

The New Google SEO (Search Engine Optimization): What You Need To Be Successful with Google Panda and Penguin

Kathleen McDivitt



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SEO Essentials : Simple Strategies For Top Rankings in Google Proven Search Engine Optimization Strategies that work in 2013 In the Summer of 2013 Google made another major change to their ranking algorithm with the addition of Penguin 2.0. If you're in any kind of business on the internet, Search Engine Optimization (SEO) should be one of the most important parts of your marketing strategy, if not the very most important part. Google has the ability to make or break an online business. Learning as much as you can about SEO should be at the top of your list if you expect to stay competitive on the internet today. It's no longer enough to just create relevant, compelling content and hope for the best. You need a definite strategy and stick to that strategy over time. SEO Essentials details simple techniques you can use to make your website more Google-friendly, what on-page strategies you can easily implement, how to acquire quality organic backlinks, potential problems to avoid and much more. The author details his 16 years of SEO experience with: White Hat, Black Hat, Gray Hat, On-Page Optimization, External SEO, Social Media, Link Building, Negative SEO, Exact Match Domains (EMD), Linkwheels, Paid Links, ABCD Trades, SEO Tools and many more strategies to stay competitive in SEO today. Show less Customers Who Bought This Item Also Bought Page 1 of 20 Back

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