchers, and students in fields that include but are not limited to business, management science, organizational development, entrepreneurship, sociology, corporate psychology, computer science, and information technology will benefit from the research compiled within this publication.

Ultimate Guide to Search Engine Optimization (seo) Hacks That Work In 2017 S. E. O. Niche Hacks 2017-08-24 A must read, no fluff comprehensive latest SEO guide Learn how to rank at the top of Google SERP using white hat SEO. This is a limited time 2017 SEO ebook. Grab your copy now We all know that websites need traffic for higher conversion. Have you ever wondered where the successful niche websites get their traffic? How would you feel if I showed you how to get web traffic without spending anything? How do successful websites get traffic? Traffic is not from emails or social media. I am not saying that you ditch our email marketing and social media strategies. How do potential customers end up in your email list? How do people end up liking your social media pages? This book shall give you all the needed information. The largest source of traffic is Google Search! Let me be very clear to you. Without a strong SEO foundation and a steady stream of organic search engine traffic, it is hard for you to create a sustainable and profitable niche online marketing business. Google is the dominant global search engine. You must ensure that you befriend the search engine. But How? You ask. What you will get: How to build a strong SEO foundation for your niche website How to tap into the fastest growing and unknown sources of search traffic How to build backlinks like a pro How to master search engine optimization techniques for 2017 How to get rid of any unwanted and toxic links to your site How to have evergreen organic traffic to your website We all know that search engine optimization is a hot topic to all digital marketing. It is not hotter than this SEO ebook. This book is for search engine optimization tips, techniques, tools, how to jobs. It teaches you the definition of real search engine optimization and takes you through SEO course. It is every marketer's google search engine optimization guide. It gives SEO lessons for dummies, tutorials for established SEO experts and all SEO article writers. In the book, you will learn on how to trick the Google algorithm and the advantages of being on the upside of things. You can have search engine optimization for an hour a day and still survive the stiff competition. Many SEO books provide search engine optimization practices but this book goes ahead by outlining how to reap the benefits of 2017 SEO tips and tricks. With the book, you may not require other search engine optimization classes online. I implemented the contents of this book and yet obtained the results without any SEO certification. Forget about the search engine optimization companies in UK, USA or whatever location. Read this book to be wise and do your SEO the right way. Instead of thinking too much,

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**SEO 2017 Adam Clarke** (Google certified professional) 2016 Learn search engine optimization with smart internet marketing strategies. **SEO 2017** explains the inner workings of Google's algorithm, and reveals the latest and greatest industry resources so you can always stay ahead of Google's updates. **Search Engine Optimization (SEO) for Marketing Managers In 2017** Ashli Thorpe 2017-09-12 In a time where every move is preceded by a Google search, SEO gives you the tools and insights to make sure your business is at the top of its game in this competitive environment. A must for every business that wants to remain competitive in the new Information Age. Far from amounting to lines of code handled by web developers and other "techy" types, your search ranking today thrives under great leadership. Find out everything you need to know to steer your SEO strategy into bigger profits and reliable traffic that comes to you. In this book, you'll learn everything relevant to YOU, in your position. You'll discover the SEO elements that are under your control as a marketing manager and how YOU can lead the way in what was once thought to be a tech-head's game. You'll learn:- How SEO research is directly related to fundamental marketing concepts you're already familiar with.- How Google views various search tactics- The type of content Google promotes above others- Behaviors that can result in penalty from Google- Creative approaches to climbing to the top of search results. Note: This is a limited release version of this book available to clients, friends, and people like you who are seeing this page. Once it's sold 500 copies, I'll take it offline and the final version will be put up for \$12.99.

**SEO Beginners Resource Guide 2017** Youness Bermime 2017-08-13 SEO is what every blogger needs for their blogs to reach a wider yet monetizable audience for free. Without the use of Search Engine Optimization, a blog post would get lost within the millions of new web pages that get published every day. Implementing White Hat SEO techniques will boost a blog's rankings in the SERPs. This **SEO Beginners Resource Guide** will walk you through the basics of Search Engine Optimization and provide more than 60 links to more advanced articles for more information. If you still have doubts about needing to use SEO to get your content seen online, consider this:- 4 million new blog posts get published every day.- All big businesses have a dedicated team of internet marketers.- SEO brings free, organic traffic to your blog without any cost.- Most of the internet searchers click on the three first search results. In other words, there is nothing to lose but everything to gain by implementing SEO in your blog. However, you need to understand what SEO is and how to put into practice. This **SEO Beginners Resource** guide is the most complete on the internet right now! You will learn a lot about SEO that includes:- On-Page SEO- Off-Page SEO- Technical SEO- Local SEO. Not only that, but there is more. As each of the three main SEO branches is wide, this SEO guide also explains the basics you need to know about. You will find more about:- Keyword Research- Link Building- Content Marketing- Aspects of a Technical SEO Audit- When to use Local SEO. But it does not stop there. There are more than 60 links to even more advanced guides to specific aspects of Search Engine Optimization. At the end of this **SEO Beginners Resource Guide**, you will have learned everything there is to know about SEO for your blog. All that is left for you to do is implement everything you have learned and watch your rankings go up and your traffic increases.

**How to Build Highly Profitable SEO Agency Even If You've Never Done SEO Before** Ajibola Lawal 2019-09-13 About the Book My book teaches you step by step how to build a 7 figure SEO digital marketing company and land \$5,000 clients even if you don't know anything about SEO (search engine optimization). This book is written for beginners looking to learn SEO and create a passive 7 figure income from it monthly. I've been doing SEO marketing since 2014. Unfortunately, there are still millions of companies I'm yet to reach out to and help. The people I work with in my agency are also killing it with SEO. We work together to help big companies get free traffic from Google. Now I want to take a few more people, train them and help them make money from the knowledge of SEO I provide in my agency. So I wrote this book to teach who ever is lucky to find it the basics and some advanced tactics of SEO needed to run a very profitable digital marketing agency. YOU are one of the lucky people who have found this precious book. So I strongly advise you to grab it right away. In the book I go further to show how you can connect with my agency, learn more about SEO, become a Pro, and make the kind of money you never dream possible in the digital marketing industry. The sky is the beginning when it comes to making money from SEO marketing. In this book I'll show you: Where you can find businesses with large budgets and who are in desperate need of help (my new 2018 special SEO tactic). The 10 best niches around which I would build an SEO agency. I revisited the predictions I made in 2017 to show how

accurate I was. The list of exact companies you should offer to help. How to speed up your success with the model of SEO that I highly recommend. More specifically, here's what you will learn in my book: 10 Niches you've likely never thought of before that are going to explode in popularity. How I find companies to reach out to, companies that need SEO help and are willing to pay you at least 5 thousand dollars for it very quickly and do not mess around. Actual companies I would personally reach out to and offer to help, and how I'd offer to help them. Where to watch a video of my live case study where I wrapped up new clients with a pen name with a brand new website. Where to have me personally share the SEO leads I get with you (I literally had hundreds in August 2018 alone). Share with you for free the niche I get the most client inquiries in - you will be as surprised as I am. These are 7 good reasons why you should start your own SEO agency: The SEO industry is growing very fast. SEO is the 8th most-in-demand LinkedIn skill. Getting SEO clients is an introvert's dream (you don't need to talk to anyone if you don't want to). There's an unlimited supply of clients. 170,000 new websites are built every single day. Your income can be totally passive. Your language and location are irrelevant. You can speak any language and work from anywhere. Ad Bans creates a great opportunity. Some companies which have been banned by Google and Facebook from running paid ads have no other option than to turn to SEO to get traffic. I will tell you who they are in my book for free. So what are you waiting for? Order this book right now to learn how to start your own SEO marketing agency because I've made SEO marketing really very simple to understand.

Wordpress SEO 2017 Andy Williams 2017-03 Wordpress SEO 2017 is an up-to-date book that will teach you how to optimize your Wordpress website for Google and other search engines. Wordpress is a fantastic platform for building websites, but can produce a lot of SEO challenges. Most notable is the duplicate content issues that can get your site penalized by the search engines. Create one post, add a few tags, and post it into a couple of relevant categories. All of a sudden you may have over a dozen pages on your site with the exact same article! But there is an easy solution to the duplicate content issues. Wordpress SEO 2017 will teach you how to set up your Wordpress website in an efficient and search engine friendly manner, to minimize duplicate content and to maximize your exposure in the search engines. In the book you will learn: \* Why a good web host is a must and how to test a host for reliability and page load times. \* What is a CDN and why should you use one. Some web hosts provide this for free! \* What to look for in a Wordpress theme, and how to set it up for minimal content duplication. \* The importance of using Google's Search Console, Analytics and Webmaster Guidelines. \* The Wordpress settings that affect your SEO efforts, and how to set these up properly. \* How to use some essential plugins to help you with your Wordpress SEO as well as several non-essential, though highly recommended Wordpress plugins. \* How to use of category and tag pages as powerful ranking pages without the duplication problems that force most webmasters to noindex these power pages. \* How to create a navigation system on your site that will keep visitors and Google happy, including the importance of dynamic navigation system (and how to implement them). \* Whether you actually need a robots.txt file. \* The difference between posts and pages, and how to use each to their strengths. \* Whether you need www. at the start of your domain name. \* How to set up the homepage, as you want it. \* About site-wide considerations, and how to use the nofollow tag on certain pages. \* The importance of good post excerpts. \* How to schedule posts. \* My checklist for creating high quality, SEO content for my own sites. \* How to install, setup and use the best SEO plugin out there. \* How to install and configure a plugin that will speed up page load times. \* And much, much more... This book will teach you up-to-date, Wordpress SEO that will give your site a competitive advantage. About the Author Andy Williams has been teaching search engine optimization and Wordpress for over a decade. As an ex-Science teacher, Andy has the knack of simplifying complex topics to make them more easily accessible to everyone.

Seo Checklist Step by Step Daniel Qm 2017-10-13 SEO Checklist Step by Step A Beginner's Guide to optimize your Website optimization success getting traffic from google. Build an SEO-FRIENDLY WEBSITE and Online Services Version: Kindle and Paperback Cover: Soft Cover with Matte-finish Dimensions: 15.2cm x 22.9cm (6" x 9"). Not pocket sized, yet a perfect fit for your bag. Interior: 10 sets, 4 topic, 45 task Calendar 2017-2018 Website information On Page SEO Off Page SEO Off Site SEO Optimize Your Images Free Bonus Printable Seo 2018 PDF Don't miss Follow The Great Checklist FOREX TRADING STRATEGIES LOG Finance Checklists Book Series 1. Internal Audit Checklist 2. Tax Deduction Checklist 3. Financial Audit Checklist

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