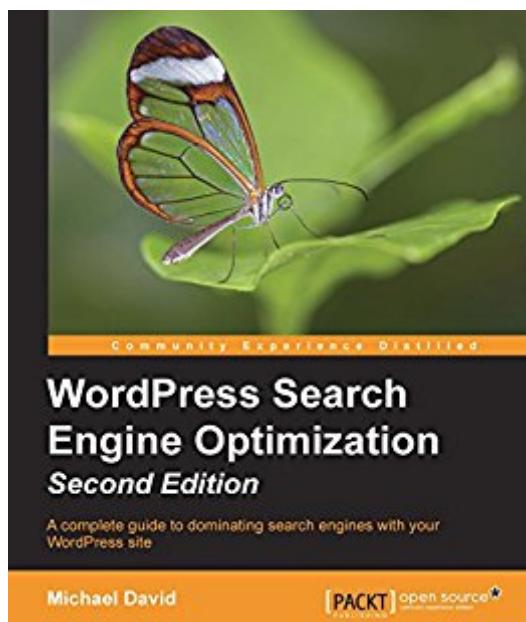The book was found

WordPress Search Engine Optimization - Second Edition

Synopsis

A complete guide to dominating search engines with your WordPress siteAbout This BookEverything you need to get your WordPress site to the top of search engines and bring thousands of new customers to your blog or businessLearn everything from keyword research and link building to customer conversions, in this complete guidePacked with real-word examples to help get your site noticed on Google, Yahoo, and BingWho This Book Is ForThis book is for anyone who runs any of the over 90,000,000 WordPress installations throughout the world. If you can login to your WordPress website, you can implement most of the tips in this book without any coding experience.What You Will LearnThe elements that search engines use to rank websitesÃ¢â¬â•and how to optimize your site for premium placementHarness social media sites to extend the reach of your site and gain more visitorsDiscover the high-volume, high-value search phrases that customers use when searching for your products or servicesAvoid dangerous black-hat optimization techniques and the people who advocate and purvey themBuild high-quality, high-value links from other websites to raise your rankings in search enginesCreate optimized and engaging content that both search engines and readers will loveAvoid common SEO mistakes that can get your site penalized by search enginesIn DetailWordPress is a powerful platform for creating feature-rich and attractive websites but, with a little extra tweaking and effort, your WordPress site can dominate search engines and bring thousands of new customers to your business.WordPress Search Engine Optimization will show you the secrets that professional SEO companies use to take websites to the top of search results. You'll take your WordPress site to the next level; you'll brush aside even the stiffest competition with the advanced tutorials in this book.Style and approachThis is a practical, hands-on book based around sound SEO techniques specifically applied to WordPress. Each chapter starts with a brief overview of the important concepts then quickly moves into practical step-by-step actions you can take immediately. Throughout the book, you'll get clear instructions and detailed screenshots, so you can see exactly what to do each step of the way.

Book Information

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Customer Reviews

Michael David explains in a very detailed, thorough and balanced way in his manual Wordpress Search Engine Optimization (2nd ed.) how SEO for WordPress sites works. David explains that; "It's important to keep in mind the role of the search engine. Too often, webmasters think or say Google is against them because Google appears to rank lower-value sites in favor of their own. The truth is the exact opposite: Google wants you to rank ÃƒÂ¢Ã â ¬Ã â œ as long as your result serves the need of its user base. You need to give Google what itÃƒÂ¢Ã â ¬Ã â„¢s looking for (or Yahoo or Bing, as the case may be), and Google will rank your site higher." (p.3) I was somewhat unnerved by David's to-the-point disambiguation and clarifications of the world of Google and SEO. But don't shoot the messenger: He is merely stating outright what many people don't know and will never find out, unless they read this. He gives the reader the advantage of his insider knowledge. Never again will you be fooled by spam, or hoax emails or all the other nonsense that pitches up on your site or in your in-box. I realized how much more there is for me to do, how things hang together, and which mistakes I must avoid. It was a real eye-opener. Particularly useful chapters are:Chapter 1: SEO BasicsChapter 5: Creating Optimized and Engaging ContentsChapter 6: Avoiding SEO MistakesChapter 7: Testing Your Site and Monitoring Your ProgressI would recommend you buy the ebook or pdf version of this manual because of all the hyperlinks in it (specifically in the Appendices that list the plugins and resources). Apart from being comprehensive and balanced, David also has a good writing style that makes the argumentation flow and draws the reader into the explanations, which are often complex. If you have a WordPress site, I would say this is one of the best manuals

and technical handbooks to refer to and keep on hand.

WordPress: Ultimate BeginnerÃ¢â¬â„¢s Guide to Creating Your Own Website or Blog (Wordpress, Wordpress For Beginners, Wordpress Course, Wordpress Books) WordPress SEO Success: Search Engine Optimization for Your WordPress Website or Blog The Little Book on Digital Marketing SEO - Search Engine Optimization: Tips and tricks for keyword research in SEO or Search Engine Optimization SEO Made Simple (second edition): Search Engine Optimization Strategies For Dominating The World's Largest Search Engine WordPress Search Engine Optimization - Second Edition Wordpress: Build Your Own Wordpress Website. Wordpress for Small Business WordPress 3 Search Engine Optimization SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Google Semantic Search: Search Engine Optimization (SEO) Techniques That Get Your Company More Traffic, Increase Brand Impact, and Amplify Your Online Presence (Que Biz-Tech) WordPress To Go - How To Build A WordPress Website On Your Own Domain, From Scratch, Even If You Are A Complete Beginner WordPress: 665 Free WordPress Plugins for Creating Amazing and Profitable Websites (SEO, Social Media, Content, eCommerce, Images, Videos, and Security) Wordpress SEO 2017: Optimize your Wordpress Site for Better Rankings! (Webmaster Series) (Volume 4) Complete Beginner Guide to WordPress: A Comprehensive Guide to Build a Professional WordPress Website Even If You're an Absolute Beginner WordPress: A Step-by-Step Beginners' Guide to Build Your Own WordPress Website from Scratch SEO Fitness Workbook, 2017 Edition: The Seven Steps to Search Engine Optimization Success on Google SEO Fitness Workbook: 2016 Edition: The Seven Steps to Search Engine Optimization Success on Google SEO Guide [2017 Edition] : Search Engine Optimization Guide For Beginners SEO Fitness Workbook: 3rd Edition - The Seven Steps to Search Engine Optimization Success on Google SEO Fitness Workbook: 2015 Edition: The Seven Steps to Search Engine Optimization Success on Google SEO - The Sassy Way to Ranking #1 in Google - when you have NO CLUE!: A Beginner's Guide to Search Engine Optimization (Beginner Internet Marketing Series Book 3)

FAQ & Help