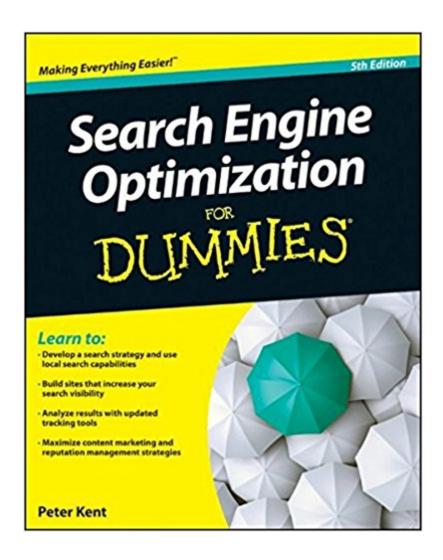
## The book was found

# Search Engine Optimization For Dummies





### **Synopsis**

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? Il 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.

### **Book Information**

Paperback: 456 pages

Publisher: For Dummies; 5 edition (July 31, 2012)

Language: English

ISBN-10: 1118336852

ISBN-13: 978-1118336854

Product Dimensions: 7.4 x 0.9 x 9.3 inches

Shipping Weight: 1.5 pounds

Average Customer Review: 4.4 out of 5 stars Â See all reviews (37 customer reviews)

Best Sellers Rank: #415,700 in Books (See Top 100 in Books) #96 in Books > Business & Money > Marketing & Sales > Search Engine Optimization #120 in Books > Computers & Technology >

Internet & Social Media > Online Searching #1208 in Books > Computers & Technology >

Networking & Cloud Computing > Internet, Groupware, & Telecommunications

#### Customer Reviews

I'm a professional website developer, and have been in this business since 1999. I've always found doing search engine optimization to be distasteful, mostly because of the old black-hat practices of trying to trick search engines into giving one's website better placement in search engine results pages ("SERPS") than it really deserves. I've studied SEO for several years, and have read all sorts of books and articles about SEO that are excessively technical and ultimately useless. I've invested in high-end SEO software to harvest and analyze all sorts of metrics, and found that it's barely

worthwhile. The entire practice of trying to game Google's algorithms and cheat one's way to the top of SERPS placement is constantly changing and is a losing game. The best case scenario, where one's website gets top placement using these schemes for a while, almost always ends in the site getting severely penalized by Google once Google catches on to the fact that it's been tricked. This book offers a simple reality check and sets forth a practical, clear method that anyone can use to make his or her website worthy of an excellent SERPS placement. This book is an essential first step in anyone's SEO campaign. Whether you're a website developer or a business that owns and manages a website, the knowledge simply and clearly outlined in this book is essential before you even shop for an SEO consultant, since in my expert opinion 95% or more of the entire SEO industry is comprised of unsavory tricksters and scam artists.

#### Download to continue reading...

WordPress: A Beginner to Intermediate Guide on Successful Blogging and Search Engine Optimization. (Blogging, SEO, Search Engine Optimization, Free Website, WordPress, WordPress for Dummies) 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+Clickbank (Search Engine Optimization 2016): Use The Power of Search Engine Optimization 2016+ Clickbank SEO: Easy Search Engine Optimization, Your Step-By-Step Guide To A Sky-High Search Engine Ranking And Never Ending Traffic (SEO Series) SEO Made Simple (4th Edition): Search Engine Optimization Strategies: How to Dominate Google, the World's Largest Search Engine Google Semantic Search: Search Engine Optimization (SEO) Techniques That Get Your Company More Traffic, Increase Brand Impact, and Amplify Your Online Presence (Que Biz-Tech) Search Engine Optimization For Dummies Search Engine Optimization All-in-One For Dummies Hybrid Particle Swarm Algorithm for Multiobjective Optimization: Integrating Particle Swarm Optimization with Genetic Algorithms for Multiobjective Optimization The Art of SEO: Mastering Search Engine Optimization SEO 2016 Learn Search Engine Optimization With Smart Internet Marketing Strategies: Learn SEO with smart internet marketing strategies SEO 2016: Learn search engine optimization with smart internet marketing strategies SEO 2016: Learn Search Engine Optimization Seo 2016: Search Engine Optimization Rank at the Top of Google SEO Fitness Workbook: 2016 Edition: The Seven Steps to Search Engine Optimization Success on Google SEO: Marketing Strategies to Dominate the First Page (Google analytics, Webmaster, Website traffic, Adwords, Pay per click, Website promotion, Search engine optimization) SEO Like I'm 5: The Ultimate Beginner's Guide to Search Engine Optimization (Like I'm 5 Book 1) SEO 2016: Search

Engine Optimization - A Complete Beginner's Guide Internet Marketing: Beginner's Guide: 17

Proven Online Marketing Strategies to Make Money Online: FREE BONUS 'SEO 2016: A Complete Guide on Search Engine Optimization' (Passive Income)

<u>Dmca</u>