Search Engine Optimization Bible. 2nd Edition

Description:
Increase your Web traffic with better search results

Wonder how some companies pop up high in search engine rankings? It's all about search appeal. Master the strategies, techniques, and shortcuts in this detailed SEO guide and you can improve your Web site's search rankings and drive the targeted traffic you want to your virtual door. Learn new ways to add social media to the SEO mix, make your site mobile Web–friendly, write SEO tags for maximum exposure, and more. If you want to make SEO work for you, this is the book you need to succeed.

Find out how to give your Web site search appeal
Use behaviors to target the customers you really want
Optimize your site specifically for Google, MSN, or Yahoo!
Demystify the role of links and linking in search
Leverage communities as an SEO tool
Implement social media and mobile search optimization
Monetize your traffic as part of your SEO strategy
Analyze your SEO efforts and see what works
Learn what top SEO executives and experts are doing

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