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The Little Book On Digital Marketing SEO Part 1 On-Page Optimization



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Synopsis

The second book in The Little Book on Digital Marketing Series. This volume covers the most important on-page optimization for 2017 SEO principles. Learn how to optimize your website or check your SEOs work with this comprehensive SEO guide covering seo, page speed, image optimization, text optimization, and much more!

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Customer Reviews

The table of contents was quite helpful so I could run through and learn about what I wanted and come back to the rest later.The author is very honest and doesn't talk like a circus ring leader, like so many of these types of books do, promising you things a book could never give. No, he just teaches what he knows simply, and I appreciate that.Would I say the information is terribly in depth? No. I don't think this is going to make you an SEO expert. But I did learn a lot from it, and it wasn't very expensive, so I definitely recommend it.I would love to pick the authors brain about editing specific types of websites and if their ranking is damaged just because of the host you use, but that's research for another day.I especially found the 9th chapter on Mobile optimization helpful, as

my site is most accessed from phones.If you know SEO tricks really well, I don’t know how much this book will help you, mostly because I don’t know what it is like to be you, and I don’t know if any of this information is new or rare. However it is an easy read, and probably anyone could get something out of it. But beginner or intermediate users of SEO would probably enjoy it the most.Anyway, I did enjoy and I do recommend the book. It is a fast read an definitely worth its price.

Excellent complement to the author’s previous book on digital marketing, this volume goes more in depth regarding on-page SEO, including detailed tutorials on how to use things like internal and external links, tags, media and other content to the maximum effect. The concepts are elaborated in a way that allows newbies as well as more experienced marketers to easily grasp them, and, like the previous issue, it includes useful exercises at the end of each chapter, as well as a catalog of online resources to further hone your understanding. I’d recommend this to anyone interested in learning more about SEO.

I’ll admit that I didn’t know much about SEO and digital marketing and the impact that it can have on your online business and website. To be perfectly honest, I had never learned much about either because I didn’t understand it well enough. But, that’s where Stevenson’s book comes into play. I picked it up to see if there was a chance that this book might be different than the others and I can say hands down that it absolutely is! I fully and for the first time truly understood what digital marketing and SEO does and means. Even though I haven’t implemented these techniques yet, I can see how much of a difference they will make and I’m excited to try them out! Great book!

This is a great book. While I have been making websites for a while, I tend to ignore all the SEO details that need to be added, because I simply did not know how to do it or found confusing "how-to" information. With this book, SEO is less mysterious and more actionable There are exercises at the end of the chapters that you follow to ensure that you are making the most of the SEO features that the author recommends.I was not using stuff that I saw often on my Wordpress sites, but that are essential so that my pages rank better on google. I have just started to implement what is recommended in this book and, while I have not seen results yet, I can see where I was missing all the SEO juice that I needed. Author Joseph Stevenson goes over stuff like tags, indexing, meta data, proper image and video naming, follow/nofollow options, and other useful things, such as plugins. He uses tools such as Yoast, Schema, and image compression services. I had no idea that all of this helps SEO, so I’m glad that I bought this book.

As a writer who primarily focuses on internet content and SEO, I found this little, handy book both relevant and helpful with my work. Each chapter is broken down into six parts; the first three sections include the usual Hows, Whys, and Goals and Actions, which help provide an understanding of that topic as it relates to on-page optimization. Though helpful, the true value and benefits of this book come from the Case Studies, End of Chapter Challenges, and Citations/Online Resources. And the Thoughts to Ponder sections also make for a great quick reference guide when you need a refresher on the go. YouÃƒÂ¢Ã â ¬Ã â„¢ll want to get out your sticky notes and notepads to jot down those important tips, just as I did.Although obviously intended for business owners and marketing managers, this little jewel of advice is also great for writers like me who need to understand the dynamic landscape of on-page optimization as well as anyone else who has an interest in digital marketing. The author also urges against skipping around, if you can help it, but, why would you? ItÃƒÂ¢Ã â ¬Ã â„¢s written in a conversational, easy-to-read tone, which helps you to breeze through it in no time. And thatÃƒÂ¢Ã â ¬Ã â„¢s quite a compliment for a semi-technical book.

This is the second book by Joseph Stevenson that IÃƒÂ¢Ã â ¬Ã â„¢ve purchased and IÃƒÂ¢Ã â ¬Ã â„¢m really glad that I did. Even though IÃƒÂ¢Ã â ¬Ã â„¢ve been managing my own website for a number of years, I still feel overwhelmed by the number of tasks that I should be doing to optimize it for better performance. Most often, I skip over these crucial steps because I donÃƒÂ¢Ã â ¬Ã â„¢t know where to start; especially when it comes to meta tags and image optimization, which he covers.What I like most about The Little Book on Digital Marketing is that Stevenson breaks down each topic in a clear and easy to understand format. He gives the reader an overview of why each area needs to be addressed before explaining how to apply the techniques. Later, he adds examples and suggestions to get you to think about the state of your website and its current level of performance. He also offers a number of exercises and resources and recommends several tools and apps that he believes are beneficial. I also appreciate that each chapter is independent of the others so you can skip around.The book is a quick read, easy to comprehend, and a great overall reference for anyone trying to enhance on-page optimization.

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