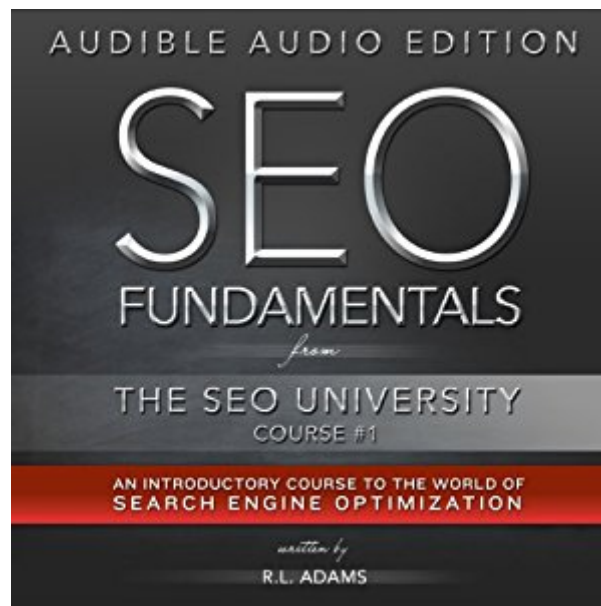


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# SEO Fundamentals: An Introductory Course To The World Of Search Engine Optimization (The SEO University)



## Synopsis

Welcome to the SEO University, an online series of courses that have been prepared to help you hone your skills as a search engine mastermind. SEO Fundamentals, the first course in the SEO University, brings together a culmination of information across the field that will help you to lay the foundational framework for a successful career as a Search Engine Marketer (SEM). If you're brand new to the field of search engine optimization, then the information contained in this audiobook will help to lay the groundwork for an greater understanding of just what it takes to rank a site today. This information is more important now than ever... Over the past few years, Google has been leading the charge towards an increasingly relevant Web. It's fought to take back the Web from a state of irrelevancy - a product of spammers who thought they could outwit the search giant. Because of this, Google has instituted some major changes to its algorithms that have included: Google Panda, Google Penguin, Exact Match Domains (EMDs), Google Hummingbird. Google's aim has been to provide increasingly accurate search results that are semantically guaranteed to help you find what you're looking for and fast. Without an understanding of the fundamentals and what it takes to rank today, you could be left scratching your head, spinning your wheels, and wasting your time. Don't get caught up in this never-ending loop of misinformation and disinformation. Scroll up to Buy it Now

## Book Information

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## Customer Reviews

I love R.L. Adams and any work that he puts out. He is clear and to the point. It really goes over the

SEO fundamentals in detail. This is the book you should buy if you're starting out in SEO. And it's a total steal for the price.

Excellent book that teaches you the fundamentals as well as the best practices. Simplicity and complexity makes this reading material a super learning guide to SEO. This book is amazing. It contains very detailed information on exactly how search works and how you can optimize your site to make search work for you. If you want a complete book to learn SEO, this is a good one. If there's one comprehensive SEO book you get, make sure it's this one.

I'm an Internet marketer myself and therefore, will always be on the look out for new information that will increase traffic, profits and conversions. I have to say that the information contained in this book is pretty comprehensive and quite solid. What I got most value from the most was the part on utilizing Google's suite of optimization tools. Will refer back to this book every now and then. Good!

This is a self-published book. The wording is not refined, full of repeated statements of "we'll get to that later". The information within seems good, but the writing is horrible. Both books could have easily been put within a single book of the same thin dimensions.

As an internet marketing professional, I've read a lot of books on this topic and they all promise so much. This doesn't promise you that you're going to get rich, and it doesn't use anything clever to try and sell you. Instead, it's giving you a full course on the introduction to SEO. I haven't seen a book quite as good as this one in a while. There's no bells and whistles here, it's the straight dope on search engine optimization. SEO Fundamentals is well written, separated into distinct chapters and talks straight through the process. There's nothing here that is left unturned in teaching you how to implement certain aspects of the optimization process. The explanations are sound, the method is true, and I can testify as an expert that this is a solid book to learn from. Too many books miss the mark, Adams obviously has read them, because he's crafted the opposite. It's a good solution for those that are trying to start their internet marketing solutions right. Without SEO you are not going to make a splash, so check this out and do things the right way. I liked it, and feel that this is a solid introduction to the form.

SEO is definitely still uncharted territory for those of us who still live in the real world. The truth is though that there is so much untapped potential and customers that we have to reach online. SEO

is the way to reach them, and this book is the way for you to learn how. Reading it gave me so much insight and direction into the concept. It's all about ranking on Google and other search engines. I love how current this book is. As young as underdeveloped as SEO is, this book is already more knowledge-filled than your typical intro book. Reading *SEO Fundamentals: An Introductory Course to the World of Search Engine Optimization (The SEO University)* will have you right at the top of your online presence game, reaching more people than ever before, and be on the cutting edge of what the next moves in this world are! The author, R.L. Adams is a clear expert, who shares his knowledge generously and plainly!

I purchased *SEO Fundamentals* to learn how to push my website [www.ChristmasWeb.com](http://www.ChristmasWeb.com) to the top of Google Search. Mr. Adams did a good job of teaching me the fundamentals of what Google and the other search engines are looking for in a website 1. Trust, 2. Authority and 3. Current and Relevant Content. I became so confident that I could achieve my goal that I started a blog ([www.grinkmeyer.com](http://www.grinkmeyer.com)) to conical my journey to the to top of Google Search. Within a week I purchased his second book *SEO Strategies & Tactics*. Although Adams is repetitive in his writing and I feel the book could have been complete in half the pages, I view it as a textbook on SEO.

As a beginner in the SEO area, I found this book really helpful. *SEO Fundamentals: An Introductory Course to the World of Search Engine Optimization* is the first book in the series of *SEO University* and it provides everything that every beginner in SEO needs to know a lot of valuable, essential information, tips and advices that you need to know when you are starting with search engine optimization. You will learn everything from all the fundamentals of SEO to what it takes to rank at the top of Google's search results and a lot more. The book is well written, easy to understand and easy to apply in practice. I recommend this great guide to all who want to expand their knowledge about SEO as we all know that this is one of the most important things to make the website successful!

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