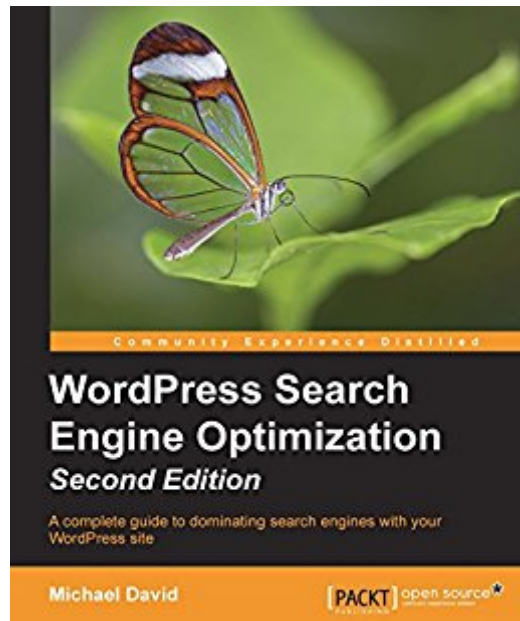




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WordPress Search Engine Optimization - Second Edition



Synopsis

A complete guide to dominating search engines with your WordPress site
About This Book Everything you need to get your WordPress site to the top of search engines and bring thousands of new customers to your blog or business Learn everything from keyword research and link building to customer conversions, in this complete guide Packed with real-word examples to help get your site noticed on Google, Yahoo, and Bing Who This Book Is For This book is for anyone who runs any of the over 90,000,000 WordPress installations throughout the world. If you can login to your WordPress website, you can implement most of the tips in this book without any coding experience. What You Will Learn The elements that search engines use to rank websites and how to optimize your site for premium placement Harness social media sites to extend the reach of your site and gain more visitors Discover the high-volume, high-value search phrases that customers use when searching for your products or services Avoid dangerous black-hat optimization techniques and the people who advocate and purvey them Build high-quality, high-value links from other websites to raise your rankings in search engines Create optimized and engaging content that both search engines and readers will love Avoid common SEO mistakes that can get your site penalized by search engines In Detail WordPress is a powerful platform for creating feature-rich and attractive websites but, with a little extra tweaking and effort, your WordPress site can dominate search engines and bring thousands of new customers to your business. WordPress Search Engine Optimization will show you the secrets that professional SEO companies use to take websites to the top of search results. You'll take your WordPress site to the next level; you'll brush aside even the stiffest competition with the advanced tutorials in this book. Style and approach This is a practical, hands-on book based around sound SEO techniques specifically applied to WordPress. Each chapter starts with a brief overview of the important concepts then quickly moves into practical step-by-step actions you can take immediately. Throughout the book, you'll get clear instructions and detailed screenshots, so you can see exactly what to do each step of the way.

Book Information

File Size: 11661 KB

Print Length: 318 pages

Publisher: Packt Publishing; 2 edition (October 28, 2015)

Publication Date: October 28, 2015

Sold by: Â Â Digital Services LLC

Language: English

ASIN: B016MWRF2K

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #146,174 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #17

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Customer Reviews

Michael David explains in a very detailed, thorough and balanced way in his manual *WordPress Search Engine Optimization* (2nd ed.) how SEO for WordPress sites works. David explains that; "It's important to keep in mind the role of the search engine. Too often, webmasters think or say Google is against them because Google appears to rank lower-value sites in favor of their own. The truth is the exact opposite: Google wants you to rank [as long as your result serves the need of its user base](#). You need to give Google what it's looking for (or Yahoo or Bing, as the case may be), and Google will rank your site higher." (p.3) I was somewhat unnerved by David's to-the-point disambiguation and clarifications of the world of Google and SEO. But don't shoot the messenger: He is merely stating outright what many people don't know and will never find out, unless they read this. He gives the reader the advantage of his insider knowledge. Never again will you be fooled by spam, or hoax emails or all the other nonsense that pitches up on your site or in your in-box. I realized how much more there is for me to do, how things hang together, and which mistakes I must avoid. It was a real eye-opener. Particularly useful chapters are: Chapter 1: SEO Basics Chapter 5: Creating Optimized and Engaging Contents Chapter 6: Avoiding SEO Mistakes Chapter 7: Testing Your Site and Monitoring Your Progress I would recommend you buy the ebook or pdf version of this manual because of all the hyperlinks in it (specifically in the Appendices that list the plugins and resources). Apart from being comprehensive and balanced, David also has a good writing style that makes the argumentation flow and draws the reader into the explanations, which are often complex. If you have a WordPress site, I would say this is one of the best manuals

and technical handbooks to refer to and keep on hand.

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