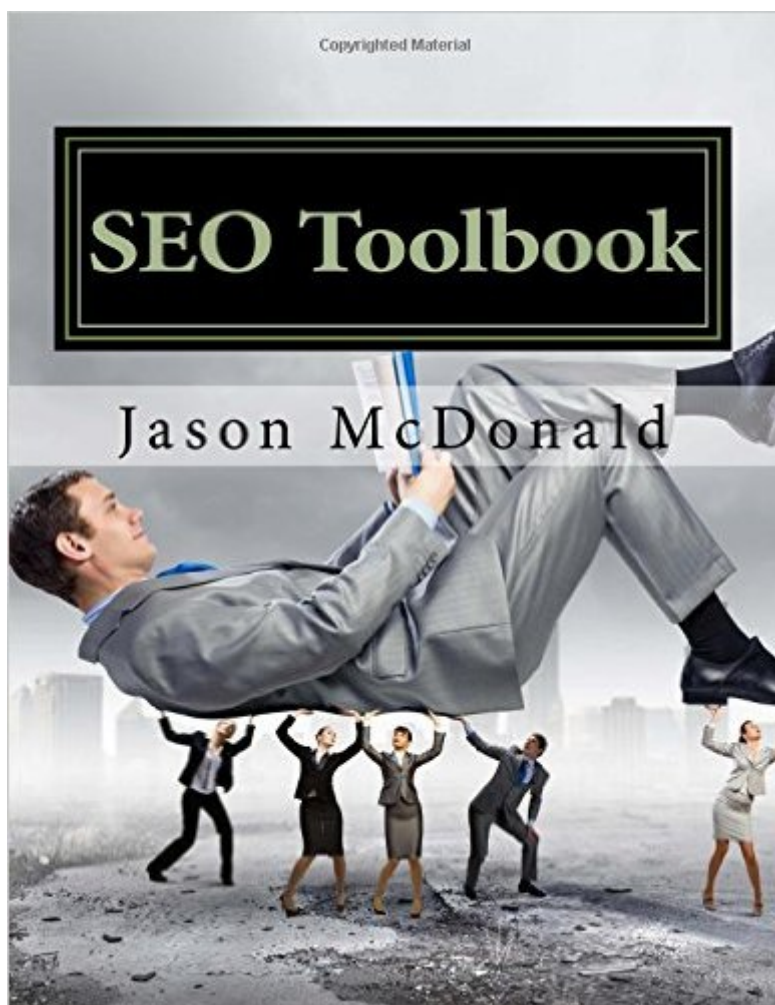


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# SEO Toolbook: Directory Of Free Search Engine Optimization Tools



## Synopsis

Free TOOLS for SEO in a Comprehensive Directory UPDATED: SEPTEMBER, 2016 - to cover new topics such as content marketing, Google+, and the new link-building! Why buy PAID TOOLS when you can use the many FREE TOOLS available on the Internet? You just have to know where to look. Used by Jason McDonald in his online SEO classes as well as classes at Stanford Continuing Studies and classes at San Francisco's Bay Area Video Coalition and AcademyX, the SEO Toolbook is a MUST HAVE for anyone who wants to dominate Google, Bing, or Yahoo. Here's what you get: Tools for every aspect of SEO, starting at Keywords proceeding through Page Tags, Link-building, and Diagnostics and ending up at rank measurement and Google Analytics. Web links to each and every free tool. A description of the tool plus a relevancy score. In addition to tools, pointers to tutorials, blogs, and trade shows on Search Engine Optimization as well as official free Google resources and even funny Easter Eggs. Access to the online edition, including Jason's dashboard of clickable tool links. IMPORTANT ALERTS The SEO Toolbook is available FREE in PDF format (not hard copy!) to folks who take any of Jason's classes (both online and in San Francisco), as well as subscribers to the JM INTERNET GROUP email lists. Buy this book ONLY if you want a hard copy, printed version of this important search engine optimization tools directory. The SEO Toolbook is a wonderful companion to all books on SEO such as SEO For Dummies, SEO an Hour a Day, Search engine optimization 2016, etc. Understand How the SEO Toolbook Works First and foremost, the SEO Toolbook assumes a working knowledge of SEO. This toolbook has many wonderful free tools, but the tools alone are useless without a knowledge of how the game is played! (If you need that knowledge, we recommend you check out my SEO Fitness Workbook (on ), online courses a, or call 800-298-4065 to learn more about my SEO one-on-one training and consulting services). Second, this book emphasizes only free tools. Despite the fact that there are quite a few paid SEO tools out there, none are any better than the free tools identified in this Toolbook. Indeed, in today's tight economy, why pay when you can get them for free? Not to mention, why pay when the most important element, i.e. a knowledge of how SEO is played to win, can't be obtained from any tool? Third, we have reviewed each tool in the Toolbook for relevance and ease of use. Almost without exception, the tools in the Toolbook require nothing more than a Web browser and active connection to the Internet. Easy is just as important as free. Generally speaking, if a tool requires registration or has only a "trial" period, it has been excluded.

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## Customer Reviews

Great book! That is what i was looking for for SEO! There is no obvious things or many words, which everybody already knows. Just tools that you need to start your work with on-line business. The Author gives advices, ratings and he comments each tool provided. This book actually saves you a lot of time of searching for all these resources! Each and every aspect of SEO is covered! i am really impressed! Finally i read not a novel about SEO, but how to do SEO practically!

This is a very good list of SEO Tools that are free. This is a list/directory, not a tutorial on how to do SEO. Included in the brief description of the listing is a clickable link, a category of the item such as tool, service, resource, miscellaneous and a star rating for the product or service. Look inside this book on at the Table of Contents. The Table of Contents shows it includes topics such as Keywords, Link Building, and a lot more. There is not just one or two items in each chapter. The chapter on Page Tags has over 15 items profiled.

SEO Simplified! This is the best ebook i've read about SEO. Every other book just complicates everything about linkbuilding and other seo-related stuff, but this one really simplifies it and makes search engine optimization easier.

SEO Toolbook is a great collection of resources to assist you with your SEO. Jason, the author, lists the resources in order of importance. I really liked that. This is a great guide to get up to speed on all the quality resources on SEO. There are a lot of confusing websites that cover just a part of SEO.

Having this book is like a SEO directory of key tools to use while working on your SEO. Like others have stated it is not a how to guide, but rather your tool BOX of tools. The resources are also grouped together into categories to also help you focus on a particular area. His writing style is easy to read, clear, concise and very understandable. This is a must have resource for building up your SEO.

I wish I had this book when I had first started selling online. So many of the questions I had early on are covered and would have saved me so much hassle and possibly money. It is invaluable now while I am trying to learn how to work out my google search words. It is completely different than what I had learned previously about . I am really glad someone finally explained how to do it, simply- instead of just keeping it a secret.

I'm currently starting a new business and lacking of internet marketing so this was really interesting in a simple way of how the network search engines works and how to take advantage of them. This book contains everything you need to optimize the market on some of the most powerful search engines. It also has several tools and tricks to use. For each task, a summary of what you need to do and why. Then a list of sites to help you get it done -- with a review and rating of each site.

If you're looking for a book that helps you marketing on search engine such as Google, Bing, Yahoo, and other search engines, this book is definitely designed to be an informative book to help you optimize and market on these powerful search engines. What I really like about this book is the fact that it covers quite a bit of information that you won't find anywhere else.

All facets of SEO are addressed in Jason's book. For each task, a summary of what you need to do and why. Then a list of sites to help you get it done -- with a review and rating of each site. This book not only saves me hours of research but also lays things out in a way that helps make sure each aspect of the SEO process is addressed. An invaluable reference!

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