



Search Engine Optimization All-in-One For Dummies

By Bruce Clay

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Search Engine Optimization All-in-One For Dummies By Bruce Clay

The most comprehensive coverage of search engine optimization

In *Search Engine Optimization All-in-One For Dummies, 3rd Edition*, Bruce Clay—whose search engine consultancy predates Google—shares everything you need to know about SEO. In minibooks that cover the entire topic, you'll discover how search engines work, how to apply effective keyword strategies, ways to use SEO to position yourself competitively, the latest on international SEO practices, and more.

If SEO makes your head spin, this no-nonsense guide makes it easier. You'll get the lowdown on how to use search engine optimization to improve the quality and volume of traffic on your website via search engine results. Cutting through technical jargon, it gets you up to speed quickly on how to use SEO to get your website in the top of the rankings, target different kinds of searches, and win more industry-specific vertical search engine results!

- Includes new and updated material, featuring the latest on Bing!, Google instant search, image search, and much more
- Covers SEO and optimizing servers for SEO
- Provides important information on SEO web design
- Shows you how to use SEO to stay "above the fold"

If you're a website owner, developer, marketer, or SEO consultant, *Search Engine Optimization All-in-One For Dummies, Third Edition* is the only resource you need to beat the competition.

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Editorial Review

From the Back Cover

9 BOOKS IN 1

- How Search Engines Work
- Keyword Strategy
- Competitive Positioning
- SEO and Mobile Web Design
- Creating Content
- Linking
- Optimizing the Foundations
- Analyzing Results
- International SEO

Master search engine optimization to grow traffic and sales!

Does the whole topic of search engine optimization make you dizzy? Relax and grab this book! It breaks this huge topic into manageable chunks with nine minibooks, each covering one important part of SEO. And it's fully updated with the latest on Google, mobile search, international SEO image search, optimizing servers for SEO, and much more.

- **Begin with the basics** — get a handle on how search engines work, the most popular ones, and where you want to be in the results
- **The magic of keywords** — discover how to choose keywords and use keyword tools
- **Get competitive** — use competitive research techniques and tools and apply what you've learned
- **Make search engines love your site** — design search engine-friendly and mobile-friendly websites
- **Create compelling content** — direct your content toward your target audience and use SEO to build your brand
- **Go deeper** — find out why your server and domain name are important
- **See how it's working** — use web metrics and analytics to explore and track your SEO success
- **Branch out** — use international search engines and tailor your message for overseas markets

Open the book and find:

- Common threads among search engines
- Mobile users' search patterns
- Tips for getting your site into the right results
- Advice on using keywords
- Competitive research techniques
- How to make your site mobile-friendly
- Social media optimization
- A guide to training

About the Author

Bruce Clay has been a search engine optimization consultant since before there was Google. He has been cited as an expert by *USA Today* and his website, www.bruceclay.com, is referenced in the User's Guide to the Internet at The National Archives as a resource for website promotion tactics and tools.

Users Review

From reader reviews:

Eileen Smith:

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