



SEO For Dummies

By Peter Kent



SEO For Dummies By Peter Kent

Your fully updated guide to search engine optimization

Packed with tips, tricks, and secrets, *SEO For Dummies* shows you how to create and maintain a website that ranks at the top of search engines and drives high-volume traffic. Using plain-English explanations and easy-to-follow instructions, this friendly guide helps you come to grips with search engine basics—what they are, which ones are important, and how to get started—and build a search-engine-friendly site.

SEO is an integral part of getting a site to rank in the various search engines in order to attract potential customers. In the new edition of this bestselling guide to search engine optimization, 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 searches and draws the masses. Covering the latest information on pay-per-click options, using social media to boost your profile, and managing your platform and reputation to positively impact your search engine rankings, this hands-on guide is the fun and friendly place to start learning how to move your site to the top of the rankings.

- 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 strategies

If you're asking yourself the essential question of "how do I get people to visit my site," you've come to the right place!

 [Download SEO For Dummies ...pdf](#)

 [Read Online SEO For Dummies ...pdf](#)

SEO For Dummies

By Peter Kent

SEO For Dummies By Peter Kent

Your fully updated guide to search engine optimization

Packed with tips, tricks, and secrets, *SEO For Dummies* shows you how to create and maintain a website that ranks at the top of search engines and drives high-volume traffic. Using plain-English explanations and easy-to-follow instructions, this friendly guide helps you come to grips with search engine basics—what they are, which ones are important, and how to get started—and build a search-engine-friendly site.

SEO is an integral part of getting a site to rank in the various search engines in order to attract potential customers. In the new edition of this bestselling guide to search engine optimization, 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 searches and draws the masses. Covering the latest information on pay-per-click options, using social media to boost your profile, and managing your platform and reputation to positively impact your search engine rankings, this hands-on guide is the fun and friendly place to start learning how to move your site to the top of the rankings.

- 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 strategies

If you're asking yourself the essential question of "how do I get people to visit my site," you've come to the right place!

SEO For Dummies By Peter Kent Bibliography

- Sales Rank: #246983 in Books
- Brand: imusti
- Published on: 2015-10-26
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x .90" w x 7.40" l, .0 pounds
- Binding: Paperback
- 456 pages

 [Download SEO For Dummies ...pdf](#)

 [Read Online SEO For Dummies ...pdf](#)

Editorial Review

From the Back Cover

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 strategies

Your updated guide to making SEO easy and effective

Search engines are like shark-infested waters—most websites get swallowed up in them. Luckily, this book is your survival guide, arming you with the SEO smarts and know-how to get your website seen and trafficked by the masses. Packed with tips, tricks, and little-known secrets, it'll have your website sailing past the competition in no time!

- **Get a lay of the land** — understand where, why, and how people search and get to know the reasoning behind how results are obtained
- **Seek and ye shall find** — make your site visible with powerful keywords using the Google keyword tool and create pages that make search engines fall head over heels
- **Pack a punch** — bulk up your site with compelling content, find traffic through local search marketing, and discover above-board ways to "trick" search engines
- **If you index it, they will come** — create and submit sitemaps and work with product indexes to get your site seen by your target audience
- **The gift that keeps on giving** — use link popularity to boost your position, find sites to link to yours, and put your best "face" forward with social media

Open the book and find:

- The secrets behind search engine magic
- Search results, deconstructed
- Guidance on working with e-commerce or merchant sites
- Steps for registering with search directories
- The benefits of mentioning your site in discussion groups
- How to grab search engine real estate
- The SEO benefits of social networking
- SEO myths and mistakes to avoid

About the Author

Peter Kent is an e-commerce consultant who specializes in SEO. Over the last decade he has advised hundreds of companies, large and small, about search engine optimization. He has worked online since 1984, written about the Internet since 1993, and authored over 50 books.

Users Review

From reader reviews:

Margaret Gentile:

The book SEO For Dummies can give more knowledge and also the precise product information about everything you want. So why must we leave the good thing like a book SEO For Dummies? A few of you have a different opinion about publication. But one aim that will book can give many data for us. It is absolutely right. Right now, try to closer with your book. Knowledge or details that you take for that, you could give for each other; you can share all of these. Book SEO For Dummies has simple shape however you know: it has great and massive function for you. You can seem the enormous world by start and read a publication. So it is very wonderful.

Andrew Spivey:

Nowadays reading books become more than want or need but also become a life style. This reading routine give you lot of advantages. The huge benefits you got of course the knowledge your information inside the book that will improve your knowledge and information. The info you get based on what kind of publication you read, if you want have more knowledge just go with training books but if you want experience happy read one along with theme for entertaining such as comic or novel. Often the SEO For Dummies is kind of publication which is giving the reader capricious experience.

Jerri Montgomery:

Reading a e-book tends to be new life style with this era globalization. With looking at you can get a lot of information that can give you benefit in your life. Together with book everyone in this world can share their idea. Books can also inspire a lot of people. Many author can inspire their reader with their story or even their experience. Not only the story that share in the books. But also they write about the information about something that you need instance. How to get the good score toefl, or how to teach your young ones, there are many kinds of book that you can get now. The authors on this planet always try to improve their expertise in writing, they also doing some investigation before they write on their book. One of them is this SEO For Dummies.

Donald Fujita:

Reading can called thoughts hangout, why? Because when you are reading a book specially book entitled SEO For Dummies your mind will drift away trough every dimension, wandering in every aspect that maybe mysterious for but surely can be your mind friends. Imaging each word written in a book then become one application form conclusion and explanation this maybe you never get before. The SEO For Dummies giving you an additional experience more than blown away your thoughts but also giving you useful data for your better life in this particular era. So now let us explain to you the relaxing pattern the following is your body and mind will probably be pleased when you are finished studying it, like winning a. Do you want to try this extraordinary spending spare time activity?

**Download and Read Online SEO For Dummies By Peter Kent
#3G5Z8RLYEUB**

Read SEO For Dummies By Peter Kent for online ebook

SEO For Dummies By Peter Kent Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read SEO For Dummies By Peter Kent books to read online.

Online SEO For Dummies By Peter Kent ebook PDF download

SEO For Dummies By Peter Kent Doc

SEO For Dummies By Peter Kent Mobipocket

SEO For Dummies By Peter Kent EPub

3G5Z8RLYEUB: SEO For Dummies By Peter Kent