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





## Synopsis

This is the old edition published in April, 2016. There is a new edition available published in June, 2017. Click mass market paperback, to purchase the new edition Learn search engine optimization strategies to rank at the top of Google 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 get a ton of customers with SEO. 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of search engine optimization advice online, you may have noticed two things: - Most published SEO advice is either outdated or just dead-wrong.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 are constantly evolving, making it extremely difficult to know what works. Recent changes: 1. March, 2016 - Google announce 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 covering the latest changes to Google's algorithm, and walks you through all major 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 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 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 irrecoverableâ "but you need the right knowledge. This book reveals: -

2015 and 2016 Google updatesâ "HTTPS, RankBrain, HTTP/2, Adpocalypse, Penguin 4.0 and more. - Potential updates coming up in 2016 and 2017. And read the very special bonus chapter on pay-per-click advertising In this special bonus, 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**

Adam Clarke is an entrepreneur, bestselling author, business advisor and search engine optimization professional. After learning programming at the age of 7, and later dropping out of college to start an Internet marketing agency, Adam has since launched several successful Internet businesses and has become an authority on business strategy and SEO. Best known for his best-selling book SEO 2017, Adam has achieved thousands of number #1 rankings in Google and grown dozens of business online. Now you can read the ground-breaking book that reveals the inner workings of Google, and learn how to grow any business online. Adam Clarke is a Google Analytics and Google AdWords certified professional with the Google Partners program. --This text refers to the Mass Market Paperback edition.

This is an ultimate reference guide to SEO! Not a lot of generalities like other books on SEO.

There's specific, actionable advice to help market your business. It covers SEO marketing, from core concepts you need to understand, to the exact steps for optimizing your website, to link building, social media and analytics. There's a great chapter on pay-per-click advertising as well, so you have everything you need to start marketing your business. Essential reading for anyone in business or marketing.

As someone who is very new to the world of SEO, this book broadened my knowledge considerably beyond the little I knew about using keywords. It includes lots of detailed instructions and resource links I can use to implement those instructions, as well as the latest updates and new trends on what is happening in the industry. With so much valuable information contained in this book, I will definitely be referring back to it consistently.

Having read many books on marketing and SEO, SEO 2016 is updated, practical, and contains lots of new information on the craft. Unlike many other marketing books, it's light on fluff and filler, it's positively loaded with real, actionable techniques you can use today to grow your business and work your way up the top of the search results. It covers all of the latest new changes in Google's algorithm. It covers pay-per-click advertising, web analytics, local business marketing, and much more. This book is essential reading for anyone in marketing or business in the 21st century.

Search engine optimization is demystified and finally made simple and easy to understand in this book. It has a lot of information from core essentials to advanced strategies. It does get technical in some areas, but the author balances this out with his conversational style. It covers the latest RankBrain, Mobile and Penguin updates and I couldn't find this information in other books, so I give the author bonus points for covering this new information.

A perfect book for a beginner like me. Reason for buying: Our company is outsourcing SEO support for our industrial e-commerce venue. It greatly helps that I can understand the concepts, glossary and very importantly, just how to check their work. Adam Clarke does a nice job of providing simplistic approaches to understanding the main concepts as well as providing a whole series of web sites to check things out and to learn more. Demystifying authors like Adam Clarke are always welcome to my business reading.

I believe this book could've been written better and could've had more illustrations and more to

offer. However, I believe I've gained a lot of insight because of this book. There are also great product recommendations. But the downfall to this book is that it gives the reader

If you want to learn SEO from a-to-z you will enjoy this book. The author discusses a broad scope of information, including a short history of Google, techniques for Google SEO so you can rank at the top of the search results, local business marketing, content marketing and blogging, pay-per-click advertising, and many other topics. I would like the author to cover more information on social media but all in all it covers a lot of new information on SEO. It really is a desk reference guide, I've read it several times and refer to it regularly.

If you know anything about SEO and digital marketing in general, this book will not add much. It doesn't say anything new or groundbreaking.

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