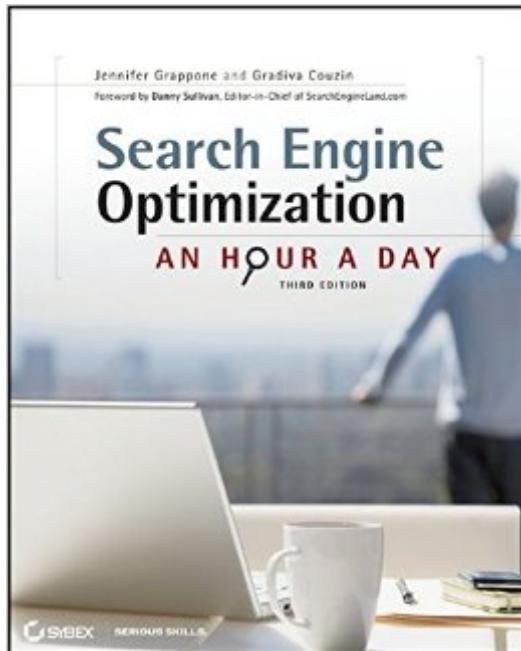


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Search Engine Optimization (SEO): An Hour A Day



Synopsis

The third edition of the bestselling guide to do-it-yourself SEO Getting seen on the first page of search engine result pages is crucial for businesses and online marketers. Search engine optimization helps improve Web site rankings, and it is often complex and confusing. This task-based, hands-on guide covers the concepts and trends and then lays out a day-by-day strategy for developing, managing, and measuring a successful SEO plan. With tools you can download and case histories to illustrate key points, it's the perfect solution for busy marketers, business owners, and others whose jobs include improving Web site traffic. A successful SEO plan is vital to any business with an online presence This book provides strategies for setting goals and gaining corporate support, developing and implementing a plan, and monitoring trends and results Offers hints, tips, and techniques for everyone from one-person shops to Fortune 500 companies Companion Web site includes downloadable tracking spreadsheets, keyword list templates, templates for checking rank and site indexes, and a calendar with daily SEO tasks that you can import into your own calendar system Fully updated and expanded, Search Engine Optimization: An Hour a Day, Third Edition will help you raise your visibility on the Web.

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Customer Reviews

As an seo consultant this book has played a HUGE role in helping me acquire the knowledge of seo i have today. I was a virtual seo newbie when i got this, my job requirements as an internet and ecommerce manager had been changed to include seo techniques and practices and i was more

than a little worried that my ignorance of the subject would be found out, but by the time i'd read this twice i practically felt like i'd been involved in seo for years (yes, the transition was that smooth).Here are my thoughts on this book.Search engine optimization: an hour a day is a great read for anyone who wants to know all about SEO. It's a well structured book that takes you by the hand, one step at a time, and leads you through everything from the basic fundamentals to the most advanced SEO techniques used by seasoned professionals. It's incredibly detailed, maybe too detailed, from the fundamentals of keyword and website analysis to paid advertising, so much that at times it seems it's a little more information than you can handle all at once(especially for an seo newbie).I've read reviews that said it was too wordy but i think the book was meant to be taken a little at time, especially by newbies, not just rushed and digested in a single reading. You need to practice the techniques a little at a time to really grasp the importance of each. The fact that the book uses scenarios from real businesses as examples for readers to follow helps to give people who are unfamiliar with the whole SEO concept a clearer picture of what the authors are talking about.The text and language of the book is easy enough to understand.

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