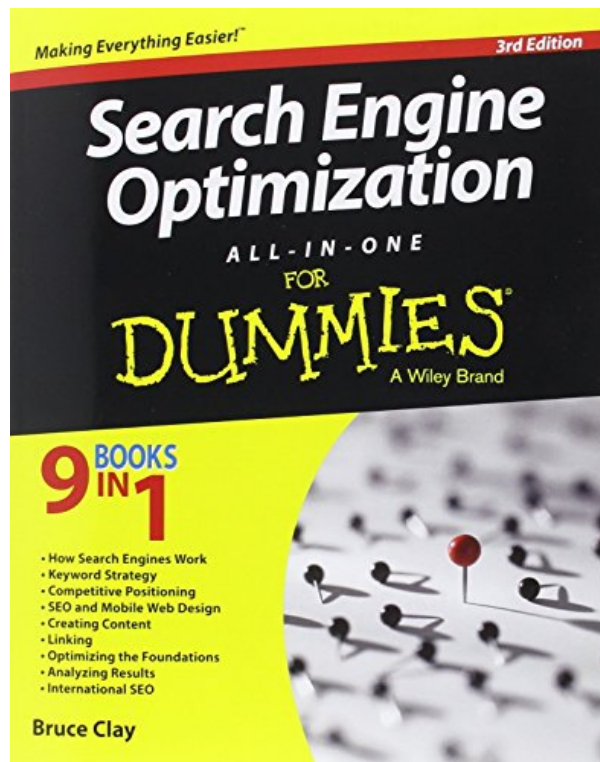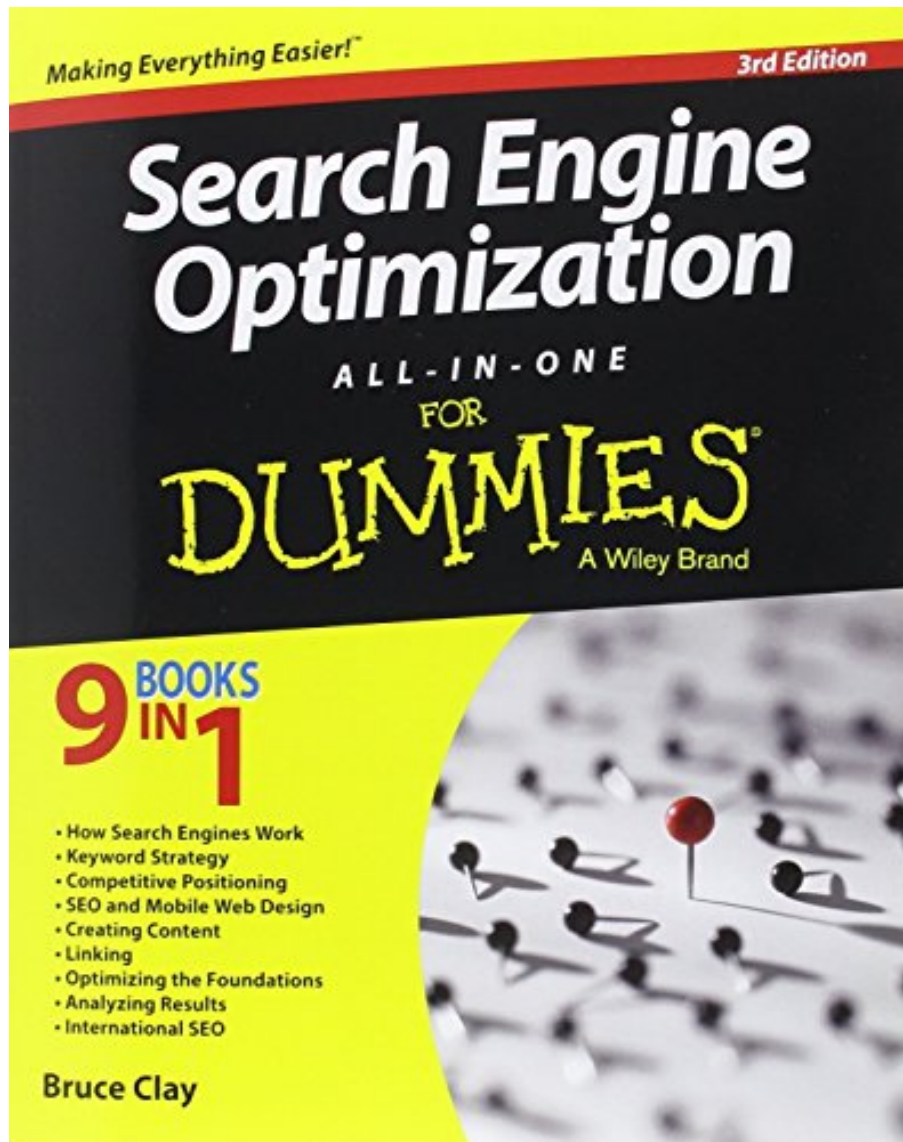# SEARCH ENGINE OPTIMIZATION ALL-IN-ONE FOR DUMMIES BY BRUCE CLAY

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- 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.

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- Go deeper — find out why your server and domain name are important
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Open the book and find:

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- 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

About the Author

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, is referenced in the User's Guide to the Internet at The National Archives as a resource for website promotion tactics and tools.

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The most comprehensive coverage of search engine optimization

In Search Engine Optimization All-in-One For Dummies, 3rd Edition, Bruce Clay—whose search engine consultancy predates Google—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.

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- 792 pages

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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, is referenced in the User's Guide to the Internet at The National Archives as a resource for website promotion tactics and tools.

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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!

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Nice introduction to SEO. Very thorough information

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