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Help Google (and users) understand your content Let Google see your page the same way a user does. When Googlebot crawls a page, it should see the page the same way an... Create unique, accurate page titles. A <title> tag tells both users and search engines what the topic of a particular... Create ...

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2018 SEO Handbook for Beginners: Learn Search Engine Optimization With Smart Strategies to Dominate Search Rankings eBook: Shivani Karwal: Amazon.co.uk: Kindle Store

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It is a very good book clearly and concisely describing the basics of SEO, no tedious  
trifle, quite interesting passages, appropriate for each commencing on or moderately  
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Are you finding it tough to create and implement a successful SEO strategy? Looking to improve your search rankings but find SEO too complicated and don't know where to start? The 2018 SEO Handbook for Beginners will help you learn search engine optimization strategies that are not only easy, but smart, resulting in you dominating search rankings! You Will Learn: How to conduct in-depth keyword research and know which keywords to target first How to create and follow a successful internal linking structure Ensuring your site is web crawler friendly by learning how to use Sitemaps and Robots.txt files correctly How to find various SEO errors at scale and fix them Detailed list of steps to ensure on-page SEO success while targeting keywords Access to a massive list of link building strategies to gain valuable white hat backlinks for your site How to send outreach emails that get responses and backlinks Various local SEO tactics to help you appear in location-specific searches What You Get Inside: Information covering everything SEO A - Z Simple to understand explanations in "plain English" An epic SEO Blueprint to follow Checklists for on-page, link building, content, local and more A 300+ term SEO dictionary explaining SEO jargon Graphs, screenshots, images to make learning easier Email



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## SEO Checklists SEO Dictionary

Learn search engine optimization with smart internet marketing strategies. SEO 2019 explains the inner workings of Google's algorithm, and reveals the latest and greatest industry resources so you can always stay ahead of Google's updates.

Newest SEO 2018 is finally here! If you are looking for the whole most important things to make SEO success and you only get 45 minutes. This book is your best choice ever! The truth is there is no hard things to win this SEO game. You have to keep it simple and do things step by step like what inside this book said. That's all. Good result will happen soon if you are follow this techniques. Grab this book now and make your SEO result dream happen!

Learn SEO and rank at the top of Google with SEO 2021-beginner to advanced! Newest edition - EXPANDED & UPDATED DECEMBER, 2020 No matter your background, SEO 2021 will walk you through search engine optimization techniques used to grow countless websites online, exact steps to rank high in Google, and how get a ton of customers. In this SEO book you will find: 1. SEO explained in simple language, beginner to advanced. 2. The inner workings of Google's algorithm and how it calculates the search results. 3. How to find "money" keywords that will send customers to your site. 4. Sneaky tricks to get local businesses ranking high with local SEO. 5. How to get featured in the mainstream

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news, for free. 6. Three sources to get expert SEO and Internet marketing advice worth thousands of dollars for free. 7. A simple step-by-step checklist and video tutorials, exclusive for readers. Now, let me tell you a few SEO marketing secrets in this book... 1. Most search engine optimization advice online is wrong! If you've browsed through search engine optimization advice online, you may have noticed two things: - Most SEO advice is outdated or just dead-wrong. - Google's constant updates have made many popular SEO optimization strategies useless. Why is this so?... 2. Google is constantly changing and evolving. Some recent changes: 1. November 2020 - Google announces the upcoming Page Experience Update, including new factors in Google's search algorithm, rolling out May, 2021. 2. May, 2020 - Google makes major changes to how the search results are calculated, titled the "May 2020 Core Update". 3. April, 2020 - The world is hit by the global COVID crisis, affecting businesses, employees and customers. Google releases new guidelines for site owners during the crisis. 4. October, 2019 - Google releases the groundbreaking new BERT machine learning algorithm, with Google now understanding searches almost like a human. SEO 2021 covers these latest updates to Google's algorithm and how to use them to your advantage. This book also reveals potential changes coming up in 2021. 3. How to sidestep search engine updates and use them to rank higher. Contrary to Internet marketing gossip, problems caused by Google updates are rarely irrecoverable, in fact, you can use them to rank higher-but you need the right knowledge. This book reveals: - Recent Google updates-Google's May 2020 Core Update, Google's January 2020 Core Update, Google's COVID guidelines, Google's

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BERT Update, Google's Mobile First Index, Google's RankBrain algorithm and more...

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business or product make a great showing in search results. Helps visual learners understand and practice important SEO concepts Uses full-color, step-by-step tasks to teach the elements of SEO Provides information you can quickly and easily implement to enhance your site's search engine rankings Demonstrates how to make your site attractive to casual web surfers as well as to the algorithms and spiders used by Google and other search engines Teach Yourself VISUALLY SEO will demystify search engine optimization, helping you boost search engine rankings and improve the visibility of your website. Note: Per the Penguin Policy 2.0 update, some of the tasks in Chapter 6 may present a risk to Google page rank. Please read the latest policy update from Google to know fully what will work best for increasing and maintaining Google Page Rank

Learn SEO strategies to rank at the top of Google with SEO 2020 EXPANDED & UPDATED - NOVEMBER, 2019 No matter your background, SEO 2020 will walk you through search engine optimization techniques used to grow countless companies online, exact steps to rank high in Google, and how get a ton of customers with SEO. First, let me tell you a little secret about SEO marketing... Most search engine optimization advice on the Internet is wrong! If you've sifted through search engine optimization advice online, you may have noticed two things: - Most published SEO advice is either outdated or just dead-wrong. - Google's constant updates have made many popular SEO optimization strategies useless. Why is this so? Google's constantly evolving. Recent changes: 1. October, 2019 - Google releases their

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groundbreaking new BERT machine learning algorithm, with Google now understanding searches almost like a human. 2. September, 2019 - Google releases new guidelines on nofollow links, providing worldwide changes for advertisers and SEO professionals alike. 3. March, 2018 - Google's game-changing "Mobile First Index" is rolled out, completely overhauling how search results are calculated. SEO 2020 is now updated covering new changes to Google's algorithm, walks you through major updates and how to use them to your advantage. This book also reveals industry secrets to stay ahead of Google's algorithm, and potential Google changes coming up in 2020. With this best-selling SEO book, learn SEO from a fundamental level, achieve top rankings, and generate a wave of new customers to your site. Discover powerful link building techniques experts use to get top rankings and generate massive traffic Link building is the strongest factor for ranking high in Google. Unfortunately, most widely-used methods suck! This chapter walks you through new and powerful techniques that won't get you in hot-water with Google. Now expanded with more link building strategies and extra tips for advanced readers. You will also discover: 1. Important SEO concepts, from beginner to advanced. 2. Sneaky tricks to get local businesses ranking high with local SEO. 3. The inner workings of Google's algorithm and how it calculates the search results. 4. How to find "money" keywords that will send customers to your site. 5. Basic and advanced link building strategies for pushing your rankings up higher. 6. Six insider sources to get expert SEO or Internet marketing advice worth thousands of dollars, for free. 7. How to use social media and web analytics to multiply your results. 8. 25+ powerful

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tools top Internet marketing experts use to automate search engine optimization, saving weeks of time and creating bigger results. Sidestep the 2020 Google updates Contrary to Internet marketing gossip, problems caused by Google updates are rarely irrecoverable-but you need the right knowledge. This book reveals: - Inner mechanics of Google's algorithm, and how to rank your site at the top. - Recent Google updates-Google's BERT algorithm, Google's RankBrain algorithm, Mobile First Index, Google Speed update, and more... - Potential updates coming up in 2020. - Steps to recover from Google penalties. And read the special bonus chapter on pay-per-click advertising In this bonus, learn to quickly setup pay-per-click advertising campaigns with Google AdWords and send customers to your site overnight, literally. One of the most comprehensive SEO optimization books ever published-updated and expanded-of all best-selling SEO books, this is the only one with everything you need. Scroll up, click buy, and get started now!

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popular SEO optimization strategies useless. Why is this so? Google are constantly evolving. Some recent changes: 1. September, 2017 - Google becomes Apple's default search provider for Siri, iOS search, and Spotlight search on Mac OS, providing a wave of new opportunities for businesses. 2. August, 2017 - Google quietly releases a local SEO update dubbed the "Hawk" update, providing new challenges for local businesses. 3. June, 2017 - Google announces their game changing Mobile First Index coming up in 2018, that will completely shake up the mobile search results. How To Increase Website Traffic covers the latest updates to Google's algorithm and how to use them to your advantage. This book also reveals potential changes coming up in 2018. With this best-selling SEO book, learn SEO from a fundamental level, achieve top rankings, and generate a wave of new customers to your site. Discover powerful link building techniques experts use to get top rankings Link building is the strongest factor for ranking high in Google. Unfortunately, most widely-used methods suck! This chapter walks you through new powerful techniques that won't get you in hot-water with Google. Now updated with more link building strategies, and extra tips for advanced readers. You will also discover: 1. Important SEO concepts, from beginner to advanced. 2. Sneaky tricks to get local businesses ranking high with local SEO. 3. The inner workings of Google's algorithm and how it calculates the search results. 4. How to find "money" keywords that will send customers to your site. 5. Basic and advanced link building strategies for pushing your rankings up higher. 6. Six insider sources to get expert SEO or Internet marketing advice worth thousands of dollars, for free. 7. How to use social

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