Google Drive



Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals

Marco Palmero

Download now

Click here if your download doesn"t start automatically

Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals

Marco Palmero

Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals Marco Palmero

Do it Yourself SEO - Learn the Secrets of the Professionals

Beat the Competition and Learn Smart SEO Strategies that the Professionals Use

SEO traffic (aka Organic Traffic) is the most valuable traffic your website can get to generate leads and sales for your business. It's cost-effective and it drives very targeted and relevant to your site.DIY SEO 2016 goes into the intimate details of the processes that SEO professionals use on a daily basis so that you too can get that coveted first place ranking.

- Read the SEO strategies to stay far ahead of Google Updates and any penalty
- How to do "proper" deep keyword research to stomp the competition
- Study the link building power plays that can build your link authority
- How to defeat your local competitors at Local SEO
- Read the Secret Tricks in the On-Page Optimisation Guide
- Suggestions for Quick Wins at each stage of the SEO cycle
- Find out the real tools that SEO professionals use in their trade
- Follow the Real Processes which SEO Agencies use every day!

Read about all the SEO secrets and learn how to Do-It-Yourself in this 134 page book today!

1. Preface
    - Google Accreditations
    - SEO Book Series
2. Introduction to "Fundamentals of SEO"
3. What is SEO? How does Google Work?
    - A Short History of Search Engines
    - How do Search Engines Work?
    - How does Google Work? What is PageRank?
    - How do I get to the first page? How do I get the first ranking on Google?
    - There are so many updates, how do I stay relevant and up-to-date in SEO?
4. Why is Keyword Research the most Important Step to Increase my Rankings?
    - What is a Keyword?
    - Why are Keywords at the Core of SEO?
    - You Need to Create a List of Target Keywords
    - Keyword Ranking Quick Wins
5. On Page Optimisation: How do I Optimise my Website?

- Webpage Structural Considerations in Website Architecture
- HTML Markup – Treat a Webpage like a School Assignment
- Speed up Your Website
- Link up Your Internal Pages
- Technical Aspects: XML Sitemaps and Robots.txt
  - XML Sitemaps
  - Robots.txt
- Remove Duplicate Content
  - Content-based Duplicate Content Issues
  - Structural Duplicate Content Issues
- On-Page Optimisation Quick Wins

6. Why is Link Building an Important Part of SEO and how do I do it?
   - What is a Link? What is Anchor Text?
   - Why is Link Building Important to Ranking Highly on Google?
   - The Truth about Link Building
   - Not Every Link is Equal: Link Relevancy, Popularity and Trust
   - Link Building Techniques
   - Why You Should Clean up Your Act
   - Link Building Quick Wins
7. Why Should I be Blogging and using Social Media for SEO?
8. What is the Semantic Web? How do I use Schema.org and the Open Graph?
   - What are Microdata? What about Microformats, RDFa?
   - Why Should I Implement Microdata? Is there any impact on SEO?
   - What is the Open Graph?
9. SEO Troubleshooting: How to Solve Everyday SEO Problems
   - My Website Doesn't Appear at All on Google
   - My Website is not on the First Page
   - My Business is not Appearing as the First Search Result
   - My Website Rankings are Falling, What do I do?
   - My Website has been Penalised, what should I do?
   - Just Ask to get Free Professional SEO Consulting
10. The Importance of Local SEO for Local and Big Businesses
11. Bonus Chapter: Important Google Algorithm updates (Updated Late 2015)
12. SEO Tools of the Trade
13. How Can I use Web Analytics for my SEO?
14. Google Adwords and Pay-Per-Click (PPC)

Download Do-It-Yourself SEO 2016: Search Engine Optimisatio ...pdf

Read Online Do-It-Yourself SEO 2016: Search Engine Optimisat ...pdf

Download and Read Free Online Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals Marco Palmero

---

From reader reviews:

Beth Murray:

The book Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals give you a sense of feeling enjoy for your spare time. You may use to make your capable a lot more increase. Book can to be your best friend when you getting pressure or having big problem together with your subject. If you can make examining a book Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals to get your habit, you can get more advantages, like add your personal capable, increase your knowledge about a number of or all subjects. You can know everything if you like start and read a guide Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals. Kinds of book are several. It means that, science guide or encyclopedia or some others. So , how do you think about this reserve?

Helen McCleary:

People live in this new morning of lifestyle always make an effort to and must have the free time or they will get wide range of stress from both way of life and work. So , once we ask do people have time, we will say absolutely of course. People is human not a robot. Then we ask again, what kind of activity are there when the spare time coming to a person of course your answer will probably unlimited right. Then do you ever try this one, reading ebooks. It can be your alternative with spending your spare time, the actual book you have read is definitely Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals.

Louis Hartford:

Do you have something that you prefer such as book? The book lovers usually prefer to decide on book like comic, quick story and the biggest one is novel. Now, why not attempting Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals that give your entertainment preference will be satisfied simply by reading this book. Reading habit all over the world can be said as the opportunity for people to know world better then how they react towards the world. It can't be said constantly that reading practice only for the geeky particular person but for all of you who wants to possibly be success person. So , for all of you who want to start examining as your good habit, you can pick Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals become your current starter.

Gerard Norman:

In this particular era which is the greater person or who has ability in doing something more are more important than other. Do you want to become considered one of it? It is just simple approach to have that. What you must do is just spending your time not very much but quite enough to possess a look at some books. One of several books in the top list in your reading list is definitely Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals. This book which can be qualified as The Hungry Slopes can get you closer in getting precious person. By looking upwards and review this e-book you can get many advantages.

Download and Read Online Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals Marco Palmero #TJRQ9UG5VZA

Read Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals by Marco Palmero for online ebook

Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals by Marco Palmero Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals by Marco Palmero books to read online.

Online Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals by Marco Palmero ebook PDF download

Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals by Marco Palmero Doc

Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals by Marco Palmero Mobipocket

Do-It-Yourself SEO 2016: Search Engine Optimisation Fundamentals by Marco Palmero EPub