



Ultimate Guide to Search Engine Optimization: Drive Traffic, Boost Conversion Rates and Make Lots of Money (Entrepreneur Magazine's Ultimate Guides)

By Jon Rognerud

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Turn Your Website into A Marketing Powerhouse!

Author and search engine optimization (SEO) expert, Jon Rognerud unlocks the mystery of SEO and removes the fears of intimidating technology with this step-by-step guide to building a fully optimized web site and a successful, traffic-driving SEO campaign.

Begin by learning how to lay the foundation of your SEO campaign, from building your web site to identifying your market and creating web-savvy content. Next, master the implementation of SEO tools and tactics, including keyword research, linking, and submitting to search engines. Then learn how to apply proven strategies, including using social media, pay-per-click, paid advertising, landing page conversions and much more. This is your guide to gaining exposure and creating a buzz big enough to put a lot of money in your pocket!

Learn how to:

- Create an attractive website with SEO-enriched content
- Choose the right keywords and create an effective seed list
- Use effective tools to identify and attract quality traffic
- Safeguard your site from becoming spam
- Use cutting-edge tactics to gain exposure and land on page 1 of Google
- Create relationships with other sites through linking
- Use social media sites within your online marketing plan
- Turn traffic into sales

Everything you ever needed to build a website and get results is right here-all in

one place!

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Editorial Review

About the Author

Jon Rognerud is a recognized authority on SEO. The SEO columnist for entrepreneur.com, he has spent more than 20 years creating and managing web marketing projects, including positions at online giant Yahoo!/Overture. A search engine technology he created was licensed for use on Expedia.com/Microsoft.

Users Review

From reader reviews:

Kathryn Cannon:

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Louise Villanueva:

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