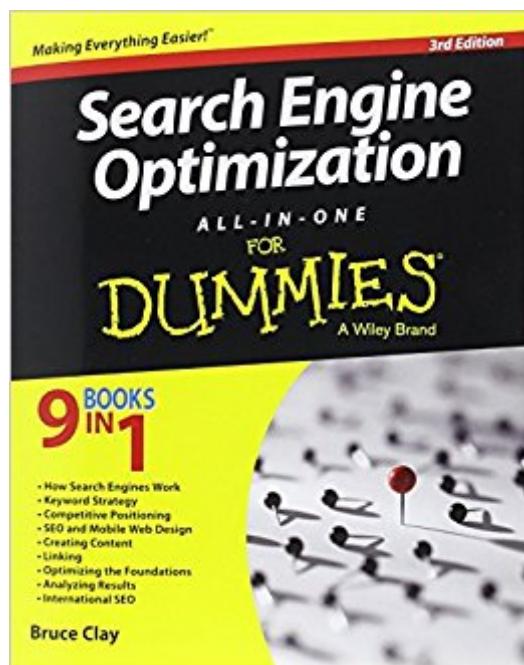


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# Search Engine Optimization All-in-One For Dummies



## **Synopsis**

The most comprehensive coverage of search engine optimization In Search Engine Optimization All-in-One For Dummies, 3rd Edition, Bruce Clayâ "whose search engine consultancy predates Googleâ "shares everything you need to know about SEO. In minibooks that cover the entire topic, you'll discover how search engines work, how to apply effective keyword strategies, ways to use SEO to position yourself competitively, the latest on international SEO practices, and more. If SEO makes your head spin, this no-nonsense guide makes it easier. You'll get the lowdown on how to use search engine optimization to improve the quality and volume of traffic on your website via search engine results. Cutting through technical jargon, it gets you up to speed quickly on how to use SEO to get your website in the top of the rankings, target different kinds of searches, and win more industry-specific vertical search engine results! Includes new and updated material, featuring the latest on Bing!, Google instant search, image search, and much more Covers SEO and optimizing servers for SEO Provides important information on SEO web design Shows you how to use SEO to stay "above the fold" If you're a website owner, developer, marketer, or SEO consultant, Search Engine Optimization All-in-One For Dummies, Third Edition is the only resource you need to beat the competition.

## **Book Information**

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9 BOOKS IN 1 How Search Engines Work Keyword Strategy Competitive Positioning SEO and

Mobile Web Design Creating Content Linking Optimizing the Foundations Analyzing Results

International SEO Master search engine optimization to grow traffic and sales! Does the whole topic of search engine optimization make you dizzy? Relax and grab this book! It breaks this huge topic into manageable chunks with nine minibooks, each covering one important part of SEO. And it's fully updated with the latest on Google, mobile search, international SEO image search, optimizing servers for SEO, and much more. Begin with the basics ; get a handle on how search engines work, the most popular ones, and where you want to be in the results The magic of keywords ; discover how to choose keywords and use keyword tools Get competitive ; use competitive research techniques and tools and apply what you've learned Make search engines love your site ; design search engine-friendly and mobile-friendly websites Create compelling content ; direct your content toward your target audience and use SEO to build your brand Go deeper ; find out why your server and domain name are important See how it's working ; use web metrics and analytics to explore and track your SEO success Branch out ; use international search engines and tailor your message for overseas markets Open the book and find: Common threads among search engines Mobile users' search patterns Tips for getting your site into the right results Advice on using keywords Competitive research techniques How to make your site mobile-friendly Social media optimization A guide to training

Bruce Clay has been a search engine optimization consultant since before there was Google. He has been cited as an expert by USA Today and his website, [www.bruceclay.com](http://www.bruceclay.com), is referenced in the User's Guide to the Internet at The National Archives as a resource for website promotion tactics and tools.

Let me first say; I have been in the SEO game for a long time. I am definitely not a beginner, but I always still have more to learn. I continually read and learn about SEO from many different blogs and books on a daily basis, and have done so for many years. If I can pick up some new info from any book or blog post, it is worth it just for that nugget of wisdom to add to my SEO skill set. Overall, I would say that this was an excellent book on SEO. It is long, but it is full of SEO wisdom; It is a very comprehensive SEO book. If you've been in the SEO world for a while, you know that Bruce Clay is an SEO legend. After all, he is the one who coined the Siloing aspect of SEO! He is very well known in the SEO community. You can read this book as a beginner, intermedia, or advanced SEO and still gain some knowledge. I honestly don't know why there aren't way more reviews on this

book. I had been waiting for this book to be released (a current Bruce Clay, comprehensive book on SEO? - Yes please). It lived up to my expectations. Thank you Bruce Clay for sharing your knowledge. I wish you would come out with more books!

Bought the book when I started working for an e-commerce company who's website wasn't doing well. It teaches all the basics and points you in the right direction if you want to advance in the field. I would recommend this book to any small business owner who is looking to launch a website. I'm a huge fan of the "for dummies" books.

While the main course is SEO, the book is really a 7 course tasting menu, with 9 types of wine pairing, served on a silver platter at a Michelin 3 star restaurant. Leaves you very full and a lot to digest after meal. Provided the pictures that you took and post on FB is certainly an eye opener, and inspiration when you look back on details / execution, and hopefully to emulate.

good info for the beginner

Good information overall. However this book which claims to be 9 books in one, is really nine books, with quite often the same information coming back. It is so redundant that it makes it hard to find what you need. I got so frustrated that I ordered an additional book on Kindle: SEO Easy Search Engine by F. Alvaro. And with this one I found the right guide. In about 140 pages, it directs to all essential steps. And the price is so low that it won't hit your wallet at all.

If you need to know about SEO this is the book for you. It is well written and has all the information concerning SEO you would ever need.

Solid book for those wanting to learn about SEO, especially good when used in conjunction with a class taught by the author which I was lucky to be able to attend.

Nice introduction to SEO. Very thorough information

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