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# The Art Of SEO: Mastering Search Engine Optimization



## 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 landscape. Novices will receive a thorough SEO education, while experienced SEO practitioners get an extensive reference to support ongoing engagements. Comprehend SEO's many intricacies and complexities. Explore the underlying theory and inner workings of search engines. Understand the role of social media, user data, and links. Discover tools to track results and measure success. Examine the effects of Google's Panda and Penguin algorithms. Consider opportunities in mobile, local, and vertical SEO. Build a competent SEO team with defined roles. Glimpse the future of search and the SEO industry. Visit the book website (<http://www.artofseobook.com>) for FAQs and to post your own burning questions. You'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](mailto:bonuses@artofseobook.com).

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## Customer Reviews

First, a disclosure: I was on the peer-review team that helped bring this book to you. The fact that they bothered to go through a peer review should hopefully be enough of a positive to offset any

potential conflicts of interest in your mind. I receive no royalties nor is this a paid endorsement. Now, on to the review. I've been in the search marketing industry since 1996, and there are very few books that I recommend - this is one of them. In fact, it's required reading for anyone who is building web sites or doing SEO for a living. It's truly the most comprehensive SEO book ever written, from both high-level strategy and hands-on technical/code level advice. The update takes into account some of the big changes that have been happening recently with content quality, link penalties, mobile and social media impacts. I am not aware that anyone else has codified the knowledge of experts as well as these three authors. It's nearly impossible to chase the algorithms but the advice given will help you survive and thrive through the ongoing changes in accessible and optimized (rank-able) content development. It is large (3" thick). It is intimidating. But I got through it and so can you, and you'll be the smarter for it. And, you'll find yourself referring to it again and again (or buying copies for your dev teams).

Got this from a friend who was an early reviewer for the book - and it is simply massive. I haven't gotten through it all (maybe on my next cross-country flight, if it fits in my carry-on, seriously the book is enormous). I'm about halfway into it but it's clear just how much SEO knowledge and expertise the writers of this book have. Looks like it covers everything and everything you could possibly think of. Way more than I ever will learn as a WP designer "on the side" (I'm glad it's not what I do full time). Definitely textbook material!

I purchased the first edition after a couple of years trying to learn SEO. Once I got my hands on the book it cleared up a lot of misconceptions that I had found through receiving poor information. The second edition became my Bible for SEO for working with clients and on my own projects. I was so pleased to be able to read a draft copy of the third edition and all I can say is WOW! The added sections the updated information makes this book a MUST HAVE if you are serious about ranking websites. The final editing has been done and you can now have this great book on your shelf. I got my copy already and am tearing through the material to continue to take my knowledge of SEO to the next level. Take advantage of the combined knowledge of some of the greatest minds in Search Engine Optimization, put it to use and you will not regret it.

This is a well-written, extensive, and thorough book on every aspect of SEO - which is just what we've been looking for. I didn't read the first or second editions, but I am glad this one came out when it did because we have been planning to invest heavily in SEO in 2016 - and I think having

this book will make us more aware of what exactly we are getting into from a development, time, investment perspective. If you're serious about SEO for customer acquisition (not just get-rich quick schemes and spamming with list buys), I do think this book is a must-have.

If you do a search in Google for "search engine optimization", "SEO" or any similar term, you will find countless outdated articles that promote practices that are not very useful these days: website submissions, link exchanges, altering meta keywords tags, etc. These seemingly useful tactics do very little for the ultimate goal of an effective SEO campaign: to drive meaningful traffic. Because search engines have changed significantly in the last 10 years, many of these practices are no longer necessary, while some, like massive link exchanges, and three way link exchanges, are actually considered search engine "spam." If these are what you are expecting from The Art of SEO, you will be positively disappointed. Sure, this book is about everything you will ever need to know about SEO now and in the near future, but after personally doing technical reviews of all its merits, I can guarantee you that I couldn't find a single piece of nonsensical advice. If you only want one SEO book, get this one. You can start from zero and become a SEO master in record time.

This book is more a history of SEO than an advanced coding and up-to-date seo fix-it book. This book is basically for novice people that want to learn the basics of SEO, NOT for people that want to get their hands dirty with new suggestions to stop Google penalties. Not to happy with this book since there is no table of contents or index to look-up things like Panda, Penguin, and site-wide penalties and there are almost 700 pages! Seems thrown together with a lot of filler and screen shot content that the reader really does not need and already understands. For example, there are a few chapters on hiring a SEO company to work on your site. Why have this in this book? I think most want to be "Mastering Search Engine Optimization" for themselves as it says in the title. Hiring a SEO company could be a whole new book. Basically if you hire a SEO company to work on your site, you need to do a ton of research and back ground checks on them first. Most just want to separate you from your money and milk you. If you really want up-to-date hands-on information, than follow the SEO blogs and Google. All found on the web. Things change monthly in the world of Google SEO. And it gets uglier everyday for the little guy, especially since NOBODY has still figured out Panda, Penguin. Many SEO experts now say Google is now rigged for ad income generation first, good content search results second. If any SEO book knew how to stop the Panda/Penguin and the other penalties, it would be a one chapter book.

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