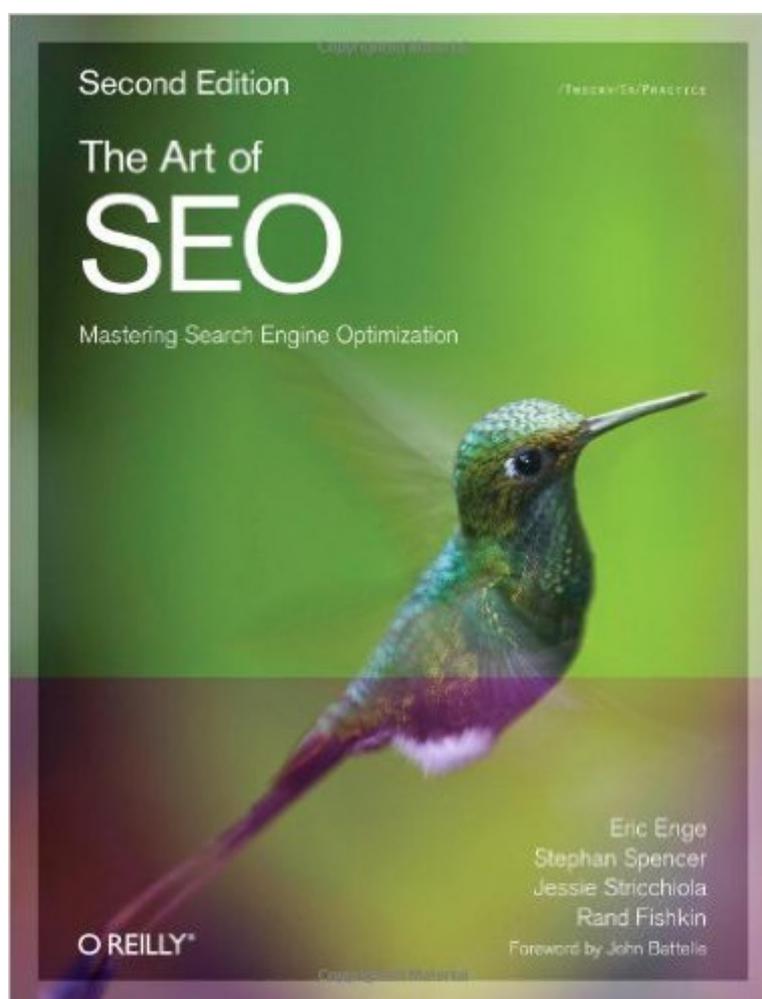


The book was found

The Art Of SEO (Theory In Practice)



Synopsis

Four acknowledged experts in search engine optimization share guidelines and innovative techniques that will help you plan and execute a comprehensive SEO strategy. This second edition brings you up to date on recent changes in search engine behavior—such as new ranking methods involving user engagement and social media—with an array of effective tactics, from basic to advanced. Comprehend SEO's many intricacies and complexities. Explore the underlying theory and inner workings of search engines. Understand the role of social media, user data, and links. Discover tools to track results and measure success. Recognize how changes to your site can confuse search engines. Learn to build a competent SEO team with defined roles. Glimpse the future of search and the SEO industry. Visit www.artofseobook.com for late-breaking updates, checklists, worksheets, templates, and guides. "SEO expertise is a core need for today's online businesses. Written by some of the top SEO practitioners out there, this book can teach you what you need to know for your online business." —Tony Hsieh, CEO of Zappos.com, Inc., author of New York Times bestseller *Delivering Happiness*

Book Information

Series: Theory in Practice

Paperback: 716 pages

Publisher: O'Reilly Media; Second Edition edition (March 24, 2012)

Language: English

ISBN-10: 1449304214

ISBN-13: 978-1449304218

Product Dimensions: 7 x 1.5 x 9.2 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars — See all reviews (44 customer reviews)

Best Sellers Rank: #260,255 in Books (See Top 100 in Books) #57 in Books > Business & Money > Marketing & Sales > Search Engine Optimization #67 in Books > Computers & Technology > Internet & Social Media > Online Searching #207 in Books > Computers & Technology > Programming > Web Programming > JavaScript

Customer Reviews

In this technological generation, search engine optimization has become extremely critical for businesses that utilize Internet marketing. Getting on the first page of Google Search isn't just luck, it requires adept skill and knowledge. And this is the book that will definitely pave the way for people

who want to learn and master SEO. The book was written by four SEO experts: Eric Enge, Stephan Spencer, Rand Fishkin, and Jessie Stricchiola, who all successfully combine their ideas, knowledge, and experience together to contribute useful strategies and tactics that will certainly be useful and profound to the reader. What I really liked most was how the chapters of this book were laid out thoughtfully. It started off with an introduction of what is a search engine, which then immediately led into why search engines have become so important in today's marketing world and the simple psychology of how people search. Then the book is then followed with concrete basics and tools such as advice for specific SEO objectives, SEO planning, key-word knowledge, SEO tracking, SEO research and etc. Long story short, this book is perfect for someone who is vaguely familiar with SEO because this book takes one step by step so that everything is easy for the reader to digest and implement. The book embraces every topic and question an interested person may have about SEO. For example, if you are a business CEO or firm, they even include a chapter on deciding whether or not you want an SEO team in your office, or if you'd rather outsource it. My favorite parts of the book were the chapters that discuss the development of a SEO-friendly website and the creation of link-worthy content. These two chapters are extremely useful tools in helping someone who is building a website and wants to be noticed.

[Download to continue reading...](#)

SEO 2016: SEO Secrets For Ranking On The First Page Of Google (SEO Marketing, SEO 2016, SEO, Search Engine Optimization) Seo 2017: Search Engine Optimization for 2017. On Page SEO, Off Page SEO, Keywords (SEO Books, Search Engine Optimization 2016) SEO 2017: Search Engine Optimization for 2017. On Page SEO, Off Page SEO, Keywords (SEO Books, Search Engine Optimization 2017) SEO Expert Strategies: SEO Consultant Spills His Secrets - Discover How To Rank Higher, Outsource To The Right SEO Service Provider And Take Advantage Of Free Search Engine Traffic SEO BOOST: HOW TO BUILD A SEO PRIVATE BLOG NETWORK THAT DOESN'T SUCK: Find, Evaluate & Build Your PBN In 60 Minutes Or Less (REDIFY SEO SERIES Book 3) The Art of SEO (Theory in Practice) SEO 2016 Learn Search Engine Optimization With Smart Internet Marketing Strategies: Learn SEO with smart internet marketing strategies SEO: The Complete Beginner's Guide to Rank Your Private Label on Top of the Search (FBA, Private Label, Ranking Optimization, E-Commerce SEO Book 1) SEO: How to Get on the First Page of Google: Seo Bible, Book 1 SEO Expert Strategies: SEO Consultant Spills His Secrets SEO Made Easy: Everything You Need to Know About SEO and Nothing More Google AdSense & SEO Secret \$100/ Day: How I make \$100/ day with Google and my SEO secrets SEO 2016: Learn Search Engine Optimization (SEO Books Series) SEO Fundamentals: An Introductory Course to the World of

Search Engine Optimization (The SEO University) SEO: Easy Search Engine Optimization, Your Step-By-Step Guide To A Sky-High Search Engine Ranking And Never Ending Traffic (SEO Series) SEO Simplified: Learn Search Engine Optimization Strategies and Principles for Beginners (The SEO Series) SEO BACKLINKING FOR 2016: How to build seo backlinks for free and rank your website on Google's page 1 Etsy: Etsy Business: 50 Beginner Success Tips to Make Money Online with Etsy: Launching, SEO, Marketing, Selling, Pricing, and More! (Etsy SEO, Ebay, Making ... Etsy businesses, Etsy Beginner Ideas) SEO for Google Places - The Secret to Crushing Your Competition with Local SEO and Google Places SEO BACKLINKING (2016 Version): How to build seo backlinks for free and rank your website on Google's page 1

[Dmca](#)