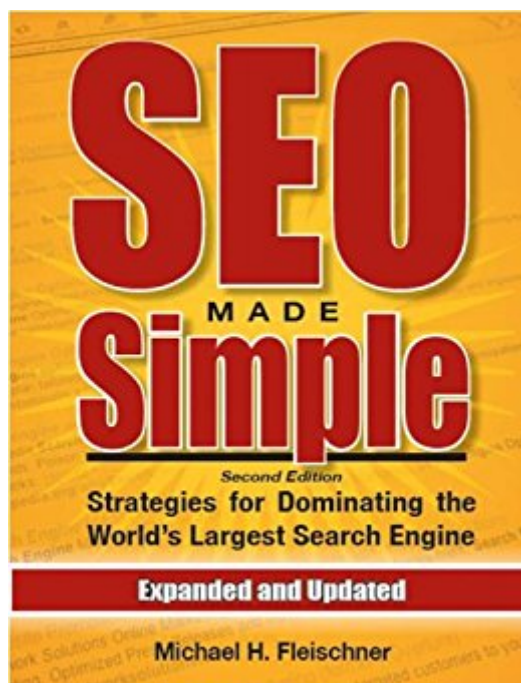




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# **SEO Made Simple (second Edition): Search Engine Optimization Strategies For Dominating The World's Largest Search Engine**



## Synopsis

THIS IS NOT THE MOST RECENT EDITION!!! This book has been updated for 2013 - see SEO Made Simple (3rd edition): Search Engine Optimization Strategies at <http://ow.ly/gHof8>. New edition covers Google Penguin, Google Panda, and recent updates to the Google algorithm, a tell-all search engine optimization guide for anyone trying to reach the highly coveted #1 ranking on search engine results. Updated and expanded with the latest information on search engine optimization (SEO) and including more than 20 new pages of proven search engine optimization techniques. SEO Made Simple is today's top-selling search engine optimization guide. Learn from leading Webmaster, Michael H. Fleischner, the specific SEO techniques that deliver top rankings in less than 30 days. Whether you're a search engine optimization expert or new to website rankings, the techniques revealed in SEO Made Simple will give you everything you need to dominate Google and other leading search engines. Generate tons of traffic to your website absolutely FREE with top search engine placement on Google, Yahoo! and Bing. SEO Made Simple has helped more individuals than another other search engine optimization guide ever printed to achieve top rankings for even the most competitive keywords. This guide has been updated with the latest SEO advice on social media, Google Places, and even a step-by-step link building process that has already produced top results for some of the most sought after keywords. If you are looking for a guide that provides the information you need to achieve top rankings, without all of the useless fluff, this is it. SEO Made Simple is the only resource on search engine optimization that you'll ever need. Learn the techniques that have a direct and significant impact on your website's ranking. This book is ranked #1 for a reason. Read our reviews and see for yourself why SEO Made Simple is your most important resource for acquiring top search engine rankings.

## Book Information

File Size: 1543 KB

Print Length: 140 pages

Publication Date: March 10, 2011

Sold by:Ã Â Digital Services LLC

Language: English

ASIN: B004RR0WZK

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #489,362 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #79

in Kindle Store > Kindle eBooks > Computers & Technology > Tech Culture & Computer

Literacy > Search Engines #129 in Kindle Store > Business & Money > Marketing & Sales > Search

Engine Optimization #174 in Kindle Store > Computers & Technology > Internet & Social Media >

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## Customer Reviews

If you have no idea what you are doing and want to learn old techniques this book is great. It was a waste of my time and money however. After sitting down with the book for 10 minutes i read through the book and have found it to be simply regurgitated material. Somehow since it was 3rd edition i thought it might have some new insightful data, it did not however. All this being said everything he said is true, but general SEO knowledge. If you are looking for something more this book is not for you, if you are clueless when it comes to SEO this book will be great for you..really. Hope this is helpful, wish i had read this review.

Michael Fleischner has numerous books on search engine optimization and this sixth edition is well worth reading even if you have read other editions as I have recently. His tips and techniques have lasted the test of time and most of what he has learned takes years to realize. This book emphasizes that you should not use gimmicks but rather follow traditional strategies for getting your site ranked high in the major search engines. Google especially wants to improve the user experience by offering people exactly what they are searching for. This book teaches you about meta tags, keywords, linking strategies and other things that will help you immensely. I felt the book was very well organized and has highly effective methods that you will want to start using immediately.~The Rebecca Review

As an SEO author myself How To Get Websites Ranked Higher in 2013, I am always reading up on the latest SEO strategies. I found this book a great starting point for anyone looking for more knowledge on how to get your website ranked higher in search engines. It is an easy read and I put it down with a clear perspective on search engine strategies that every website needs to be doing in order to move up in organic search engine rankings. This is a great starting point for small

businesses that just created a website and want to put themselves on the map. The latest internet marketing skills is essential to creating a profitable website. Google's algorithm is always changing and it is important to stay ahead of the latest search engine ranking techniques to drive more traffic to your website. This book is a great read and highly recommended!

SEO made Simple follows some of the best most beginner practices on the web for SEO. It should come to no one's surprise that these building blocks for SEO are not that advanced. You won't find any magic pill in this book most of it calls for hard work and really sitting down to discover what key word you want to dominate. Michael offers some really good suggestions for how to reach the top of the keyword charts but in the end it all falls a little bit flat. The book appears self published which I have no problem with but like someone else said he uses links to his website at the bottom of every page. I am not against this, but I am against interruption marketing which is what that does. He obviously does not give away all his secrets, if he did there would be NO reason to hire him so he gives away the basics, can't blame him, but I also can't give this book a great review. I know he used the process in the book to get his website up to snuff however he doesn't mention how he keeps it up to snuff or what happens if a competitor reads this book and takes me over? Some information in the book I have already found is out of date. Adlabs microsoft commercial intent tool? Without that it seems there is no way to determine the commercial intent of a keyword or there are no other suggestions for alternatives. A little disappointing. With all that said Michael is obviously trying to raise his status with the self-published-book-I-am-now-an-expert route which to his reputation he is. The book is decent for a beginner in SEO but if you want more meat and potatoes rather than use H tags, bold things, underline things, you know the basic stuff most people should know you are going to be in for a big surprise. PS. I would have given this book 4 stars rather than 3 but when I checked out the SECRET link at the bottom of the book it's filled with affiliate products? Really? Why not get me to sign up to an SEO list and give me some more tips for free that would've been cool...that page does NOT do that. It might be on there but I am the affiliate products made me leave faster than anything else.

My hand is cramped from all the highlighting and notes I took. So many ideas hit my head while reading, that the book, although slim, took forever to finish, because I was constantly researching keywords and ideas on Google. I truly cannot say enough good about this book. Even though the "implementation" has changed somewhat with the changes to Google, the ideas and mentality have not. I soooooooooooooooooo sincerely wish I'd known all this 2 years ago. Would have saved me a ton

of money and frustration, and probably would have made enough money to retire by now. Thanks for writing this book.

I bought this book looking to improve my understanding of off-page techniques and I learned some useful things I will try out. The author admits his lack of web development experience and it shows in the on-page sections where some elements sound misunderstood and therefore mis-used. A word of caution - the ideas presented are heavily keyword oriented, and that orientation is falling out of favor. View these ideas in how you might use them with a more "theme" oriented approach and I think you've got something.

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