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first of all i want to congratulate you for being here you have taken an important step seeking knowledge to transform the digital presence of your business or project regardless of your level of experience with digital marketing this book was designed and structured to help you master in a simple and practical way one of the most powerful tools in the online world seo the internet has become an extremely competitive space everyone wants to be seen be found attract more visitors and of course convert more sales or generate more impact however many people still believe that to achieve the much desired first page of google it is necessary to invest a lot of money in advertising or hire very expensive agencies the truth is that it doesn t have to be this way it is entirely possible to achieve excellent results with just well defined strategies consistency and application of the correct seo techniques this book was created with this in mind to break down myths simplify concepts and show the way step by step for anyone whether you are a small business owner a freelance professional a content creator or simply someone curious to learn more about seo here you won t find magic formulas or empty promises that you ll achieve extraordinary results overnight seo is an ongoing effort that requires patience and dedication but when done well it generates long lasting and sustainable results this book is the reflection of years of study practice mistakes and successes brought together in an uncomplicated and efficient methodology my proposal is to be your guide on this journey translating the technical language of seo into a practical objective and accessible approach throughout the 10 chapters you will learn everything from the basics how google works what keywords are how to structure your content to more advanced strategies such as link building techniques technical seo and metrics analysis in addition at the end of the book you will have a practical action plan ready to be applied immediately to your website blog or online store my goal is that by the time you finish this book you will have not only learned about seo but also gained the confidence and autonomy necessary to apply and adapt these strategies according to your needs and objectives remember if you can t be found on the internet you practically don t exist and seo is the tool that will put you on the map set you apart from the competition and bring you closer to your audience get ready to transform the way you view your project s digital presence and most importantly to achieve real results without having to spend a fortune on advertising yours sincerely reginaldo osnildo

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this 214 page 31 chapter book is designed to be useful to everyone from beginning website owners to intermediate and advanced website developers and marketers the opening chapters cover the basics before colascione dives into the more detailed information people need to build market and maintain a successful website on google the progression takes readers from the starting point of registering their domain name all the way through website editing software to search engine optimization for developed sites including insight into the most sophisticated search engine algorithms like google panda and google penguin which ultimately determine how high websites are ranked the first few chapters cover domain names and web hosting as well as ip s dns web site builders web editing software like dreamweaver and photoshop and how to get a site started do not let this initial simplicity fool you after the basics are out of the way the book covers search engine optimization specifically for google and how you should go about building and optimizing a web site there are several chapters on text links due to the importance they play in search visibility and what to avoid google penguin as well as what to go after after the semi intermediate topics are out of the way the reader dives into search algorithms advanced content marketing reputation management social media some strategic ideas and touches on most of the new things google is doing finally together with the author the reader tears deep into some google patents specifically document scoring based on document content update google panda content freshness and method for node ranking in a linked database pagerank links all of which are extreamly relevant to what is happening today s advanced algorithms the book concludes with advice and predictions from the author for the future this book is about fully understanding everything to do with your web site and what it means to google this book is clear concise backed up with factual data straight from google s own patents and effectively teaches you not just what to do with your site but exactly why you re doing it in the first place by truly understanding your web site search engine optimization social media and how it all ties into your brand you can better plan and implement strategies which will save you time money and effort all while helping you avoid easily overlooked mistakes that could wind up costing you your entire online business this book explains domain names web hosting ip addresses site builders and development tools explore advanced operation of organic natural search engines ranking indexing information storage and retrieval systems and pagerank algorithms with reference to patent claims understand google search engine decision making process and operation of advanced google operators algorithms and filters off page and on page seo techniques and semantic web and website accessibility site architecture issues and website monetization planning in bound linkage and effective merit based link building common black hat and white hat techniques consequences of black hat techniques metrics and monitoring tools to monitor website performance traffic and rankings using google webmaster tools and analytics social media marketing twitter facebook google pintrest linkedin etc content marketing pr and press release marketing pay per click advertising for basic intermediate and highly advanced seo the author covered as much material as possible readers of this book are sure to walk away with valuable thoughts and insights which will change they way they think about their web sites

a simple step by step guide covering the most important aspects of turning a profit from your website includes the top tips and tricks for 2016 to stay ahead of the trend

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