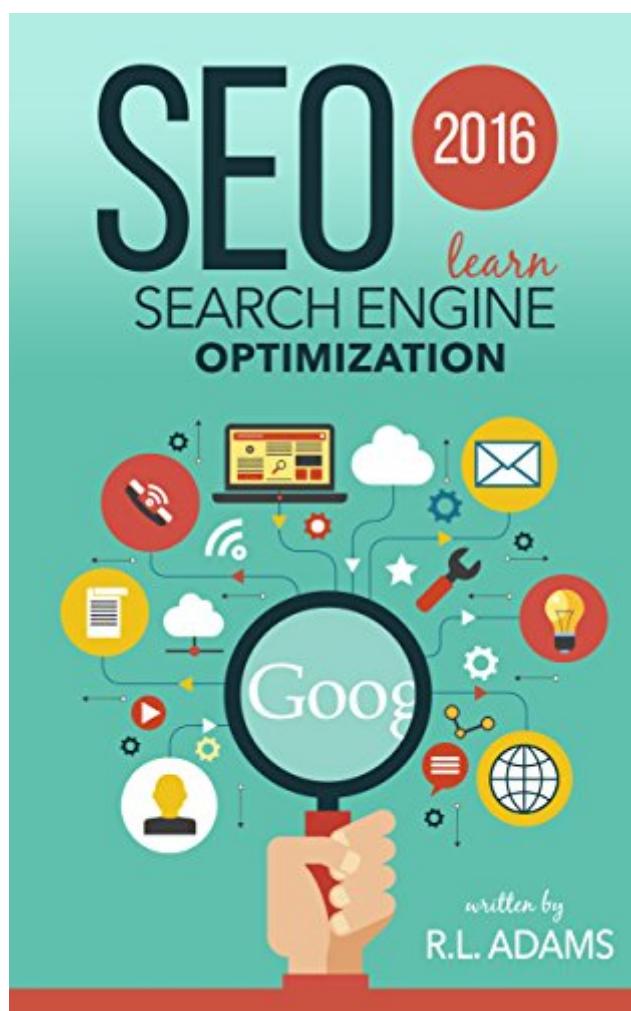


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# SEO 2016: Learn Search Engine Optimization (SEO Books Series)



## Synopsis

SEO 2016 :: Learn Search Engine OptimizationA Comprehensive Must-Have Guide to SEO in Today's Competitive Search EnvironmentDo you have what it takes to rank your site at the top of Google's search results? Have you been frustrated by the level of difficulty posed in competing with other well-established websites for the those coveted first-page listings? Well, did you know that there are over 200 ranking factors involved in Google's current search algorithm? Yes, over 200. It's certainly no walk in the park. And, depending on where you've been for your information when it comes to SEO, it might be outdated, or just flat-out wrong. Why is that?Search has been evolving at an uncanny rate in recent years. And, if you're not in the know, then you could end up spinning your wheels and wasting valuable and precious time and resources on techniques that no longer work. The main reason for the recent changes: to increase relevancy. Google's sole mission is to provide the most relevant search results at the top of its searches, in the quickest manner possible. But, in recent years, due to some mischievous behavior at the hand of a small group of people, relevancy began to wane. SEO 2016 :: Understanding Google's Algorithm AdjustmentsThe field of SEO has been changing, all led by Google's onslaught of algorithm adjustments that have decimated and razed some sites while uplifting and building others.Since 2011, Google has made it its mission to hunt out and demote spammy sites that sacrifice user-experience, focus on thin content, or simply spend their time trying to trick and deceive their way to the top of its search results. At the same time, Google has increased its reliance on four major components of trust, that work at the heart of its search algorithm:Trust in AgeTrust in AuthorityTrust in ContentRelevancyIn this book, you'll learn just how each of these affects Google's search results, and just how you can best optimize your site and content to ensure that you're playing by Google's many rules. And, although there have been many algorithm adjustments over the years, four major ones have shaped and forever changed the search engine landscape: Google PandaGoogle PenguinGoogle HummingbirdGoogle MobilegeddonWe'll discuss the nature of these changes and just how each of these algorithm adjustments have shaped the current landscape in search engine optimization. So what does it take to rank your site today? In order to compete at any level in SEO, you have to earn trust - Google's trust that is. But, what does that take? How can we build trust quickly without jumping through all the hoops? SEO is by no means a small feat. It takes hard work applied consistently overtime. There are no overnight success stories when it comes to SEO. But there are certainly ways to navigate the stormy online waters of Google's highly competitive search. Download SEO 2016 :: Learn Search Engine OptimizationLift the veil on Google's complex search algorithm, and understand just what it takes to rank on Google searches today, not yesterday. Who am I and Why Should you Listen to

Me? My name is R.L. Adams and I've published some of the best-selling books and audiobooks in the field of SEO and Online Marketing. And in this book, I share with you an in-depth knowledge of just what it takes to rank your Website today. Scroll Up and Buy SEO 2016 Today Uncover just what it takes to rank at the top of Google's search engine results. Scroll up to the top of the page and click the buy now button.

## **Book Information**

File Size: 6433 KB

Print Length: 249 pages

Page Numbers Source ISBN: 1512275069

Publication Date: May 12, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B00XLGACIK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #416,648 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #63 in Kindle Store > Kindle eBooks > Computers & Technology > Tech Culture & Computer Literacy > Search Engines #104 in Books > Business & Money > Marketing & Sales > Search Engine Optimization #145 in Books > Computers & Technology > Internet & Social Media > Online Searching

## **Customer Reviews**

ÃƒÂ¢Ã  ¬Ã  Å“SEO 2016: Learn Search Engine OptimizationÃƒÂ¢Ã  ¬Ã  Å• is not a book about Web design. R.L. Adams wonÃƒÂ¢Ã  ¬Ã  Å„ct tell you how to create a website that is responsive and mobile-ready, but he does tell you early on how important it is that you ensure you or your Web designer ÃƒÂ¢Ã  ¬Ã  Å“implements a CSS design structure that will work across devices, and not only across different browsers on the same device.ÃƒÂ¢Ã  ¬Ã  Å• This is exactly what you should be looking for in a book about SEO ÃƒÂ¢Ã  ¬Ã  Åœ knowledge about what factors in Web design and SEO strategy are important, without going off on a tangent about how to pull off a certain kind of

Web design. SEO 2016 is a comprehensive book that will provide you everything you need to know about search engine optimization. It is well written, sensibly organized, and most importantly, up to date regarding the latest Google search algorithm updates. Whether you are just getting your feet wet in SEO or you are an experienced optimizer looking to expand your knowledge, this book is the perfect resource.

What a tremendously in depth resource that completely educated me and opened my eyes to the world of successful SEO optimization. It is like an easy to understand text book that could easily be used to teach college level courses. Even though this book is very thorough and full of important technical information, it is written in a very easy to digest and understand writing style. The author is obviously a master at taking complicated subject matter and breaking it down to where the average person can easily understand it. I had previously bought a couple other books on SEO, but they were so complicated to read and written from a very technical standpoint. This book is completely the opposite. When you are done reading it you will actually understand all aspects of SEO, including specifics for all of the Google products that SEO must work with flawlessly if you want your website to ever be seen by the masses. All-in-all this book is very useful and excellent! I would recommend it to anyone!

Finally, I came across to this excellent SEO guidebook, which taught me everything about SEO. This is not another short book on . The author has a lot to offer. I can tell he is truly an experienced SEO expert. I have to admit that I got so lost in marketing my small business with this SEO thing and most the time, google has got me so confused. Every penny must be well spent in my business, and this book has provided loads of practice advises, resources and step by step guide to help me out. I have found it is very easy to follow. Definitely would recommend it to you all.

SEO 2016 is a very well written and easy to understand read that helps you understand just what Search Engine Optimization is, how it works and why it is essential for the success of your website and your business presence. The internet world is constantly changing as it grows and expands. Because of this, it is crucial that you are able to learn and take action in the way you manage your SEO for the best results. This book provides a lot of insight into how Google works. The main goal of Google is to provide the most relevant and valuable search results. The author of this book teaches you how to make your website more relevant, valuable and trusted so you can get the best traffic results. Five stars!

As I run several websites I know how important SEO is and how important it is to keep up to date especially when it comes to Google who changes its algorithm regularly. Bad SEO can pretty much kill your websites chances of getting seen so I always ensure I keep up to date with the latest changes. This book is excellent and provides an up to date and comprehensive look at SEO now. There were a number of things in here that I had not realised would affect me until now and I have made several changes to my sites thanks to the information provided in this book. Overall this is a well written and most importantly up to date look at SEO that any website owner, blogger or developer should read.

As a freelance writer I have many clients who are seeking the best way to increase the traffic to their sites/blogs/etc. This book has a wealth of information that will help me provide better content as well as assist my clients in using the correct information to bring the right customer to their sites. Before reading this book I had no idea how much changes have been made in SEO marketing. I found the book to be factual and simple enough for me to understand the complexity of metadata and relevant issues to help bring the right customer to the right website. The chapter on social media and how to create a trustworthy presence is one I can use to enhance my own internet presence. It is written with terms that are easy to understand for those that are not familiar with the technical jargon. It is my new reference book for all things regarding SEO and marketing.

SEO is the mystery many people try to figure out when they set up a blog or website. There are many books on the subject, but this book is great for people who are trying to get a grasp on an ever changing principle. I like how the author broke down the different iterations of Google's search algorithm. What I really like is that the book also explains why the changes happen in fairly simple terms. And of course, the author gives you step by step instructions in how to create the content that Google likes, high quality content and not just keyword stuffing.

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