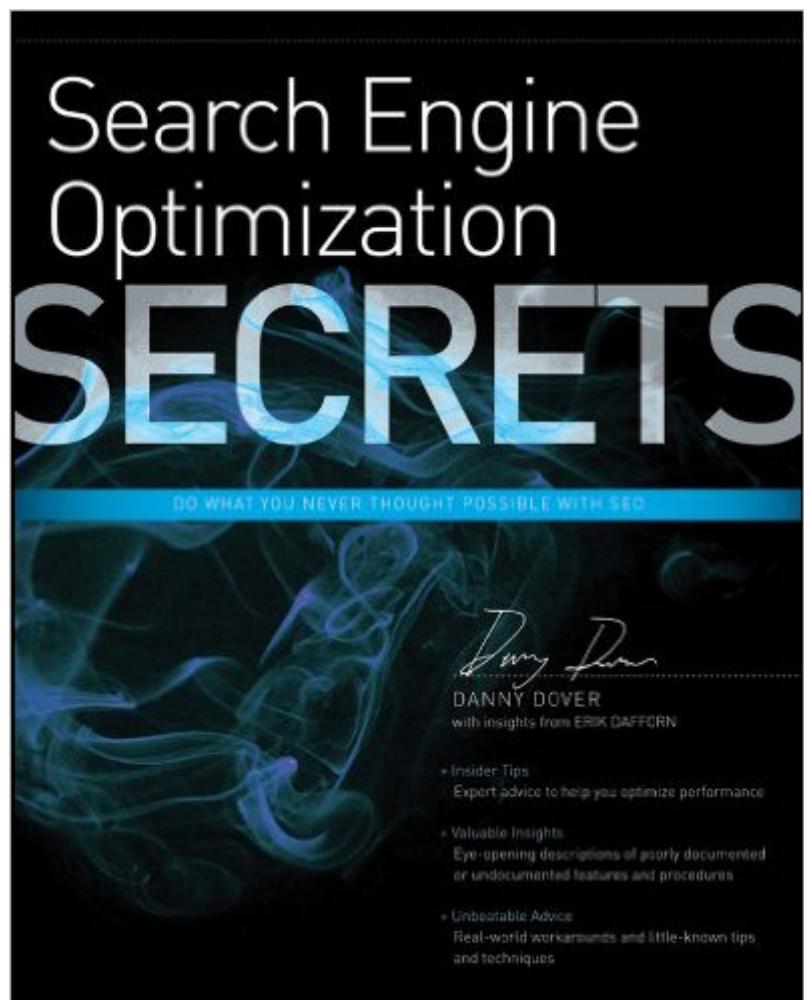


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Search Engine Optimization (SEO) Secrets



Synopsis

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

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Customer Reviews

I don't usually do reviews but this book took me by surprise. I am impressed with the content, it was a fresh perspective on search engine optimization and it offered some really practical, useful advice that virtually anyone who understand the basics of SEO would be able to implement. I eagerly pre-ordered the book because I have read Danny's articles on SEOmoz. It came 7 days ahead of the scheduled release date so I was delighted with . I started reading and I couldn't put it down. Maybe I'm a nerd but I live and breathe online marketing and SEO was the core of it all. Here are some of the key takeaways: 1. SEO Consulting Process - Learn how to win clients, how much you should charge for your services (master services agreement, NDAs, SOW) and the best deliverables/reporting for your clients. 2. Suggested SEO Pricing - Website Audit, E-Commerce Site Audit, Link Building, Reputation Management, Social Media Management, Keyword Research and etc. (Very helpful if you are looking at doing consulting work, it is so hard to determine the right price point on your own). 3. 58-Page Comprehensive Technical SEO Site Audit - Unless you paid for SEO site audits in the past you won't be able to get a more in-depth sample. Oh and he also show you how to do the Site Audit as well. 4. How to Conduct an E-Commerce Audit - In my opinion the first 4 items are worth it's weight in gold for a SEO freelancer, SEO consultant or even an SEO agency. 5. SEO for Local Business - What works and what doesn't: customer opinions/reviews, universal search, image search, video search and ranking factors. 6.

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