

Search Engine Marketing Basics

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The Basics of SEO John Wiley & Sons

In today's digital world, SEO is more important than ever for online success. Whether you're a small business owner or a marketing professional, The Basics of SEO provides you with everything you need to know to improve your website's search engine rankings and drive traffic. With 25 years of experience building blogs and ecommerce sites, the author explains the history, importance, and best practices of SEO. From keyword research and on-page optimization to backlinks and analytics, this comprehensive guide covers all aspects of SEO. You'll also learn about local SEO, e-commerce SEO, mobile optimization, black hat techniques to avoid, and the future of SEO. With practical advice and actionable tips included in every chapter, you'll be able to create an effective SEO plan that will help your business grow.

ABC's of SEO Search Engine Optimization 101 Apress

In this book, leading search optimization expert Rebecca Lieb brings together more than 50 absolutely crucial facts and insights decision-makers must know to drive more web traffic through better search engine placement. The Truth About Search Engine Optimization doesn't deliver abstract theory: it delivers quick, bite-size, just-the-facts information and plain-English explanations that executives, decision-makers, and even small business owners can actually use, no matter what kind of sites you're running, or what your goals are. You will learn how to set realistic goals for search optimization... attract qualified traffic, not just "any" site visitors...

incorporate search engine optimization into both new sites and redesigns... write for users... implement search-friendly content management... avoid problems with rich content technologies such as Flash and AJAX... create metatags that actually work... use public relations, blogging, and other techniques to drive traffic... budget and manage search optimization projects... and much more. This book reveals 51 PROVEN SEARCH ENGINE OPTIMIZATION TECHNIQUES and bite-size, easy-to-use advice that gets results including The truth about page rankings The truth about best SEO practices and SEO no-no's The truth about link love, keywords, and tags

Search Engine Marketing, Inc Createspace Independent Publishing Platform

SEO Basics: How to use Search Engine Optimization (SEO) to take your business to the next level of success!!!!!! Do you keep being told that you need to do "SEO" but you just don't know where to start? Or even what SEO is? Do you have a business that needs an online presence, but you aren't sure how to do that in a way that will actually increase profit? Does the amount of traffic you get on your website, suck? Do you find that most descriptions of SEO are cryptic, hard to understand, and pre-suppose knowledge of html, coding, or other computer stuff you just don't know anything about? Well.... not anymore!!!!"SEO" stands for Search Engine Optimization. This is really just a fancy term for saying how to make your website, profile, social media campaign, or whatever, show up on Google and other search engines. Most people don't look past the first 1-2 pages of search engine results when they are looking for something online, so if your business isn't on the first few pages, you are virtually invisible to most people surfing the web. The worst part of this is that you are just leaving money on the

table, if your customers, or future customers, can't find you online. But if you Google SEO, the results you find will sound very complicated. They'll talk about coding and html and backlinks, but they really don't explain how it works, what the terms mean, or how to use it to increase traffic, and profits to your business. The Fundamentals of SEO can be understood and implemented by any normal, non-computer-wiz person, and this book will show you how. If you want to increase your traffic, find more customers, increase your visibility online, make more profits and make your business a huge success, then look no further!!! Here Is A Preview Of What You'll Learn... What Search Engine Optimization is How to use SEO How Search Engines work Different types of search engine optimization Keeping up with changing SEO SEO and Ranking Tips and Strategies SEO in a nutshell Much, much more!

Search Engine Marketing Independently Published

Use Google's AdWords to create your ads. Each chapter goes beyond the tool itself, discussing helpful resources and important issues to keep in mind. If you are completely new to search engine marketing and AdWords and you want to learn the basics, this guide will introduce you to the content quickly. Introduction to Search Engine Marketing and AdWords is not in-depth, comprehensive, or trying to cover every tool or platform—an impossible task! But it is an easy-to-understand introduction to the most important tools and skills in search engine marketing. What You'll Learn Take a behind-the-scenes tour of AdWords, including how to create an account Create and launch a campaign as well as ads, including keyword tools Monitor a campaign, including time frame, clicks and CTR, and reporting Implement various campaign strategies, including support email and dealing with errors Use Ad extensions as well as site links Who This Book Is For Those who need to get up to speed on search engine marketing tools and techniques for business or personal use. This book is also suitable as a student reference.

Online Marketing 101 John Wiley & Sons

Searching the Internet is by far the most common thing that we do online. Whatever we are looking

for, we turn to our favorite search engine to find the information that we need. If we're looking for a product or service, we find it, research it, and, depending on what we are looking for, sometimes buy it online. Due to the availability of devices like smartphones, tablets, and laptops, we're no longer limited by where or when we can search from. People can search online twenty-four-seven, but the big question is, will they find your website in the search results? The answer to this question is what this book is all about. Search is now a part of most people's everyday lives, and as consumers, we rely on search engines to lead us to what we're looking for. As a business, it's no longer good enough to have a web presence; you also need to be found, so let's discover how to unveil the crucial concepts and building blocks of search engine optimization. You'll learn the basics of search engine optimization so that you can leverage the essential skills involved to compete and achieve your online goals. This book covers the following topics: SEO As A Sales Strategy For Entrepreneurs What to Consider Before Setting Up A SEM Campaign Plan SEO Strategy How to Improve Quality Score Essential Tools in SEO What They Are and How They Work Google Ads and Bing Ads Mistakes to Avoid Measuring SEO Effectiveness Using Social Media To Boost Your SEO Everything You Know About SEO is Mostly Wrong How to Start and Run a Profitable SEO Business Blogging for SEO Assessing your Current SEO Situation Through A Quick Audit The Underestimated Importance of Local SEO On-Page SEO Techniques Profitable Options For Making Money as an SEO Freelancer What's the Best Way to Outsource Your SEO? Negative Keywords Advantages of SEO Working with Local SEO Business ...And much more!! This book exists to share what we've learned running SEO for hundreds of websites, whilst analyzing the successes and failures of tens of thousands more. It's here to lift back the curtain on the optimization and promotion strategies that actually work, today, in the real

world, and show you how to implement these for your business in order to take your website traffic to a new level. We share stories of the business transformations that have occurred when these strategies are executed, and explain step-by-step how you can take advantage of them in the same way. The reality is that, stripped to their core, the fundamental principles of search engine optimization are elementary. Whether you're an absolute beginner to SEO and digital marketing, or you're an experienced SEO expert who wants to know the specific strategies we use for our clients, this book will give you the tools you need. So whether you're B2B, B2C, B2E or any other possible acronym; whether you sell potato peelers, management consultancy, or anything else imaginable or unimaginable; we've likely seen it, analyzed it and ranked it, and the instructions in this book will help you sell more of them. Get your copy now!

Mastering Search Engine Marketing Penguin

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.

Search Engine Marketing, Inc. IBM Press

EVERYTHING YOU NEED TO KNOW ABOUT WEB, MOBILE, & SOCIAL MARKETING! Your expert, up-to-the-minute, A-Z reference & how-to guide Choose the right goals, media, & tools Plan, execute, measure, & optimize Avoid costly mistakes! Now, one amazing book brings together ALL the reliable, detailed information you need to make the most of web, online, mobile, and social marketing.

It ' s ALL here: SEO, pay-per-click, mobile marketing, social media marketing, " PR 2.0, " analytics, email marketing, YouTube videos, Twitter and Facebook, blogs, podcasts, and much more. Discover how to choose the right approaches, combine them into a coherent, optimized strategy, and measure your results. Find realistic answers to your most crucial questions...get " from the trenches " insights that save you money...learn to drive more value faster. THE ONLY COMPLETE WEB MARKETING REFERENCE YOU NEED. CUTTING-EDGE COVERAGE OF THESE TOPICS AND MUCH MORE: Creating effective web/online marketing plans and budgets Integrating online and traditional marketing Designing great sites--including ecommerce sites Getting actionable answers from web analytics Profiting from search engine marketing (SEM) and optimization (SEO) Executing winning pay-per-click and display ad campaigns Developing effective email lists and campaigns Building two-way conversations with customers and prospects Marketing on Facebook, Twitter, and other social media Creating an online PR media room Marketing through YouTube and podcasts Selling through iPhone and Android apps Managing web/online marketing coherently and efficiently Tracking performance--and improving it! Technical accuracy guaranteed by Econsultancy ' s Rebecca Lieb Introduction to Search Engine Optimization Lulu.com You've got products. You've got a website. You're ready to do business online. Now, how do you attract new customers? You'll find the answers in this book. In it, search engine advertising pioneers, Boris and Eugene Mordkovich, share their knowledge from the most basic information explaining how Pay-Per-Click works to why it is so extraordinarily effective, as well as offer detailed information on how to design a successful campaign, how to test concepts, determine what works, and fine-tune your campaigns to maximize the Return on Investment (ROI). It also delves into more advanced topics affecting advertisers today, including contextual advertising (getting your website listed on thousands of websites without paying a penny), localized search (targeting a specific local area through search engines), and click fraud (how to protect yourself against it). The book also offers tips, techniques, and ideas contributed by 14 top experts in the industry.

The Complete Idiot's Guide to Search Engine Optimization John Wiley & Sons
Learn the basics of SEO and Learn Them Well. Master Search Engine Optimization and drive more traffic with this comprehensive guide. Do you want to rank higher in the Google Search Engine, but believe it'll be too difficult for you? Or perhaps you've exhausted other marketing channels and now want a consistent, reliable acquisition channel for gaining more users to your website? This book is for you. You no longer have to waste your time and money learning about SEO through confusing articles, expensive SEO "experts" or lengthy online courses. SEO for Beginners Complex topics are broken down into simple steps to ensure that you can easily master Search Engine Optimization of your website, even if you currently have little or no users. Learn The Most Critical Optimization Techniques Fast Concepts are presented with only the most important and relevant information to help you build a solid SEO strategy. With this book, you can learn SEO in just one day and see a notable difference in your organic presence in Google after just a few days. How is this book different... The best way to optimize for the Google Search Engine is to play by the rules, but to also be unique. This book includes a number of solid, proven methods that will help you to follow Google's very own guidelines for ranking in their Search Engine, as well as several others that will significantly boost rankings. Working through this book will help you retain the knowledge of SEO so that you can continue to recall it and apply it to your website in future. What you'll learn: - What exactly is SEO? - Why Is SEO Important? - What Is On-Page Optimization? - Why is OPO so important? - Interlinking and Keyword Optimization - How to use Site Wide Optimization - The 6 steps to effective Keyword Research - Why is Keyword Research so Important? - How To Write SEO Friendly Content - What Is Link Building? - How To Build A High, Quality Back-Links Strategy - How to use the

Webmaster Tool - SEO Dangers to Avoid .. and more... Finally, you'll be able to discover how to rank highly on Google to gain more users and more engagement with your website. Click the BUY button now to start learning SEO 101. Learn it fast and learn it well.

The Fundamentals of SEO for the Average Joe Independently Published

Overview of the book "Successfully mastering digital marketing" The book "Mastering Digital Marketing Successfully" offers a comprehensive guide for anyone who wants to improve their marketing strategies in the digital world. This book explains the basics of digital marketing and presents various techniques and strategies to succeed in online marketing. From search engine optimization and search engine marketing to social media marketing and email marketing, all important aspects of digital marketing are covered. The book includes practical tips, case studies and current trends to help readers achieve their marketing goals. Contents of the book The book is divided into eight chapters covering all the key areas of digital marketing. The first chapter provides an introduction to digital marketing, followed by the basics of digital marketing in the second chapter. Chapters three to six cover specific topics such as search engine optimization, search engine marketing, social media marketing and content marketing. The seventh chapter is dedicated to email marketing and newsletters, while the eighth chapter covers mobile marketing and app marketing. Each chapter contains detailed information, practical examples and tips for implementation. Target group of the book The book is aimed at marketing professionals, entrepreneurs and anyone who wants to expand their knowledge of digital marketing. It is suitable for both beginners and advanced users and provides a comprehensive overview of the various aspects of digital marketing. Whether you want to optimize your website, improve your social media presence or create effective email campaigns, this book will provide you with the knowledge and practical tips you need to succeed in digital marketing.

SEO Basics By Label AA-Prod/Edits (Artnusiclitte) 2015
The third edition of the bestselling guide to do-it-yourself SEO Getting seen on the first page of search engine result pages is crucial for businesses and online marketers. Search engine optimization helps improve Web site rankings, and it is often complex and confusing. This task-based, hands-on guide covers the concepts and trends and then lays out a day-by-day strategy for developing, managing, and measuring a successful SEO plan. With tools you can download and case

histories to illustrate key points, it ' s the perfect solution for busy marketers, business owners, and others whose jobs include improving Web site traffic. A successful SEO plan is vital to any business with an online presence This book provides strategies for setting goals and gaining corporate support, developing and implementing a plan, and monitoring trends and results Offers hints, tips, and techniques for everyone from one-person shops to Fortune 500 companies Companion Web site includes downloadable tracking spreadsheets, keyword list templates, templates for checking rank and site indexes, and a calendar with daily SEO tasks that you can import into your own calendar system Fully updated and expanded, Search Engine Optimization: An Hour a Day, Third Edition will help you raise your visibility on the Web.

Basic SEO Explained Createyourrealityllc

There are many books on digital marketing, but only a few of them break down the term "digital marketing" effectively. Many people who are new to digital marketing only see it as social media marketing. "Why Digital Marketing" explains in detail some major types of digital marketing that you need to scale up your business and put it in front of your customers. One of the outstanding features of this book is that it provides practical examples from real-life experiences, including a step-by-step guide for each digital marketing type discussed. Some of the digital marketing types discussed in this book are: - Search Engine Marketing (SEM) - Search Engine Optimization (SEO) - Mobile Marketing - Email Marketing - Social Media Marketing - Content Marketing - Advertising your business online - Introduction to Display Advertisement The goal of this book is to help business owners and service providers who are new to the digital space gain knowledge that they can use to boost their online presence and make more money in their respective trades. So, if you are a service provider or business owner looking to go digital with your business to get more customers, this book is for you. Also, if you are a freelancer or aspiring digital marketer who wants to gain more knowledge in digital marketing, this book is for you.

Search Engine Optimization (SEO)

In this book, we will look at what Search Engine Optimization (SEO) is, and the ways in which it can be used. Through this book, we will provide you with the basics on using Search Engine Optimization in order to improve traffic flow to your site. By many people, SEO is considered to be a part of

search engine marketing. It is often used when people are describing a process for improving the amount of traffic that goes to a website from various different search engines. Many site owners will engage in using SEO in an attempt to obtain qualified visitors to their site. The quality of these visitors will often be measured by what specific keywords they are using in order to reach the desired result they want, such as making a purchase, or it could just viewing or downloading a particular page on that site. It may be that the visitor just requests some further information, or they sign up to a newsletter. Search Engine Optimization is a marketing strategy which can often generate a good return for the site. But what must be remembered is that search engines are not actually paid for the traffic they send to a site from a natural (organic) search. Plus, they will regularly change the algorithms that they use for these searches to be carried in an effort to improve the results for people using their search engine. In fact, there is no guarantee that using this system is successful in either the long or short term for any website. Because of this, SEO is often compared to traditional forms of PR (Public Relations), while PPC (Pay per Click) advertising is more closely associated with traditional forms of advertising. However, even if you do find you have increased traffic to your site because of SEO, if your site is unprepared for this increased traffic, it may in fact be detrimental to your site, as visitors will go away feeling dissatisfied and will not return. But though SEO can be considered as a marketing tactic which is a law unto itself, it is often considered to part of the bigger picture by many industry experts.

Seo Lulu.com

"Digital Marketing" is a comprehensive guide to the world of online marketing and advertising. The book covers a wide range of topics, including: The basics of digital marketing and the role it plays in the modern world Key channels and tactics used in digital marketing, such as search engine optimization, social media marketing, email marketing, and more Tips and best practices for developing and implementing a successful digital marketing strategy Strategies for measuring and analyzing the effectiveness of digital marketing efforts The latest trends and developments in the field of digital marketing This book is an essential resource for business owners, marketers, and anyone looking to learn more about how to promote their products or services online. It provides

practical, actionable advice and real-world examples to help readers succeed in the world of digital marketing.

ABC's of SEO Search Engine Optimization 101 Teach Yourself

SEO and Search Marketing In A Week is a simple and straightforward guide to mastering the basics, giving you everything you really need to know in just seven short chapters. From stripping away the mystique from SEO and SEM, to uncovering the meaning of jargon and acronyms such as pay-per-click advertising (PPC), backlinking, social signals and algorithms, you'll discover how to structure your website to deliver what the search engines are looking for and to promote it to the world. This book distils the most practical search engine optimization (SEO) and search engine marketing (SEM) insights into easy-to-digest bite-sized chunks, giving you a basic knowledge and understanding of the key concepts, together with practical and thought-provoking exercises. Whether you choose to read it in a week or in a single sitting, SEO And Search Marketing In A Week is your fastest route to success: - Sunday: An introduction to search engines and SEO - Monday: Keyword research - Tuesday: On-page optimization - Wednesday: Off-page optimization - Thursday: Getting other traffic sources to your website - Friday: Pay-per-click traffic: making it work for you - Saturday: Monitoring and managing your progress ABOUT THE SERIES In A Week books are for managers, leaders, and business executives who want to succeed at work. From negotiating and content marketing to finance and social media, the In A Week series covers the business topics that really matter and that will help you make a difference today. Written in straightforward English, each book is structured as a seven-day course so that with just a little work each day, you will quickly master the subject. In a fast-changing world, this series enables readers not just to get up to speed, but to get ahead.

Mastering Digital Marketing Successfully Teach Yourself Digital marketing is a top skill for getting hired. Learn search engine optimization from friendly top-rated expert Dr. Todd Kelsey, PhD. Easy to understand, conversational language. This book is part of the CASA series: (C)Content/SEO (A)Adwords/Search Engine Marketing (S)Social Media Marketing (A)Analytics. CASA is a focused, integrated approach that has helped thousands of learners better understand digital marketing, strengthen their current jobs, and be competitive in getting interviews and seeking work. The goal of the CASA series is to make it as easy and

enjoyable as possible to explore digital marketing topics, and to focus on getting maximum return on investment. The style of writing is conversational, with a focus on fun, wherever possible. Book Overview: An easy to understand introduction to the most important aspects of search engine optimization, including understanding basic concepts like keywords, the importance of quality content, as well as tips and strategies to help you hit the ground running. There's also an introduction on how to pursue SEO-related certifications, including a special \$750 discount on an industry leading SEO certification, which can strengthen your current career, or help you get an interview and a job! What this book is not: in-depth, comprehensive, or trying to cover every tool or platform (an impossible task). What this book is: easy to understand introduction to the most important tools and skills in search engine optimization. Each chapter discusses helpful resources and important issues to keep in mind, to help you hit the ground running. --CH1 - Introduction - general introduction SEO and resources to help you get acquainted CH2 - Skillbox - Content - a look at several tools and ways to try "hands on" content development as part of learning SEO, including Blogger and Google Sites, free easy to use tools. CH3 - SEO Basics - The basics of search engine optimization and their relative importance. CH4 - Keyword Research - An introduction to keywords, and how to do research for SEO purposes. CH5 - Try SEO - Several hands on exercises for trying different aspects of SEO. CH6 - Analyze How Things Are Going - an introduction to methods of measuring the impact of SEO, including fun ways to check search rank, hunt for duplicate content, and a look at Google Analytics. CH7 - Explore Webmaster Tools/Search Console - a look at a commonly used, core tool for SEO. CH8 - Keeping Up With Changes - discussion of the importance of "learning how to learn" and an introduction to several industry resources. CH9 - Exploring SEO Certification - discussion of several options for seeking SEO certification, including a deep discount on a leading industry certification.

SEO And Search Marketing In A Week Toktok9ja Multimedia Ltd

Most businesses depend on their rankings on Google, Yahoo!, and other search engines to drive traffic to their websites. The higher a business's ranking, the more traffic its site gets. Where does a webmaster or online market manager go for

advice and instruction on optimizing a business's website for higher search engine rankings? The few search engine optimization (SEO) books currently on the market are dated and do not cover the latest local, mobile, and social marketing techniques. The Complete Idiot's Guide® to Search Engine Optimization is a comprehensive, up-to-date, easy-to-use guide for SEO. It starts with a general overview of how search engines and SEO work and then flows into specific techniques for basic website optimization. It addresses the analysis and ongoing maintenance of a site's optimization and finishes with a look at how search engine marketing fits within a company's overall online marketing plan. In The Complete Idiot's Guide® to Search Engine Optimization, readers learn- How search engines and SEO work. How to optimize your site's keywords, tags, and design. How to optimize the links to your site, local and mobile searches, and social media. How to apply the strategies to a blog and web videos for search engines. How to use third-party SEO tools. How search engine marketing fits within a company's overall online marketing plan.

Pay-per-click Search Engine Marketing Handbook

Independently Published

Revolutionize Your Internet Marketing Leverage today's Internet marketing strategies to reach customers, increase sales, and establish performance-based marketing in your organization. Search Engine Marketing explains how to use Web analytics, key performance indicators (KPIs), search engine optimization (SEO), and search marketing-the critical tools for success.

Multichannel marketing, which uses radio, TV, and print to broadcast your message, is also covered. The book includes revealing interviews with industry experts as well as valuable tips on vendor selection. Implement an effective, integrated marketing program for your business with help from this definitive guide. Track and measure both digital and traditional marketing with analytics Define and use KPIs to manage campaigns and channels for maximum profitability Employ SEO strategies to increase leads, conversions, and sales Understand how website architecture, keywords, tags, and sitemaps affect search results Use PPC to place ads in search engines, radio, TV, and newspapers Get hands-on strategies for maximizing Google Analytics and Google AdWords

Digital Marketing Trends and Prospects Independently Published

'The Fundamentals of SEO for the Average Joe' is a

valuable resource for increasing web traffic and profit potential. Author Alyssa Ast provides the basics of SEO (search engine optimization) in a clear and concise format. This resource also explains how SEM works to improve traffic and SERP's ranking. The combination of these methods ensures website visibility and profit probability.

Why Digital Marketing McGraw Hill Professional

SEO: Discover the Secret Tool to Bring Your Business to the Next Level Have you always wondered how to boost your rankings in Google and other search engines but simply found it too confusing or complicated?Have you been frustrated by the level of difficulty posed in competing with other established websites for the those coveted first-page listings? If you've ever tried to use search engine optimization (SEO), but failed to get the web traffic your web content deserves, then you know that learning SEO is confusing, if not outright daunting. There is so much information out there - where to start?

A lot of the advice given on SEO is out-of date, hard to understand or implement for those new to SEO, or simply WRONG! SEO 2016 is your Comprehensive, Must-Have guide on how to optimize your marketing efforts to produce the greatest outcome, great for those relatively new to SEO, and a great resource for more advanced SEO strategies as well. BONUS Included Right After Conclusion - HURRY before it's gone! Publisher's Note:

This expanded edition of SEO 2016 includes FRESH NEW CONTENT to bring you up to date with the most current and effective techniques on the market. In easy-to-follow, plain English tutorials you'll learn: SEO Basics & Fundamentals Simple Content Marketing Strategies to Grab Attract Visitors from Search Engines Understand How to Generate Money-Making, Traffic-Generating Keywords Optimize Google's Algorithms - Panda, Hummingbird, Penguin and Mobilegeddon Utilize Google Adwords, Google Now and Personalized Search Best Ways to Use Social Media Marketing to Boost Your Audience Easy Techniques to Use SEO to Optimize Your Website to Reach Maximum Traffic How to Create Content that Attracts both Readers and Search Engines Dozens of Proven, Insider SEO Tips Find out which Social Network is More Powerful than Any Other for SEO Discover new Powerful Link Building Techniques Much, much more! Check out How Others Have

Benefited: "After searching different blogs / Youtube videos for the past month to learn how to boost my new companies site on Google and other search engines I decided I needed something that includes everything in a much more structured process to follow and this book delivered my just that and has been very easy to learn from so far. I now know how to effectively choose keywords and have thrown away some of the ones I now realize were no good to be using in the first place! I have been able to format my content much better and optimize it more effectively so I am targeting precisely and creating accessible/ unique content. The book also explains how to use social media to improve SEO which is the next step for me now my content is ready :) A great book overall and I really hope to be able to purchase a 2nd book from Kenneth Lewis soon to take me through the more advanced levels of SEO.." - Dean, October 2015 Do you want to generate the web traffic your content deserves? " You CAN! Get SEO 2016 while the strategies are fresh! LIMITED TIME BONUS OFFER: A sneak preview of Bestselling book 'Facebook Marketing' included for FREE. Why wait? Click on the orange 'Buy Now with One Click' button on the top right hand corner of the page to download your discounted copy today! Risk Free! Offer includes a 30-day Money-Back Guarantee - no questions asked.