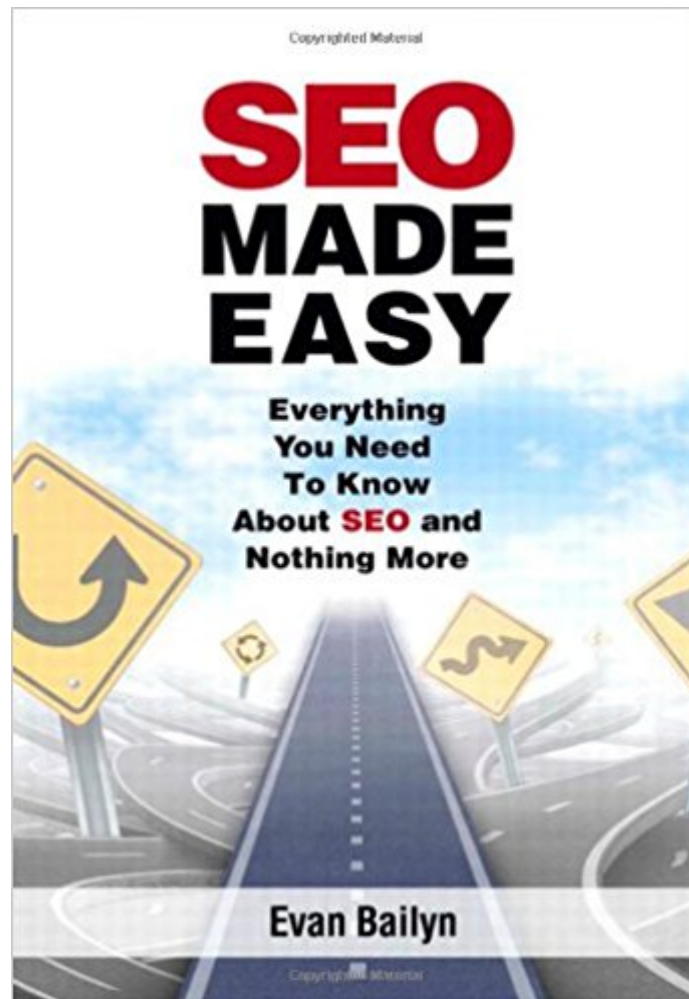


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# SEO Made Easy: Everything You Need To Know About SEO And Nothing More



## Synopsis

Today's SEO Secrets in Plain English: What to Know, What to Do, How to Win! This book is a revised and updated version of the acclaimed *Outsmarting Google: SEO Secrets to Winning New Business* by Evan Bailyn. How do people find you? They search. Simple, right? So, why does Search Engine Optimization seem so complicated? Search engines and consultants love it that way. If you don't understand SEO, you'll pay big bucks for a job you could easily do yourself. If you read *SEO Made Easy!* Evan Bailyn has spent his days uncovering secret search engine rules and finding new ways to outsmart them. Now, he has distilled those secrets into real, gritty, proven, simple tactics for grabbing top spots at Google, Yahoo!, and Bing. From earning trust to improving conversion rates, all you need to build a thriving business with search is here!

- Build online trust, the #1 currency of search success
- Supercharge your results with all five key ingredients of Google optimization
- Reel in links with 17 up-to-the-minute, link-building strategies
- Use the Nuclear Football: today's #1 technique for attracting targeted traffic
- Track traffic, engagement, conversions, and the effectiveness of each site element
- Escape dangerous new myths of Google optimization and avoid disastrous "black hat" SEO techniques
- Systematically convert strong SEO results into real paying customers
- Prepare for the revolution in social search that's barreling toward you
- Use keyword tools to uncover underserved, high-profit business niches
- Leverage your content investments to forge powerful new relationships and partnerships

## Book Information

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## Customer Reviews

I work for a small non profit that hired freelancers to build a brand new website. Couple months after we launch and our previous healthy enrollments tank. Website is the only thing that's changed. I had taken part in a webinar with Evan and thought he might be able to help us get to the bottom of the issue. Sadly, his rate was beyond our budget but he offered to share the manuscript of the book before it was published. Not exaggerating to say that he saved us. Turns out that because we had a new site, we were basically invisible to all of the internet for 6-12 months while we built up credibility with the Google bots. Because of this book, we were able to proactively make ourselves known using white hat tactics and turn things around. If I ever meet him in person, he's earned a lot of free drinks.

As a true misfit in my generation, I knew nearly nothing about web design, search engines, or online business before reading this book. Somehow in only 236 pages, Bailyn gave me not only insight but also inspiration to become my own online architect. Having set down the book mere moments ago, I feel invigorated to work on my own website, contact potential resources, and build a personalized business. What's more, I feel confident that this book, unlike so many other instructional books, had me in mind. Not me personally, of course. Rather, Bailyn seems to have imagined his reader as a whole person, excited and nervous, with a dream of success and a looming rent deadline all at once. If you have a business or are considering creating one, this book is a must read.

Not being an SEO whiz I didn't really believe that Evan could simplify this subject enough for me. The book not only simplified the topic but Evan also injected enough humor to give you a few chuckles along the way. I also liked the fact that he broadened the subject just enough (running a business, social media) to give you a better view of how SEO can help. He was humble enough to tell us his big screw-ups. Almost skipped the chapter on Bing/Yahoo because like most people I thought search begins and ends with Lord Google. Picked up some very insightful pieces on the two minority players. I realize now that if you are not using Google analytics (free) then you are hurting yourself. If Francis Bacon was alive today he would say Google Analytics is Power. Now I have to go back and look at Evans previous titles. Great book for those that are intimidated by the topic.

I have previous digital marketing experience, but have been out of the game for 3 years (which can seem like forever in the digital realm). I bought SEO Made Easy to brush up on my digital knowledge so that I can grow my part time health coaching business online. This book truly does

make SEO understandable, with easy-to-implement action steps to put your knowledge to work! I feel empowered to do some great stuff now that I back up to speed digitally. Highly recommend this to any online newbies or any seasoned vets looking for a brush-up.

Evan has written an easy to understand and extremely useful book. I consider myself a complete novice when it comes to SEO but I got some truly practical and helpful tips from reading it. I get the sense when reading it that Evan truly has deep and valuable understanding about all things related to SEO and establishing a powerful and above-the-line web presence. I'm looking forward to applying what I've learned in his book and seeing how it transforms my new website. Thanks, Evan!

Really enjoyed this book. It's surprisingly easy to read and to follow. It has humor and you won't drift off in boredom. Plus it's really helpful and, it's already improved my SEO.

I have read quite a few books on SEO and Internet Marketing in general. I have to say, this one is very well-written and holds true to its promise to make the information "easy" to comprehend. I appreciate the revelations that Bailyn makes in this book - he is very honest and forthcoming with what works and what doesn't work. Last, I would put this book in my Top 5 for web books. It's just that good!!!!

Great book. My Son and I have been consuming books on SEO since we launched our own SEO business. After reading several books by a variety of different authors I found yours to be the most insightful and well written. What I mean by well written is that the way you told stories and added content was by far one of the best reads I had all year on the subject. Thank you for what you do and sharing what you have learned to the world, I am now going to read it for the second time.

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