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SEO 2016: Learn The Best Search Engine Marketing Strategies Fast



Synopsis

In 2016, it is vital to know how to use Google search engine optimization (Google SEO) to position your small business website for search engine visibility, page views and sales conversions. SEO is CRITICAL for your business as it boosts your website's Google rankings and places it in the top of the search engine results. Well-written content with a combination of the right keyword is essential for a successful SEO campaign. As an online small business owner or simply if you have a website online, you want two things: traffic directed to your website, and the conversion rate of traffic to sales. Our SEO tips and tactics were developed to solve both purposes. For a successful SEO marketing campaign, you need to consider many points to achieve success over the Internet. Google and Yahoo SEO are both CRITICAL for your business as it boosts your website ranking and places it in the top of the search engine results and as an online business owner or simply if you have a website online, you want two things: traffic directed to your website, and the conversion rate of traffic to sales. SEO tactics were developed to solve both purposes. In 2016, it is vital to know how to use Google search engine optimization (Google SEO) to position your small business website for search engine visibility, page views and sales conversions. SEO is CRITICAL for your business as it boosts your website's Google rankings and places it in the top of the search engine results and as an online small business owner or simply if you have a website online, you want two things: traffic directed to your website, and the conversion rate of traffic to sales. Our guide will help you to learn SEO strategies from scratch and achieve high ranking in all the prominent search engines. This book provides a simple yet practical approach to search engine optimisation. If you are a new business owner or have just started your website, this guide will provide you with step-by-step instructions on ranking your website ahead of your competition. I have also added a 12 week crisp plan at the end of the book along with a checklist that will get you started in no time. An overview of what you will learn:- What SEO actually is- The components of search engine optimisation- The SEO foundation- Basics of seo friendly website design- Keyword research- On Page SEO- Off page SEO- Optimizing your website for devices such as mobile and tablet- Leveraging Social Media- Black v White Hat- The power of content - content is king- Measuring your performance through Google Analytics- 12 week SEO Checklist

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Customer Reviews

All You Need To Know About SEO The Ultimate Guide For Small Business Owners by Kane Georgioul was truly impressed with the amount of information in this book. Well organized by sections and very well written. There are many sources and tools listed for your entry into the world of SEO and internet marketing. Marketing is very important today in the business world. As the author shows over 80% of the internet users today have mobile phones you will want to make your site mobile friendly. If you have a product or service to sell this book will be one that you will want to have handy as a reference. Anyone can learn how to have their site rank higher on the search engines. With the popularity of Social Media becoming more popular everyday this book will help you and give you a step up in the right direction. The internet is expanding daily and you will see the benefits of this book by utilizing the format and tools that will help you to expand your business and or service. From picking the domain name to setting up your meta-tags. I have learned many techniques by reading this book. Learn to put your business presence at the top of the list by following some of the many ways the author has put together in this book. The book provides a multitude of check-lists and plans to help you rank well with the different search engines. Learn all the different factors that will help you blog or build a successful website. Many of the terms and jargon used are explained in detail in the book. I am glad that I've read this value-packed book. How to pick the focused keywords that will help bring you up in the rankings. I also enjoyed the music that the author talks about throughout the book.

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