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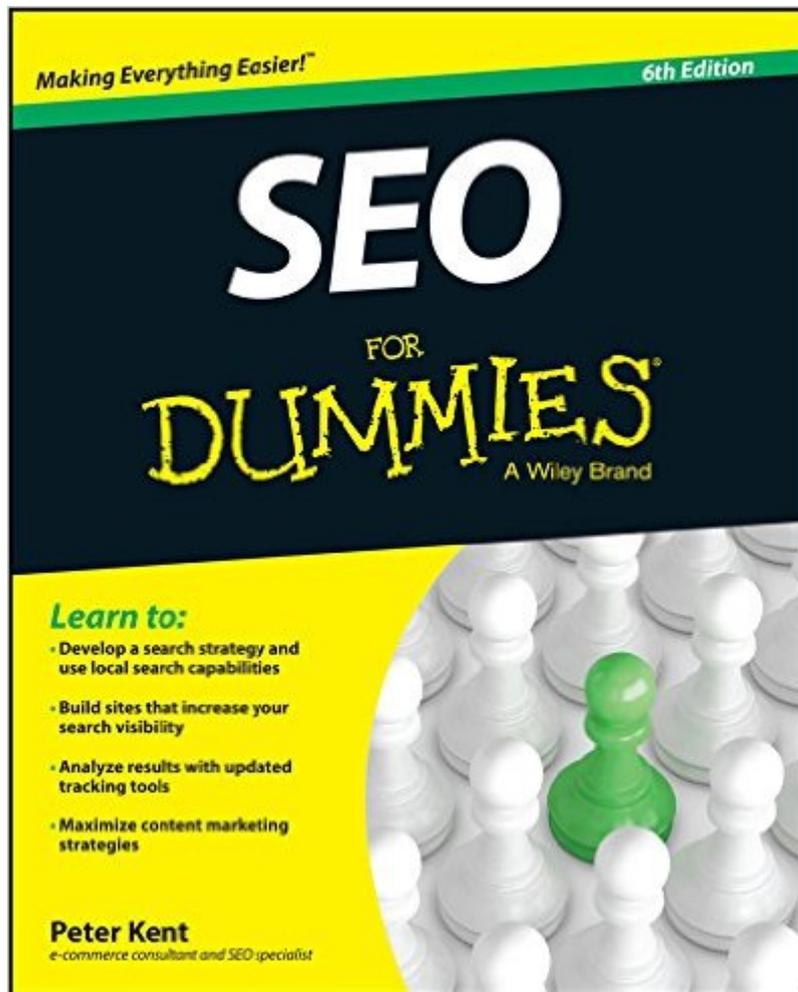
SEO For Dummies

Synopsis

Your fully updated guide to search engine optimization Packed with tips, tricks, and secrets, SEO For Dummies shows you how to create and maintain a website that ranks at the top of search engines and drives high-volume traffic. Using plain-English explanations and easy-to-follow instructions, this friendly guide helps you come to grips with search engine basicsâ "what they are, which ones are important, and how to get startedâ "and build a search-engine-friendly site. SEO is an integral part of getting a site to rank in the various search engines in order to attract potential customers. In the new edition of this bestselling guide to search engine optimization, 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 searches and draws the masses. Covering the latest information on pay-per-click options, using social media to boost your profile, and managing your platform and reputation to positively impact your search engine rankings, this hands-on guide is the fun and friendly place to start learning how to move your site to the top of the rankings. Develop a search strategy and use local search capabilities Build sites that increase your search visibility Analyze results with updated tracking tools Maximize content marketing strategies If you're asking yourself the essential question of "how do I get people to visit my site," you've come to the right place!

Book Information

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Customer Reviews

Peter is definitely an authority when it comes to search engine optimization (SEO). I'm in the computer field and I was continually amazed at what a business must know about SEO to have a highly ranked website. He's on his 6th edition so you'd better have an expert like Peter on-call to keep track of Google's & Bings' changes. A lot of the tips are counter intuitive like keep your site text based, content driven and useful to the visitor, instead of image intensive.Remember the words - links, content and keywords. They'll play an important part in the ranking of your web pages. Want an example of a highly ranked website? Take a look at WebMD which comes in the top five searches for every health query. Read this book before hiring a web designer and you'll save time & money as well as getting a website that gets more than its share of online visitors.

This book is a FANTASTIC overview, definitely deep/detailed enough to get a GREAT start with SEO.It is not for Dummies for sure - much more than a simple overview. Well-organized.I HIGHLY recommend this book.

As a former webmaster and web site developer, this gives the average web designer / owner great advice on how to get maximum exposure, without having to pay the often outrageous and unnecessary SEO fees that some " bandit " companies are charging.Worth every penny, if you are designing, or own a website !

Until I purchased you book I really had no idea what SEO was all about. I may never be a whiz-kid ,but I am not as big a Dummy as was before. Thanks.

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