



Search Engine Optimization (SEO) Secrets

Danny Dover , Erik Dafforn

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Tips, tricks, and little-known methods used by professional SEO consultants to rank in some of the most competitive search phrases. Search engine optimization (SEO) is the process of creating, formatting and promoting web pages in a manner that ensures that they are ranked highly for chosen keyword phrases after a user performs a Web search. This unique book taps the relatively unknown market of advanced SEO knowledge, and reveals secrets used by only the best SEO consultants.

You'll take your Internet marketing skills to the next level as you gain a thorough understanding of standard SEO techniques such as on-page optimization, off-page optimization, and link building. Packed with real-world examples, this essential guide demonstrates how real SEO consultants work with Fortune 500 companies to get the results they desire.

Coverage includes: Understanding Search Engine Optimization, Relearning How You See the Web, Picking the Right SEO Tools, Finding SEO Problems, Solving SEO Problems, SEO Best Practices, The SEO Consulting Process, Comprehensive Site Audit (Informational Website), Comprehensive Site Audit (E-Commerce Website), Understanding the SEO Industry, Search Engine Verticals, Optimizing for Alternative Search Engines, Setting Up a Testing Platform, SEO Resources, Attending SEO Conferences

Search Engine Optimization (SEO) Secrets Details

Date : Published March 21st 2011 by Wiley (first published 2010)

ISBN : 9781118078310

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Format : ebook 456 pages

Genre : Business, Computer Science, Programming, Internet, Web

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From Reader Review Search Engine Optimization (SEO) Secrets for online ebook

Joe says

The best cohesive, logical, entertaining summary of all of SEO I've read so far

Kathy Long says

My favorite SEO book!

Koen Verbrugge says

Een zeer goed geschreven boek over Seo. Excellent in aanvulling op het technische 'Art of SEO'. De focus eerder op de rol/werkwijze van een SEO-consultant dan op Seo an sich. Wat het boek de nodige meerwaarde oplevert.

Het boek bevat tips voor zowel snelle als grondige audits, voorbeelden voor rapportages en zelfs tips voor op conferenties.

Natuurlijk bevat dit boek de grondregels van 'wat' goede SEO is, maar het gaat evenzeer over het 'hoe'.

De schrijver was jarenlang een SEOconsultant en is dan ook getraind in het verkopen van de materie. De vlotte taal, de bijdehandse opmerkingen en de overzichtelijke layout maken het bijna ontspannende lectuur.

Sue says

Read this book in January while out of town. Came home and bought my own copy. Will read it again soon. Lots of great, accessible advice and tips in this book. Must read for folks trying to improve their search page position and ranking!

Jeni says

The book was fine, but I don't know that I realized it was going to be a textbook. Also, while I learned a lot, I'm still a beginner when it come to SEO, so some of it was overwhelming/over my head.

At the end, it also showed a flaw in books written about digital fields. Things change fast on the internet, Flickr (or Facebook) is no longer the picture website, that would be Instagram. And Twitter has long past been the "new" big thing.

Vaibhav says

this for reading

Huy says

I read this book together with The Art of SEO. And I consider they're definitely worth reads. Judging the published date of the book, it looks outdated. However, it's one of the complete best books on the market about on page SEO. And though there have been many changes, most of these stuff will still stand true. Danny Dover stated that his book was for a person who did a job as an SEO consultant. So, at least a third of the book goes elaborating what an SEO consultant needs to do, how to do a SEO audit. And of course, they're immensely valuable.

Ryan Alfaddaghi says

simple and straight forward. this will be a book that you refer back to and can be used as a guide to SEO. the author is also very honest and doesn't sugar coat that it's a lot of work.

Vasilena says

Excellent summary of SEO principles for SEO pros. Might be on the advanced level for organizations that don't maintain SEO efforts daily, but after the introductory book (available as pdf) this should be pretty accessible.

Robert Gulbahce says

This is the only book on SEO i've ever read, and as the subject area is new to me I can only give a non-expert opinion and say that the coverage was very extensive and well written. It's not often that you can take a single book about a subject (especially a subject related to the Internet) and leave feeling that you are sufficiently well versed to help others in the area as well. I'm sure the skills will come handy one day..

Paul Hewitt says

What Is SEO?

This is a common question that most people especially those who are either new or not familiar with online marketing might be asking localseowiz.co.uk . SEO stands for search engine optimization. In layman's language, it the process of capturing traffic from the search engines such as Google listings. Through this read, I am going to give you facts about the SEO business, current market status of SEO as well as the future projections in this field.

The Major SEO Players

Like any other industry in the world, the online SEO business has its players. This includes SEO local tools providers such as small digital agencies, SEO free lancers and web-designers among others.

Returns for SEO Players

The major reason as to why people get into business is to profit and expand their economic status. In the field of SEO business, the rates of returns are promising. This is because a recent research on SEO returns for a period of 12 months shows that at least all the players had something to take home. However, the returns are varying depending on a players' hardwork and skills in the field. For example, according to this research, 34% of the interviewed SEOs said they received an amount less than \$ 30,000 while another group of respondents, 17% said they received returns that were above \$ 500,000.

From the above statistics, it is evident that the size of an organization played a role in the determination of the amount of returns received. It beats logic for one to expect a large organization to receive low amounts of returns and vice versa. In addition, the presence of part time SEOs as well as the entry of newbies into the market could have let to the low rates of turnover due to low operation capacity. However, it is hard to predict the course the SEO market is likely to take due to lack of clear shift in SEO earnings since the year 2011. However, the demand for local SEO services seems to be growing day in day out and this is attracting more players thereby tightening the competition among SEO service providers.

The Emerging Issues with the Current SEO Returns

With the above distribution of returns, several questions emerge. This includes the following:

Mark Pedersen says

Probably one of the better books on the subject which is still partly relevant considering its age. It's not a secret most SEO books are outdated before they are printed, and the parts that usually stay the same are the title and meta tags everyone already knows about. This has a little something else too.

Deepak Shah says

This was a recommendation from Avinash Kaushik and it was worth the time. Sure, most SEOs do not and will not share everything and neither shall they admit. But Danny was impressive. He made no two bones about how SEOs do manage to rank keywords that are in super-blackhat niches. Like selling enhancement drugs. What I further liked about him is his commitment to checklists and testing.

I have seen many old school SEOs, and some exceedingly good ones. I am convinced the ones that are more successful tend to experiment lot more.

After reading this, I've realized that one can never learn that secret sauce because it keeps evolving but sure you can connect and learn more with testing and reaching out to others.

Ned says

The first half of the book gives you the basic of SEO. The second half is more towards if you are becoming a SEO consultant. I found the book repetitive at times and most of the first half can be condensed into a couple of chapters. That said there are some good examples and points that the author makes. Gives the basic for a SEO.

Ghira says

A little "techy", but VERY informative.
