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# SEO 2016: Learn Search Engine Optimization With Smart Internet Marketing Strategies



## Synopsis

Learn SEO strategies to rank at the top of Google with SEO 2016, from beginner to advanced! EXPANDED & UPDATED - APRIL, 2016 | Free Kindle updates for life No matter your background, SEO 2016 will walk you through search engine optimization techniques used to grow countless companies online, exact steps to rank high in Google, and how to get a ton of customers. First, let me tell you a little secret about SEO marketing... Most of the search engine optimization advice on the Internet is wrong! If you've sifted through the torrents of search engine optimization advice online, you may have noticed two things:- Most SEO advice is outdated or just dead-wrong.- Google's constant updates have made many popular SEO optimization strategies useless.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? Google is constantly evolving, making it difficult to know what works. Recent changes:

1. March, 2016 - Google announces a second mobile update, further decreasing rankings for sites that don't support mobile devices.
2. February, 2016 - Google announces their support for the new groundbreaking technology HTTP/2 that can almost double the loading speed of your website.
3. October, 2015 - Google announces RankBrain, their innovative machine learning technology that has been secretly influencing the search results.

SEO 2016 is now updated to cover the latest changes to Google's algorithm, and walks you through the latest updates and how to use them to your advantage. This book also reveals industry secrets about staying ahead of Google's algorithm and what potential Google changes may be coming up in 2016. With this best-selling SEO book you can learn SEO from a fundamental level, achieve top rankings, and generate a wave of new customers to your site. Discover new 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 and powerful techniques that won't get you in hot-water with Google. Now expanded and 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. How to find "money" keywords that will send customers to your site.
4. Six insider sources to get expert SEO or Internet marketing advice worth thousands of dollars, for free.

Also discover little-known search engine optimization tools top Internet marketing experts use. The SEO tools chapter lists 25+ powerful tools top Internet marketing experts use to automate their search engine optimization, saving weeks of time, and creating bigger results... and most of the tools are free! Sidestep the 2016 Google updates. Contrary to Internet marketing gossip, problems caused by Google updates are rarely irrecoverable—but you need the right knowledge. This book reveals:- The inner mechanics of Google's algorithm, and how to use them to rank your site at the top.- 2015 and 2016 Google

updatesâHTTPS, RankBrain, HTTP/2, Adpocalypse, Penguin 4.0 and more.- Potential updates coming up in 2016 and 2017.- How to safe-guard against penalties in 2016 and beyond.- How to recover from a Google penalty.And read the special bonus chapter on pay-per-click advertisingIn this special bonus chapter, learn to quickly and effectively setup pay-per-click advertising campaigns with Google AdWords, and send more customers to your website overnight, literally.This is one of the most advanced and comprehensive SEO optimization books ever publishedânow updated and expandedâof all best-selling SEO books, this is the only one with everything you need. Scroll up, click buy, and get started now!

## **Book Information**

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## **Customer Reviews**

I thoroughly enjoyed this book. The book covered everything from basic information on how Google works to taking you on a journey through the technical steps of marketing a business in the search results. I finished this book in less than 24 hours and wrote a lot of notes and highlighted several important factors to revisit. After finishing the book, I immediately worked with my Web Site Developer on the results to improve my business. I have already started utilizing many of the

pointers I picked up in the book and already see results in less than a week. I was appreciative of the external resources and specific techniques I can put to use. The book is practical and easy to understand - it covers everything for beginners to advanced levels. Highly recommend purchasing this book - you won't be disappointed.

I am about 25% of the way through this book. Most SEO books aren't really there to tell you anything about SEO. They want you to click on one of the dozens of links to an affiliate so they can get a nice, big commission check. I can do a google search for that. So far in this book Adam has given sound, actionable advice. He points to the tools you might need, but always tells you about the free versions. Only a couple of the links have been to pay services. Most are to free services/downloads/white papers that you will need. On top of that it is very orderly and well-planned. There is logical flow to all he writes. It is truly a step-by-step book on what SEO is and how to set your site up for it. Kudos, Mr Clarke, for standing apart from your contemporaries.

I've been working in the SEO and internet marketing game for a number of years and with the continual upgrades released by Google to their algorithm and spam detecting technologies, I have to read a lot of SEO books to keep my skills at the top of my game. I feel like I got my money's worth with this book. SEO 2014 is a very solid and updated guide to that won't get you blacklisted and help you get top rankings. The author covers lots of ground with useful advice, loads of free resources and tools, and plenty of real-world practical examples. Some of his advice flies in the face of common advice, and he makes a good point that many of the articles and blog posts written about SEO aren't written by SEO analysts or practitioners, but are written by ghostwriters and assistants. While I'm confident in my SEO skillset, I've got some new and updated techniques that I can use right away which is great. There was a list of new linkbuilding techniques, I would have liked a few of more strategies in this area. But he does list plenty of resources at the end of each section if I wanted to read up and explore further, which I really like. And the extra chapter on pay-per-click advertising is a nice touch. Buy this book, you won't regret it.

I found this to be an enjoyable read. I feel like this book makes it much easier to understand compared to other resources on the topic. Not only is it easy to understand, it covers a wide spectrum of information on the topic. What was helpful to me was that it starts at the basics, and then escalates into the advanced, practical topics. There are bonus chapters on the most recent updates in Google, which is important, and also bonus chapters on pay per click advertising. Overall

this edition is a good value for money.

This is a solid resource on SEO optimization!! I have a basic understanding of SEO already but it's ssoooo difficult to find a resource that puts everything together all in one place. I feel like this book covers the inner game of SEO so I have a much better understanding of the fundamental information. I also learned the practical steps so I can start improving my rankings it's truly a great book on this topic!!

I did a lot of research before finally settling on this book. It's thoroughly researched and well put together. The author makes complicated concepts easy to understand. He also touches on advanced tactics so experienced readers will walk away with at least a handful of new tactics. The author does this while making it fun, it feels like you have a good friend explaining the whole process. This is a powerful resource not just on SEO but for growing a business. It covers all the essential information on SEO, also covers local marketing and even pay-per-click campaigns. Some areas are covered, but looks like this was on purpose, everything is easy to understand and it doesn't make you fall asleep like reading an encyclopedia. My only complaint, I would have liked more information in the section about analytics. It covers general information on this, I would have liked more detail on knowing where to pay attention after improving my rankings and traffic. I've seen lots of businesses do well with SEO and I've seen lots of businesses struggle because they don't understand SEO and neither does their SEO guy, so I think it's important to get the right knowledge. Anyone with this guide on their desk will inevitably find it an essential resource they will refer to on a weekly or maybe even daily basis. Highly recommend this book to anyone that wants the best all-round-guide on SEO and grow their business.

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