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Search Engine Optimization For Dummies

Making Everything Easier!™

5th Edition

Search Engine Optimization FOR DUMMIES®

Learn to:

- Develop a search strategy and use local search capabilities
- Build sites that increase your search visibility
- Analyze results with updated tracking tools
- Maximize content marketing and reputation management strategies

Peter Kent

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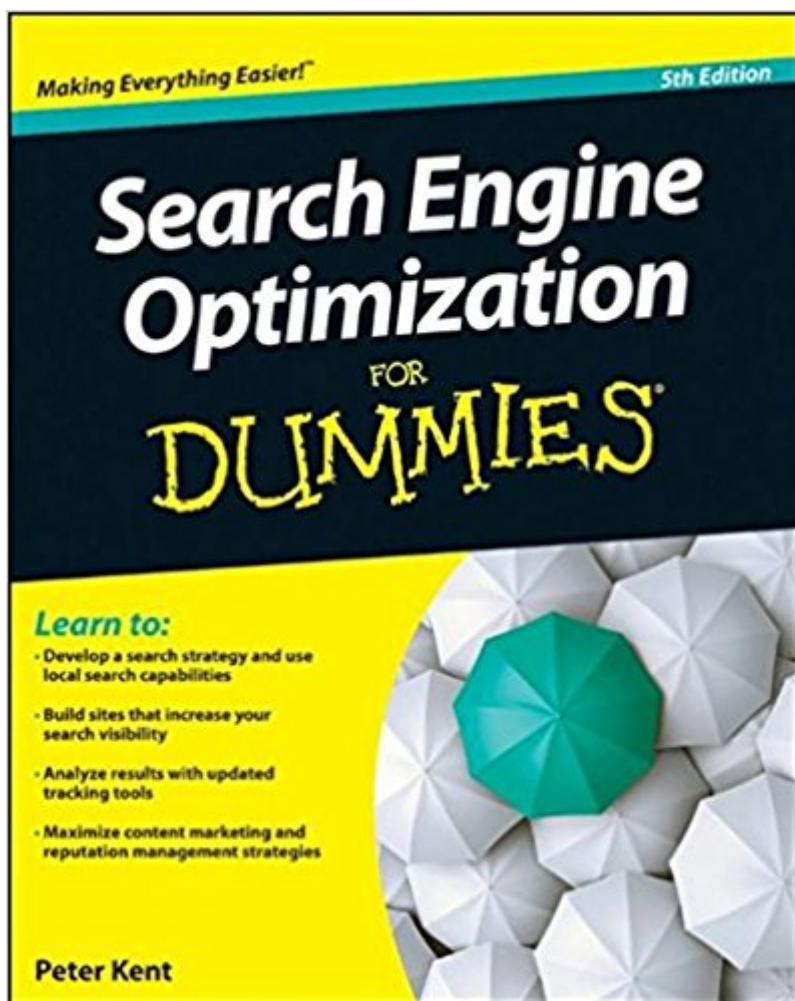
Synopsis

Increase your online ranking with this beginner guide to SEO! Search engine optimization (SEO) is an integral part of getting a site to rank high in the various search engines in order to attract potential customers. With this new edition of a bestseller, you?ll learn the ins and outs and best practices of successful SEO in order to make your website content more search-engine friendly so that it ranks higher among search engines and draws high-volume traffic. Covers search engine basics to help you get started Introduces new coverage on content marketing and reuse, new tracking tools, platform management, and reputation management Details ways to build search-engine friendly sites, register your site with directories and indexes, and use analysis tools to track results Explains how to use link popularity in order to boost rankings Zeroes in on advertising your site by using pay-per-click options Search Engine Optimization For Dummies, 5th Edition is the fun and friendly place to start learning how to move your site to the top of the rankings.

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Customer Reviews

Drive your site to the top of search engine results withthese tips, tricks, and secrets A great Web site isn't great unless it is viewed, and 90 percent of Web surfers never look past Page 1 of the search results. SEO expert Peter Kent clearly shows what you need to do to stay ahead of the competition. You'll discover how to set up your Web pages for the best chance of first-page rankings and reap the rewards of a fully optimized site! Rankings are money Ã¢â ¬â • good search rankings bring in customers and eyeballs that provide you sales and ad revenue Brick by brick Ã¢â ¬â • build

a strong foundation of basic SEO skills as you select the best keywords and create a sensible site Say it with a smile Ã¢â ¬â • ensure your site is search-engine friendly by following key techniques and avoiding ones that get you blacklisted Make a splash Ã¢â ¬â • find out which search engines and directories you should target, how to register your site, and what you need to do to get indexed Traffic is good Ã¢â ¬â • discover additional steps you can take to drive visitors to your site, including posting videos, using social media, and gaining backlinks Open the book and find: Steps for setting up pages that search engines will index Secrets for giving your site greater visibility in search engines Ways to ensure you appear in local search results Tips for selecting the right keywords in your Web pages Details on building an effective linking strategy How to make the most of social networking and video Techniques to track how your site is doing Learn to: Develop a search strategy and use local search capabilities Build sites that increase your search visibility Analyze results with updated tracking tools Maximize content marketing and reputation management strategies

Peter Kent is an e-commerce consultant specializing in search engine optimization. Peter has provided consulting services to companies such as TowerRecords.com, Zillow, and hundreds of small and medium-sized businesses.

I'm a professional website developer, and have been in this business since 1999. I've always found doing search engine optimization to be distasteful, mostly because of the old black-hat practices of trying to trick search engines into giving one's website better placement in search engine results pages ("SERPS") than it really deserves. I've studied SEO for several years, and have read all sorts of books and articles about SEO that are excessively technical and ultimately useless. I've invested in high-end SEO software to harvest and analyze all sorts of metrics, and found that it's barely worthwhile. The entire practice of trying to game Google's algorithms and cheat one's way to the top of SERPS placement is constantly changing and is a losing game. The best case scenario, where one's website gets top placement using these schemes for a while, almost always ends in the site getting severely penalized by Google once Google catches on to the fact that it's been tricked.This book offers a simple reality check and sets forth a practical, clear method that anyone can use to make his or her website worthy of an excellent SERPS placement. This book is an essential first step in anyone's SEO campaign. Whether you're a website developer or a business that owns and manages a website, the knowledge simply and clearly outlined in this book is essential before you even shop for an SEO consultant, since in my expert opinion 95% or more of the entire SEO

industry is comprised of unsavory tricksters and scam artists. This book can help its reader cut through all the loads of crap out there and either approach SEO as a DIY craft or hire competent, white-hat SEO service providers who can help make a website more truly worthy of excellent SERPS placement by improving the quality and usefulness of the site's content and creating truly useful inbound links to the site from relevant industry peers.I still don't specialize in SEO, per se, although I do include all the basic SEO-friendly structure and tools in every website I create. When my clients ask me what to do to improve their SERPS placement, or ask me for a referral to an SEO specialist, I invariably send them a link to this book. The modest price of this book can easily save you thousands of dollars or even more that could be lost to scam artists or incompetent SEO services. Most of the actual work in SEO is best done by the business that owns the website, and is not technical at all in terms of website development. Good SEO methods are more akin to traditional marketing and networking than to any arcane coding or secret black website development art, and this book shows the way, a way that anyone with enough dedication can follow.Doing effective search engine optimization is still generally a lot of work, but it's dangerous to even talk to anyone seriously about it without at least getting familiar with the basic knowledge contained in this book.

Ironically, the first thing the author points out is that this book is NOT for dummies. In the first few pages, he actually says that you need to be able to write html code to use the book!Well, I bought the book so that I could learn how to write the simple code required to optimize a site for search engines. I wanted to learn how to create tags, not read endlessly about what they can do (if you learn html from the HTML for Dummies book that he promotes).The text is terrifically long-winded too, as if he was being paid by the word. He repeats everything in slightly different phrasing, without delivering much hard info. The book could have given us a brief lesson in html and still been about a quarter as long as it is. To take time out from my business marketing for this was extremely disappointing, and quite annoying.

My brain is completely overloaded from reading this book. It is fantastic. It has just about everything you need to know to make your website better, and it goes in to depth about it.Since implementing some of the things from this book my website has moved up one rank on Google - I know that doesn't sound like a lot but seeing I was already on the first page - one rank is a great thing.My recomendation for this book - take it slow. Don't just read through it. Read a chapter, highlight, post-it and once you are done, and have taken it all in, move to the next chapter. Doing this will help you better understand each concept because believe me, there is a WEALTH of information in here.

SEO, I can hardly type that without falling asleep.That said, this books (which I've read by now, but not tried to implement it's recommendations) seems full of solid advice, logically presented so that you can understand the rationale behind it.Sources, techniques, sites are referenced throughout that should provide the beginner and probably even someone who's been doing SEO related tasks for awhile a goodly amount of resources.The author also includes examples of "case studies" that's he's run into in the past that show perspective on trying to get a site to perform well on the web.For the price, readable and well worth it.

The dummies books always seem to define and easily show me the way to any project or learning curve I need.

The book was definitely informative. My purpose for reading the book was to familiarize myself with SEO so that I could have a somewhat competent conversation with a SEO company if I choose to use one for my business or to be able to perform some of the simpler tasks myself. This book definitely accomplished this and then some. I would recommend it.

Great book with lots of information. The explanations are easy to understand.

I tried different SEO books but really did not understand as much as I did with this book, written by Peter Kent. A must have book if you are a newbie and want to learn the SEO trade. Great book.

The Little Book on Digital Marketing SEO - Search Engine Optimization: Tips and tricks for keyword research in SEO or Search Engine Optimization SEO Made Simple (second edition): Search Engine Optimization Strategies For Dominating The World's Largest Search Engine Google Semantic Search: Search Engine Optimization (SEO) Techniques That Get Your Company More Traffic, Increase Brand Impact, and Amplify Your Online Presence (Que Biz-Tech) Search Engine Optimization All-in-One For Dummies Search Engine Optimization For Dummies SEO - The Sassy Way to Ranking #1 in Google - when you have NO CLUE!: A Beginner's Guide to Search Engine Optimization (Beginner Internet Marketing Series Book 3) SEO 2017: Learn search engine optimization with smart internet marketing strategies SEO Fitness Workbook, 2017 Edition: The Seven Steps to Search Engine Optimization Success on Google SEO 2017 Learn Search Engine Optimization With Smart Internet Marketing Strateg: Learn SEO with smart internet marketing

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