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# SEO Optimization: A How To SEO Guide To Dominating The Search Engines

*John Elder*

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**SEO Optimization: A How To SEO Guide To Dominating The Search Engines** John Elder
**UPDATED FOR SEO 2013**

In SEO OPTIMIZATION you'll learn the basics of search engine optimization from one of the Internet's leading experts. This no-nonsense seo guide gives you the seo help you need to get your website ranked well at Google and the other major search engines.

The book starts out by answering the question, "What is SEO?" and then gives you a solid seo checklist to make sure your websites are compliant in our post Panda/Penguin Google world.

Aimed towards the absolute beginner, this book teaches you the basics of search engine optimization such as:

- On-page optimization factors
- Off-page optimization factors
- The Terrible Truth About Keywords
- Meta Description Tags and why they're important
- Title Tags and how not to use them
- How To Use Anchor Text correctly
- What's a SERP and how to manipulate it
- Everything you need to know about page rank
- How to drive links to your site the right way
- How to avoid Blackhat scams
- How to structure the internal Linking of your site
- How to do Keyword research the right way
- What is Linkbait and how to leverage it effectively
- Which Tools you should be using and why

And much much more.

*"It's so hard to get real SEO advice! So much of what a lot of so-called 'gurus' are teaching turns out to be damaging to a website. I'm glad I found a book that teaches REAL SEO for 2013".*

*"I was looking for a seo toolbook. I came across John Elder's book and am glad I did. He even talks about the history of the search engine industry which really put things in perspective for me. I'm really glad I found this book"*

**ABOUT THE AUTHOR:** John Elder is a pioneer in Internet Marketing who created one of the first Internet advertising networks back in 1997. He sold it to a publicly traded company at the height of the dot com boom and then went on to create the best-selling Submission-Spider search engine submission software that's been used by over 3 million individuals and small businesses in over 45 countries.

Today John runs ElderAcademy.com one of the web's premier Internet Marketing training websites. He also

runs FlatplanetMedia.com to handle his various business projects. John graduated with honors with a degree in economics from Washington University in St. Louis where he was an artsci scholar. You can contact him at JohnElder.org

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