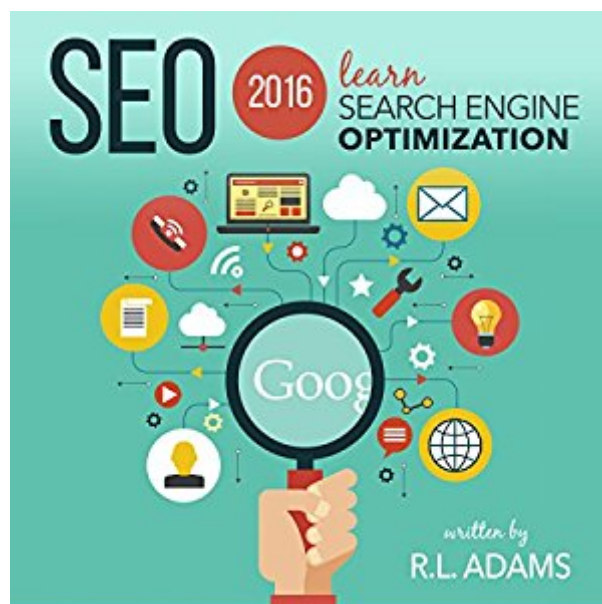


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# SEO 2016: Learn Search Engine Optimization



## Synopsis

Do you have what it takes to rank your site at the top of Google's search results? Have you been frustrated by the level of difficulty posed in competing with other well-established websites for those coveted first-page listings? Well, did you know that there are over 200 ranking factors involved Google's current search algorithm? Yes, over 200. It's certainly no walk in the park. Depending on your information when it comes to SEO, it might be outdated or just flat-out wrong. Why is that? Search has been evolving at an uncanny rate in recent years. If you're not in the know, then you could end up spinning your wheels and wasting valuable and precious time on techniques that no longer work. Google's sole mission is to provide the most relevant search results at the top of its searches in the quickest manner possible. However, in recent years, due to some mischievous behavior at the hand of a small group of people, relevancy began to wane. Since 2011, Google has tried hunt out and demote spammy sites that sacrifice user experience, focus on thin content, or simply spend their time trying to deceive their way to the top of its search results. At the same time, Google has increased its reliance on four major components of trust that work at the heart of its search algorithm: Trust in age Trust in authority Trust in content Relevance

## Book Information

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## Customer Reviews

SEO is a must have for any on-line business or for any area or domain that requires on-line presence. You can't be successful in today's on-line business environment without SEO. This is of

course easier said than done, and this is exactly where I believe this book comes in, making SEO understandable for anyone who needs it but doesn't quite get it. I have really enjoyed reading this book mainly because it is not addressed to those with advanced knowledge and skills in this area, and shares the SEO set of concepts in a language that any business person would understand. A helpful guide, a must read for anyone looking to have on-line presence.

I have been a full time online marketer for many years and the one thing that I have learned that is a constant in this business is that everything changes. The things that were working for me four years ago and last year, probably won't right now. This is why I have to stay up to date on the latest SEO techniques and author R.L. Adams has published a goldmine of current information in his "SEO 2016". With information on what is working today to rank a website in Google based on the current algorithm factors, this is a must-read and I am already making adjustments based on its recommendations.

• SEO 2016: Learn Search Engine Optimization • is not a book about Web design. R.L. Adams won't tell you how to create a website that is responsive and mobile-ready, but he does tell you early on how important it is that you ensure you or your Web designer implements a CSS design structure that will work across devices, and not only across different browsers on the same device. • This is exactly what you should be looking for in a book about SEO • knowledge about what factors in Web design and SEO strategy are important, without going off on a tangent about how to pull off a certain kind of Web design. • SEO 2016 • is a comprehensive book that will provide you everything you need to know about search engine optimization. It is well written, sensibly organized, and most importantly, up to date regarding the latest Google search algorithm updates. Whether you're just getting your feet wet in SEO or you're an experienced optimizer looking to expand your knowledge, this book is the perfect resource.

What a tremendously in depth resource that completely educated me and opened my eyes to the world of successful SEO optimization. It is like an easy to understand text book that could easily be used to teach college level courses. Even though this book is very thorough and full of important technical information, it is written in a very easy to digest and understand writing style. The author is obviously a master at taking complicated subject matter and breaking it down to where the average person can easily understand it. I had previously bought a couple other books on SEO, but they were so complicated to read and written from a very technical standpoint. This book is completely

the opposite. When you are done reading it you will actually understand all aspects of SEO, including specifics for all of the Google products that SEO must work with flawlessly if you want your website to ever be seen by the masses. All-in-all this book is very useful and excellent! I would recommend it to anyone!

Search Engine Optimization, or SEO. The Holy Grail of online marketing, SEO can make or break your website and your online business. First page results are important. Most people won't go past the first page when searching, which means they won't find you if you aren't there. But how can you get to the elusive first page?? That's what this book will tell you. The requirements and information needed to get those important first page result listings change constantly, so even if you were getting good results before you may not be now. R.L. Adams has done a lot of research to give you the information and help you need in order to be successful. The most important thing you need to know is trust. You need to make Google trust you to get the best results. If Google trusts you, your customers will trust you. Adams breaks down the 4 major things Google takes into account to give out their trust, and he helps you understand each part and how to make it work for you. Trust is important, but that isn't everything. There is a lot that goes into SEO. But don't worry, Adams explains that to you as well. SEO can seem like an overwhelming and impossible thing to understand and master, but it can be done. That is why this book is a real must read-Adams breaks everything down in a well written, easy to read way that will turn you into a SEO marketing genius. The only regret you will have is not buying it sooner!

SEO 2016 is a very well written and easy to understand read that helps you understand just what Search Engine Optimization is, how it works and why it is essential for the success of your website and your business presence. The internet world is constantly changing as it grows and expands. Because of this, it is crucial that you are able to learn and take action in the way you manage your SEO for the best results. This book provides a lot of insight into how Google works. The main goal of Google is to provide the most relevant and valuable search results. The author of this book teaches you how to make your website more relevant, valuable and trusted so you can get the best traffic results. Five stars!

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