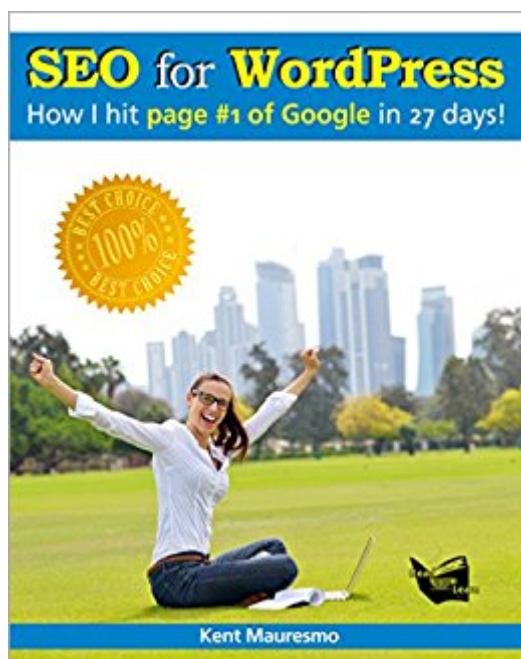


The book was found

Search Engine Optimization - SEO For WordPress: How I Hit Page #1 Of Google In 27 Days! (Volume 3)



Synopsis

SEO For WordPress: Discover How I Easily Hit Page #1 of Google, Yahoo, & Bing in 27 Days! In this updated book, I'm going to show you how I easily got on the first page of Google, Yahoo, and Bing! Most SEO companies will charge you \$500 - \$1,000 just to audit your website. That's too expensive and I'll show you how to audit your entire website for free! My name is Kent Mauresmo. I'm a web developer and I specifically focus on SEO and search engine marketing. I'm one of the webmasters and content creators for read2learn.net, seocompanylosangeles.us, and many other websites. I'm also one of the authors of the book, "How to Build a Website with WordPress | Fast!" If you've already read that book, then you should be familiar with a few of our basic SEO techniques.

Book Information

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Customer Reviews

My first set of advice is: READ THE FIRST 44 PAGES OF THIS BOOK BEFORE YOU BUILD YOUR WORDPRESS SITE! This book contains so much information it can be a bit overwhelming if you are someone like me--a non techie person who has worked with a local self taught website guy

(found on craigslist) who has no SEO training. I paid him to do a "first draft" of my wordpress website but I wanted to make so many changes once it was done, that I ended up teaching myself how to do it all. As a business person I have a good marketing "sense" and I used that to create a site that I believe PEOPLE will enjoy reading BUT what I have done, according to Kent's book, will not catch the attention of search engines. So it was a bit heartbreaking when I realized that I made a LONG list of "errors" in my design that now have to be fixed. I realized that if I worked with another person it could perhaps be more of a fun, team, effort. I found someone who does a lot of online writing for websites who also had some SEO experience but not with Wordpress. SO, I just bought a second copy of Ken's book and I had send it to her and I am paying her to read the book. That's how helpful this book is. It is like a giant checklist of all the "to do" to catch the eye of search engines. I DO have suggestions for the next draft of the book, however....Kent, perhaps you can offer your readers a few "real life" examples of site you thing work well. I would particularly be interested in sites with the kind of "Home" pages you suggest. How do we "balance" what a site visitor wants to see versus what GOOGLE wants to see? For example, you state in your book that Google loves "content."

I don't know who in there right mind is giving this book 5 stars. While it is clearly meant for people that have limited to zero experience with SEO, a lot of the information that the author gives is completely misguided or wrong. First off, let us discuss the disclaimer on pg.10: "This book may have some flaws and a few grammatical errors." This is an understatement. There are a few errors on each page! This is pretty egregious for a published book. I expect these errors within fan fiction posted to the internet, not a book being sold for \$20. Secondly, I have never come across people who recommend the purchase of clicks, likes, or followers. The author does this on several occasions and on pg.17 even claims to work for a company that sells "likes and followers." This type of action will get your site flagged by Google and there are serious repercussions when they catch you. Google uses "crawlers" or "bots" that are meant to help your website figure out areas to improve. However, these crawlers will also notice if your site goes from having 10 inbound links to 3,000 in one day. I can't stress how important it is not to go this route when attempting to navigate your own SEO. While I understand most people want to save money by doing these things on their own, this could also destroy their business. Think about it this way, just because you buy a book that tells you how to replace the cylinders in your car, it doesn't necessarily mean you should try it on your own. A professional is probably a more viable option. Take this into consideration when you are about to try implementing SEO as an amateur. There are a number of reputable sites online (ex.

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