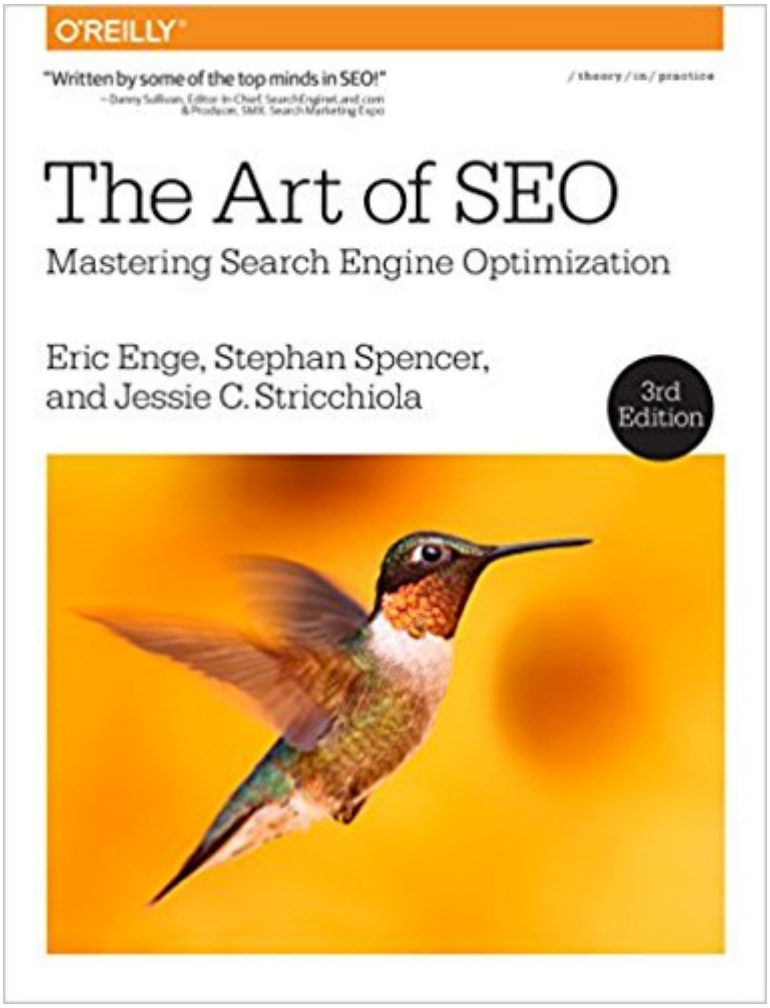
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The Art Of SEO: Mastering Search Engine Optimization



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Synopsis

Three acknowledged experts in search engine optimization share guidelines and innovative techniques that will help you plan and execute a comprehensive SEO strategy. Complete with an array of effective tactics from basic to advanced, this third edition prepares digital marketers for 2016 with updates on SEO tools and new search engine optimization methods that have reshaped the SEO landscapeNovices will receive a thorough SEO education, while experienced SEO practitioners get an extensive reference to support ongoing engagements.Comprehend SEOÃ¢â ¬â„¢s many intricacies and complexitiesExplore the underlying theory and inner workings of search enginesUnderstand the role of social media, user data, and linksDiscover tools to track results and measure successExamine the effects of GoogleÃ¢â ¬â„¢s Panda and Penguin algorithmsConsider opportunities in mobile, local, and vertical SEOBuild a competent SEO team with defined rolesGlimpse the future of search and the SEO industryVisit the book website (http://www.artofseobook.com) for FAQs and to post your own burning questions. YouÃ¢â ¬â„¢ll have access to special offers and discounts on various SEO tools and services. You can also get exclusive access to instructional videos related to the concepts in the book by sending an email to bonuses@artofseobook.com.

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Customer Reviews

The content was very good. However the problem is that the book should have been 200 pages shorter, at least. Many parts repeat themselves multiple time throughout the book. It’s clear that there were multiple authors, and they did not take the time to make sure concepts were not repeated needlessly.

This is a great book for anyone starting to learn SEO. This should be your first stop. I always recommend this book to learn what SEO questions you should ask. This is a starting place and this is the best starting place you can have.

Very useful and comprehensive book. There is a high level of detail in here broken into small chapters, so it is focus on what one wants to know.

This was a great book thoroughly updated by one of the greats in Seo, I couldn’t wait to buy this book on its release date so I purchased it a week before on the Kindle the previous version to this one is an industry standard so I couldn’t wait for the release of this book. Yes you are going to find a lot of the same information all over the Internet but when you purchase a book or a study course what you were purchasing is the privilege of having all of the information in one place if you don’t already I highly recommend following Eric on YouTube as their page has a ton of information. When I purchased the book the link didn’t work I don’t know if it’s because I purchased it way before it’s released date but besides that the book is the on YouTube as their page has a ton of information. When I purchased the book the link didn’t work I don’t know if it’s because I purchased it way before it’s released date but besides that the book is a gem!

This book is dense and exhaustingly detailed, a must to have reference material for any serious SEO student or practitioner.

The book arrived on time and in perfect condition. It is a thorough examination of the subject and is

easy to read.

This is a masterwork from the masters of the seo marketplace. Excellent info and process...

This is an awesome guide. I really like it. Am becoming an SEO nut.

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