



Grow YOUR

SEO

Search Engine Optimization concepts
even your grandma could understand



WRITTEN & ILLUSTRATED BY CANDY PHELPS

Grow Your Seo Search Engine Optimization Concepts Even Your Grandma Could Understand

Darren Varndell



Grow Your Seo Search Engine Optimization Concepts Even Your Grandma Could Understand:

Grow Your Seo Candy Phelps, 2015-04-05 Search Engine Optimization is a highly technical field that is constantly changing Outsourcing SEO is too expensive for small businesses but until now it has been intimidating for entrepreneurs to delve into this field on their own In *Grow Your SEO* Candy Phelps truly makes Search Engine Optimization easy to understand and even fun to read about In this beginner's guide to SEO readers will learn exactly what to do to optimize their websites for Google and what not to do Phelps leads readers down the right path of timeless SEO techniques that will lead to lasting Search Engine Optimization results Phelps uses gardening as a metaphor for search engine optimization throughout the book and beautifully illustrates the many parallels between gardening and SEO This lowers the barrier of entry into the complex world of SEO for entrepreneurs Technical concepts are transformed into simple language and memorable actionable advice Phelps introduces readers to tools and resources used by SEO professionals to track progress view competitor's website authority ranking and perform keyword research The book includes valuable tips tricks and ideas that you can use today including 25 Ideas For Your Blog Content 15 Ideas To Drive New And Repeat Traffic To Your Website 12 Important Backlinks Access to Additional Free Online Resources These are the concepts that will be explained in detail in the book 1 Introduction Search Engines and SEO 2 The Anatomy of a Search Engine Results Page SERP 3 Why Is SEO So Important A New World of Marketing 4 The Gardening Metaphor 5 Quantity Quality Is Most Effective Quality Content User Engagement 6 Relevance is Imperative Research Audience 7 Organization Is Important Architecture Organization 8 Good Design Gets You Far Design Audio Visual Content 9 Easy Access Is Crucial Speed Responsive Design Accessibility 10 Longevity Is an Advantage History Authority 11 Reputation Is Everything Backlinks Social Media WHO IS THIS BOOK FOR This book is for beginners who are trying to improve their ranking on Google This was written for Entrepreneurs Business owners Marketers Freelancers

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techniques presented in this book. If the SEO practices you have been putting your faith in were produced prior to September 2012, you could be following outdated advice that will get your site penalized or even removed from the Google index. Completely, Google made some major algorithm changes in 2011 and more significant changes in 2012 with further updates rolled out in 2013 and 2014. Google has declared war on some previous Search Optimization strategies that were accepted as standard practice for SEO prior to 2012 that could now be considered black hat or simply no longer effective. Learn SEO 2015 Edition will show you what you can do safely in order to boost your search rankings and outlines the practices you should avoid during the process. Use the Look Inside option above for a preview. SEO For Dummies Peter Kent, 2015-10-26

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and spend the time and creative effort to implement these habits in your company

Teach Yourself VISUALLY Search Engine Optimization (SEO) Rafiq Elmansy, 2013-03-29 The perfect guide to help visual learners maximize website discoverability Whether promoting yourself your business or your hobbies and interest you want your website or blog to appear near the top when your customers search Search engine optimization or SEO is increasingly essential to businesses This full color step by step guide demonstrates key SEO concepts and practices in an easy to follow visual format Learn how to set up your website and what to implement to help your 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

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