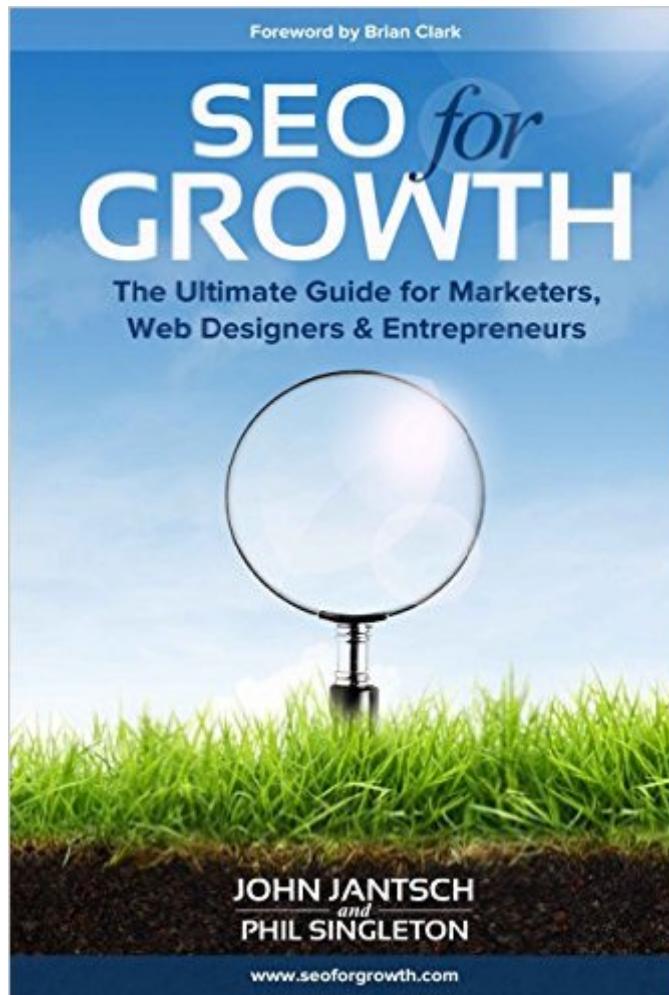


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SEO For Growth: The Ultimate Guide For Marketers, Web Designers & Entrepreneurs



Synopsis

Search Engine Optimization, also known as SEO, is how people search and find your website on the Internet. (NOTE: Dozens of renowned marketing, SEO and social media experts have endorsed this SEO book. You can read these expert testimonials and claim the free bonus offers that come with this book at SEOforGrowth.com) SEO is a key growth channel for your business, but the rules of SEO have changed dramatically in recent years. To grow your business in today's economy, you need a strong online presence. But what does that entail exactly? Marketing is no longer about mass-market advertising and outbound sales; it's about capturing demand — grabbing the attention of people already looking to make a purchase or acquire specific knowledge. To do that, your content needs to be at the top of Internet search results. Many businesses and marketers toss up a brochure-style website, do a little social media and blog posting (if any), and think they're "doing SEO" — but that's not what it takes to get those coveted first page Google rankings. No longer just another tactic, search engine optimization has become a full-blown channel on par with PR and advertising — one you can't afford to ignore. From website designers to business owners, marketers to entrepreneurs, everyone can benefit from understanding and applying SEO best practices. John Jantsch, author of the best-selling *Duct Tape Marketing* and creator of the *Duct Tape Marketing System*, and Phil Singleton, an experienced SEO consultant with years of experience at the local, regional, and national levels, have teamed up to provide you with the only Internet marketing guide you need. In *SEO for Growth*, they teach you how to leverage the new rules of search engine optimization to make sure your website gets found online. Jantsch and Singleton harness the knowledge they've acquired through years of experience and extensive research, explaining SEO in a direct and accessible manner, to help you navigate this complex technical terrain with purpose and ease. *SEO for Growth* is Your One-Stop Digital Marketing Guide. The first part of the book provides an in-depth overview of search engines, algorithms, and design changes, so you can understand the way that Google thinks. The book then takes you through the mindset and strategy you need to get SEO right and provides specific techniques that you can use at each stage of a new business: from finding the perfect match between the ideal customer and the market message (traction), to retaining customers and building relationships for growth (expansion); and leveraging the assets you build for payoff (conversion). From this book, you'll learn how to: create and re-purpose content and plan an editorial calendar; use different social media channels to generate engagement with your content; build and manage your online reputation; plus handle negative reviews; do quality link building without resorting to the shady practices Google now penalizes; conduct keyword research to optimize your website; and all of your

content use pay-per-click advertising in the most cost-efficient way to get the biggest bang for your buck build a revenue generating website that will help power your company's growth for years to come. Whether you want to adapt your small business to the digital age or you're a marketer figuring out how to help your clients online, this indispensable guide has everything you need to plan and implement the right SEO strategy for your business. After you buy this book, be sure to visit the SEO for Growth website (SEOforGrowth.com) to claim and download the 3-eBook bonus pack on Local SEO, Traffic Generation Tactics, and WordPress Website Optimization, as well as special offers and discounts on various SEO tools, webinars and services.

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Customer Reviews

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book "SEO for Growth: The Ultimate Guide for Marketers, Web Designers & Entrepreneurs" by John Jantsch and Phil Singleton. Do you know the best place to hide a dead body these days? I'll tell you at the end of this review. I never would have thought I'd get so fired up by a book about search engine optimization, but SEO for Growth did it. Here's why - SEO has changed a lot recently and so there are a lot of lingering misperceptions about what you need to do to get your company to show up on the first page of a search engine. Plus there is a staggering amount of money being paid to a lot of SEO firms and experts that is wasted. In fact, a lot of that work being done is actually causing harm to their clients. In the book, the authors talk about how they have seen grown men cry when told that their brand new website is virtually useless and that it may need a total redesign to achieve their SEO goals. Hearing the same story over and over again motivated

Jantsch and Singleton to do something about it. They wrote this book. The book explains that the world of website creation is split into two camps: the old way of designing for "good looks" and the new way of designing for lead generation. And one of the most important things you need to succeed in SEO now is to provide original, remarkable content that your prospects are looking for. SEO For Growth is like the scene in "The Wizard of Oz" when Toto pulls back the curtain on the mysterious and all powerful Oz. For too many businesses, SEO has been perceived as Oz.

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