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Search Engine Optimization: Your Visual Blueprint For Effective Internet Marketing



Synopsis

Your visual, step-by-step guide to search engine optimization, from an Internet marketing expert. Techniques and best practices for search engine optimization are constantly evolving. This visual guide to SEO is fully updated with information on the latest and most effective ways to move your website up in the search engine rankings. Internet marketing guru Kristopher Jones, a frequent keynote speaker at interactive marketing conferences, explains all the key concepts in a visual format so you can see how they work and what to do. Learn about keyword generation, internal linking, URL structure, content creation, using social media, and more. More than 70 percent of businesses today have websites; search engine optimization is a vital factor in growing a business by gaining new customers while increasing business from existing customers. This two-color book is the only guide to search engine optimization that is presented in a visual format. Presents search engine marketing principles including keyword generation, on-site optimization involving website structure, internal linking, URL structure, content creation, off-site optimization, social media optimization and more. Author is a popular keynote speaker and panelist at interactive marketing and technology conferences. Search Engine Optimization: Your visual blueprint for effective Internet marketing, Third Edition helps visual learners master and maximize SEO techniques.

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Customer Reviews

As the head of SEO for a publicly traded company, I've been asked how to learn SEO more times than I can count. I always recommend Search Engine Optimization by Kris Jones. I'm a book guy. I

think it makes a lot more sense to read a foundational book on SEO than to read blog posts, trying to mentally juggle beginning and advanced concepts. I've seen a lot of introductory SEO books (in fact, I learned by reading SEO For Dummies originally) and none of them is as useful today as this book. Pros:- It's visual. Every page of the book has screenshots, nicely labeled. This becomes extremely useful in some of the sections where you're working with HTML and want to make sure you're doing it right.- It is completely skill-based. Every page has steps designed to teach you HOW to do something relevant to SEO and internet marketing. No space is wasted on the theoretical or generic (although many pages have some advanced or nuanced recommendations that people may want to try on their own).- It doesn't try to be everything to everybody. Some advanced SEOs may not like the fact that it only points readers to one particular website or resource to teach a particular skill. This is a strength, in my opinion, because the whole book is about minimizing confusion, instead of dumping all the options on the reader and making them choose, given their inexperience. There will always be a better tool, a better website, etc. but the ones in the book do the job just fine.- It goes way beyond SEO, including information that precedes, follows, and is peripheral to SEO. For example, most SEO books aren't going to cover PPC, social media (everything from Facebook advertising to Pinterest to Google+ communities), web hosting, getting contractors through Elance, etc.

Kristopher Jones has done it again with this third edition. If you're new to the world of search engine optimization, pay per click and content marketing, this book is really for you. And it's very likely this is the only book you'll ever need. I've been involved with digital marketing for over 13 years and this book sits on my desk at the ready. I pick it up often as a quick reference. Although this new edition actually taught me a few more nifty tidbits. Whatever your experience level, there's very likely something in it for you. I think the best thing I can say about this book is that it's an easy read that will get you up-to-speed quickly on the general concepts around digital marketing. There's so many concepts covered. It's nearly impossible to be an expert in it all. Which is where this book excels. It covers getting a domain, choosing a CMS, keyword selection, and a bunch of how-to steps on technical SEO from site structure to link building. But it also covers using, setting up and optimizing Google Analytics, Adwords accounts and the appropriate social networks to get the most bang for your SEO buck. Jones added chapters on two big-ticket concepts at SEO conferences in this edition - being found on Local Search and content marketing. Lastly, if you're a WordPress buff, there's nothing like having a visual list on all the best SEO plugins you need when you set up a new WordPress installation. Yeah, that's in this book too. Clearly I can't say enough about this book. Just

get it already. Novices can get a jump on new concepts. Experienced SEOs and webmasters can stay current on the latest goings on with content marketing and social networking.

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