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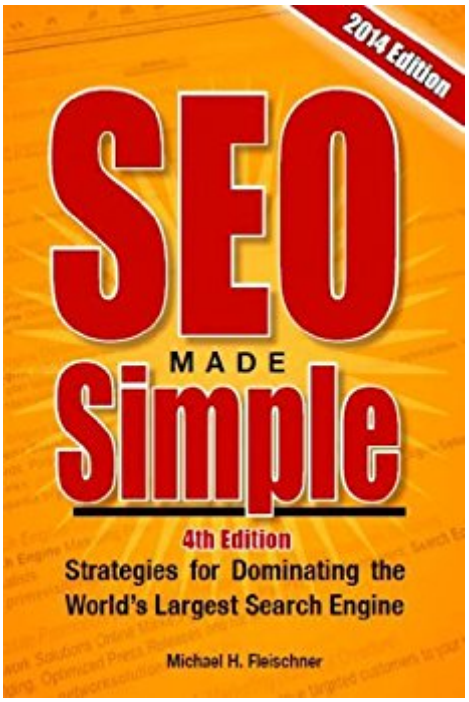
SEO Made Simple (4th Edition): Search Engine Optimization Strategies: How To Dominate Google, The World's Largest Search Engine



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Synopsis

SEO Made Simple (4th Ed.) - Search Engine Optimization Strategies for Dominating Google, the top-selling search engine optimization guide of all time, has been completely updated for 2014 including information on the Hummingbird Update, Penguin 2.0, and much more. The latest Google algorithm updates have been included to help you achieve search engine optimization dominance. This is not just last year's guide with a new cover but completely revamped to address the strategies needed for top rankings - a tell-all search engine optimization guide for anyone trying to reach the highly coveted #1 ranking on Google for their website, blog, or video (4th edition). Updated and expanded with the latest information on search engine optimization (SEO) and including more than 27 new pages of proven search engine optimization techniques that address the changing landscape of search engine optimization. SEO Made Simple is today's top-selling search engine optimization guide for good reason. Learn from leading Webmaster Michael H. Fleischner the specific SEO techniques that deliver top rankings in less than 30 days. Whether you're a search engine optimization expert or new to website rankings, the techniques revealed in SEO Made Simple will give you everything you need to dominate Google and other leading search engines. Generate tons of traffic to your website absolutely FREE with top search engine placement on Google, Yahoo! and Bing. SEO Made Simple has helped more individuals than another other search engine optimization guide ever printed to achieve top rankings for even the most competitive keywords. This guide has been updated with the latest SEO advice on social media, Google Places, and even a step-by-step link building process that has already produced top results for some of the most sought after keywords. If you are looking for a guide that provides the information you need to achieve top search engine rankings, without all of the useless fluff, this is it. SEO Made Simple is the only resource on search engine optimization that you'll ever need. Learn the techniques that have a direct and significant impact on your website's ranking. This book is ranked #1 for a reason. Read our reviews and see for yourself why SEO Made Simple is your most important resource for acquiring top search engine rankings.

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Customer Reviews

I have both the print and Kindle edition of the 3rd edition of this book so when I saw there was a new update released I jumped on it. There have been a number of changes with Google this past year. Hummingbird, yes. But the Keyword Planning tool got a make-over and I thought there must be a number of other changes that an expert like this author would be able to share.I also like the way the author steps you through the important things to know, and do, to be successful. If you have not read a prior edition you should find this bookâ ™s advice helpful; I generally feel the content is a 4 or even 5.However, if you have read prior editions I canâ ™t recommend this book. The most glaring omission was not including something that tells us prior readers what changed in the past year. This alone is worth $2.99 but I was forced to skim through the book looking for references to changes that may have occurred. It was a waste of time and I didn't learn anything.It is also a step backwards in terms of functionality. The table of contents is not linked! The 3rd edition had a linked table of contents but not this edition. This is a must-have feature for a how-to, non-fiction book. The book is defective without it in my opinion.Two other nits that I also noticed in the 3rd edition were carried over to this one. The author continues to reference the â œlink at the bottom of the page.â • Since there are no pages in eBooks, we eBook readers need to buy the print book to figure out what the link is.Finally, a foreword is written by someone other than the author, yet this foreword is written by the author. What about calling it a Preface?It really is good information if you are new to SEO. It just needs a bit more care in the design department.

My partner and I have been trying to learn how to implement a solid approach to SEO for marketing our business/website and increasing traffic. We both read and discussed SEO Made Simple and have begun applying the knowledge we've acquired from it. We realize that we were on the right track with figuring out on-page optimization, but needed guidance for understanding off-page optimization techniques. This book provides a straight-forward outline for both optimization techniques, though we thought that the on-page explanations were more helpful and example-based than the off-page explanations. Link-building seems to be a much more challenging pursuit and we have a lot more to research about the topic. Perhaps later editions would be better with clearer explanations and more examples of each type of link-building. Overall, this book is excellent for people will little-to-no knowledge of SEO and it has provided an splendid jumping-off point for us to learn to optimize our own site to more highly rank on Google. We look forward to taking advantage of what else Fleischner's marketing/SEO sites have to teach us.

excellent step by step guide, well explained and easy to understand by 'non professionals' toocovers all important aspects of modern seo, and explains clearly what NOT to do as welloffers some 'hidden' and very useful seo toolsrecommended!

Before posting my review, I want everyone to understand that I have limited SEO experience, so my views of this book will reflect a beginners opinion. With that said, this book is simply amazing. I was almost ready to give up after failing several times. I had read books, watched videos, and participated in message boards but nothing seemed to help . Everyone and everything told me what to do, just not how to do it. I had no where to turn for help except specialists charging around $1000 a month. The specialist said they could have my site rocking in six months. That sounded great but where was I supposed to get the money to pay them $6000. They also would not tell me what rocking meant because they had not guarantee their service would actually work. Long story short, I was almost ready to give up when I found this book on for $2.99. I originally purchased the 3rd edition and recently purchased every other book of Michaels on including this 4th edition. Don't get me wrong, SEO is still hard work but I understand how to do it now, which is the first step to success. If you are new to SEO, buy and read this book. It clearly tells you what to do, how to do it, and in what order to do it in. It is simply a steal, if I knew what I know now, I would gladly pay $100 dollars for it.

A lot of the things discussed in this book are NOT easy to understand....more advanced web design

and blog development knowledge are required. I've been blogging for 7 years and I do all of my own formatting, etc and there was still stuff I didn't understand and had to research further.

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