

SEO: Search Engine Optimization Bible, 2nd Edition

Description: Detailed, practical guide to increasing your Web traffic through better search results

Wonder how some companies pop up high in search engine rankings? It's all about search appeal. Master the strategies, techniques, and shortcuts in this detailed guide and you can improve your Web site's search rankings and drive the targeted traffic you want to your virtual door. Learn new ways to add social media to the SEO mix, make your site mobile Web-friendly, write SEO tags for maximum exposure, and more.

- Search Engine Optimization (SEO) is hot; the online advertising market is expected to grow at 34% CAGR between 2005 and 2010, and nine out of ten companies are estimated to be implementing SEO strategies

- Find out how to get listed in the major search engines, directories, and indexes, and learn strategies for planning and implementing a successful SEO campaign

- Take advantage of the case studies of readers who implemented the SEO techniques outlined in the first edition of this book and significantly improved search rankings

- Discover how to target and reach the customers you really want; optimize your site specifically for Google, MSN, or Yahoo!; demystify the role of links and linking in search; implement social media and mobile search optimization; and analyze your SEO efforts to see what works

If you want to make SEO work for you, the new edition of this practical book is what you need to succeed.

Contents:

- CHAPTER 1: SEARCH ENGINE BASICS
 - What Is a Search Engine?
 - Anatomy of a Search Engine
 - Query interface
 - Search engine results pages
 - Crawlers, spiders, and robots
 - Databases
 - Search algorithms
 - Retrieval and ranking
 - Characteristics of Search
 - Classifications of Search Engines
 - Primary search engines
 - Secondary search engines
 - Targeted search engines
 - Putting Search Engines to Work for You
 - Manipulating Search Engines
 - SEO Is Hard Work
 - Scheduling SEO efforts

- CHAPTER 2: THE THEORY OF LONG TAIL SEARCH
 - What Is Long Tail Search?
 - The Long Tail in Action
 - Characteristics of Long Tail keywords
 - Long Tail vs. Broad Head
 - Working from the Bottom Up
 - Tying It All Together

- CHAPTER 3: CREATING AN SEO PLAN
 - Understanding Why You Need SEO

- Setting SEO Goals
- Creating Your SEO Plan
- Picky details
- Prioritizing pages
- Site assessment
- Finishing the plan
- Follow-up
- Understanding Organic SEO
- Achieving Organic SEO
- Web site content
- Google Analytics
- Internal and external links
- User experience
- Site interactivity

PART II SEO STRATEGIES

CHAPTER 4: BUILDING YOUR SITE FOR SEO

- Before You Build Your Site
- Know your target
- Page elements
- Understanding Web Site Optimization
- Does hosting matter?
- Domain-naming tips
- Understanding usability
- Components of an SEO-Friendly Page
- Understanding entry and exit pages
- Using powerful titles
- Creating great content
- Maximizing graphics
- Problem Pages and Work-Arounds
- Painful portals
- Fussy frames
- Cranky cookies
- Programming Languages and SEO
- JavaScript
- Flash
- Dynamic ASP
- PHP
- Other Design Concerns
- Domain cloaking
- Duplicating content
- Hidden pages
- 404 error pages
- Validating Your HTML
- After Your Site Is Built
- Beware of content thieves
- Dealing with updates and site changes

CHAPTER 5: KEYWORDS AND YOUR WEBSITE

- The Importance of Keywords
- Understanding Heuristics
- Patterns, proximity, and stemming
- Heuristics and site usability
- Natural Language vs. Boolean Searches
- In the beginning there was Boolean
- Search language matures, naturally
- Picking the Right Keywords
- What's the Right Keyword Density?
- Taking Advantage of Organic Keywords
- Avoid Keyword Stuffing
- More About Keyword Optimization

CHAPTER 6: PAY-PER-CLICK AND SEO

Understanding How PPC Affects SEO

Before You PPC

How Pay-per-Click Works

Determining visitor value

Putting pay-per-click to work

Pay-per-Click Categories

Keyword pay-per-click programs

Product pay-per-click programs

Service pay-per-click programs

Keyword Competitive Research

Keyword suggestion tools

Ongoing keyword testing

Choosing Effective Keywords

Creating your first keyword list

Forbidden search terms and poison words

Forecasting search volumes

Finalizing your keyword list

Writing Ad Descriptions

Monitoring and Analyzing Results

CHAPTER 7: MAXIMIZING PAY-PER-CLICK STRATEGIES

Understanding Keyword Placement

Alt Attributes and Other Tags

Alt tags in graphic links

Title tags

Meta description tags

Anchor text

Header tag content

Body text

URLs and Filenames

CHAPTER 8: INCREASING KEYWORD SUCCESS

What's Better: Traffic or Conversions?

Setting Goals

Achieving Conversions

Pay-per-Click Advertisement Text

Category Words and Product Words

Writing the Ad

Understanding Landing Pages

Understanding and Using A/B Testing

Tying It All Together

CHAPTER 9: UNDERSTANDING AND USING CAMPAIGN TARGETING

What Is Behavioral Targeting?

Benefits of Behavioral Targeting

Taking Advantage of Behavioral Targeting

Meeting the customer halfway

It's all in the timing

Additional Behavioral Targeting Tips

Multiple users require multiple placement methods

Behavioral targeting and privacy concerns

Then There Is Placement Targeting

Making Placement Ads Work for You

CHAPTER 10: MANAGING KEYWORD AND PAY-PER-CLICK CAMPAIGNS

Keyword Budgeting

The value of a conversion

Budgeting based on conversions

Understanding Bid Management

Manual bid management

Automated bid management

Tracking Keywords and Conversions

- Reducing Pay-per-Click Costs
- Managing PPC campaigns
- Negative keywords
- Dayparting
- Improving Click-Through Rates
- The ROI of PPC

CHAPTER 11: KEYWORD TOOLS AND SERVICES

- Google AdWords
- Campaign management
- Reports
- Analytics
- My Account
- Print Ads
- Yahoo! Search Marketing
- Dashboard
- Campaigns
- Reports
- Administration
- Microsoft adCenter
- Campaign
- Accounts & Billing
- Research
- Reports

CHAPTER 12: TAGGING YOUR WEB SITE

- Why Site Tagging Is Important
- How Site Tagging Works
- Additional HTML Tags
- Nofollow
- Strong and emphasis
- Noframes
- Table summary tag
- Acronym/abbreviation tags
- Virtual includes
- Using Redirect Pages

CHAPTER 13: THE CONTENT PIECE OF THE PUZZLE

- How Web Site Content Affects SEO
- Elements of Competitive Content
- Using Duplicate Content
- Search Engine Spam
- Doorway pages
- Hidden and tiny text
- SEO oversubmission
- Page jacking
- Bait and switch
- Cloaking
- Hidden links
- Considerations for Multilingual Sites
- Content Management Systems
- When should you use CMS?
- Choosing the right CMS
- How CMS affects SEO
- Understanding and Using Viral Content

CHAPTER 14: USING COMMUNITIES TO IMPROVE SEO

- The Value of Communities
- Community statistics
- User expectations
- Leveraging Communities for SEO
- Creating a dialog
- Improving keyword effectiveness

- Choosing the Right Type of Community
- Proper Care and Feeding of Communities
- Prelaunch preparations
- Once your community goes live
- Maintaining your community over time

CHAPTER 15: UNDERSTANDING THE ROLE OF LINKS AND LINKING

- How Links Affect SEO
- How Links and Linking Work
- Snagging inbound links
- Creating outbound links
- Taking advantage of cross-linking
- The skinny on link farms
- The Basics of Link Building
- Using Internal Links
- Judging the Effectiveness of Your Links

PART III OPTIMIZING SEARCH STRATEGIES

CHAPTER 16: ADDING YOUR SITE TO DIRECTORIES

- What Are Directories?
- Submitting to directories
- Major online directories
- Paid vs. free directories
- Geo-Targeting SEO Strategies
- Using Submission Tools

CHAPTER 17: PAY-FOR-INCLUSION SERVICES

- When to Use Pay-for-Inclusion Services
- Understanding the Business Model
- Managing Paid Services
- Hiring the Right Professionals
- Contract Considerations
- When the Relationship Isn't Working

CHAPTER 18: ROBOTS, SPIDERS, AND CRAWLERS

- What Are Robots, Spiders, and Crawlers?
- What's the Robot Exclusion Standard?
- Robots Meta Tag
- Inclusion with XML Site Mapping
- Creating your own XML site map
- Submitting your site map

CHAPTER 19: THE TRUTH ABOUT SEO SPAM

- What Constitutes SEO Spam?
- Why SEO Spam Is a Bad Idea
- Avoiding SEO Spam
- Smart Site Design

CHAPTER 20: ADDING SOCIAL-MEDIA OPTIMIZATION

- What Is Social-Media Optimization?
- What's different about social-media optimization?
- The Value of Social Media
- Social-Media Strategies
- Measuring Social-Media Optimization

CHAPTER 21: MOBILE SEARCH ENGINE OPTIMIZATION

- The Mobile User Experience
- Mobile networks
- Mobile devices
- How mobile users use the Web
- Mobile Web Site Design
- Mobile SEO

The Rapid Evolution of Mobility

CHAPTER 22: MONETIZING TRAFFIC AS AN SEO STRATEGY

Understanding Ad Placement Services

Monetization Service Overviews

Monetizing Strategies for SEO

Choosing the right monetization strategy

Adding monetization to your web site

Placement: deciding where ads appear on the page

Monitoring success with monetization

CHAPTER 23: PLUGGING INTO SEO

Understanding Plug-Ins

Choosing the Right Plug-In

Google Toolbar

Alexa Toolbar

SEOquake

SEO for Firefox

SEO tools for the Chrome browser

CHAPTER 24: AUTOMATED OPTIMIZATION

Should You Automate?

Automation Tools

PART IV MAINTAINING SEO

CHAPTER 25: SEO BEYOND THE LAUNCH

It's Not Over

Monitoring Your Position

Monitoring Web Analytics

Monitoring Keywords and Links

Keeping Content Fresh

Using Content Management Systems

SEO Problems and Solutions

You've been banned!

Content scraping

Click fraud

CHAPTER 26: ANALYZING SUCCESS

Analyzing SEO Successes

Managing SEO expectations

Find yourself

Analyzing Web Stats

Baseline statistics

Referring web sites

Referring keywords (paid and organic)

Visit duration

Visit depth

Repeat visits

Additional statistics

Competitive Analysis

Conversion Analysis

Analyzing Server Logs

PART V APPENDICES

Appendix A: Optimization for Major Search Engines

Appendix B: Industry Interviews

Appendix C: SEO Software, Tools, and Resources

Appendix D: Worksheets

Glossary

Index

Ordering: Order Online - <http://www.researchandmarkets.com/reports/992839/>

Order by Fax - using the form below

Order by Post - print the order form below and sent to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.

Fax Order Form

To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit

<http://www.researchandmarkets.com/contact/>

Order Information

Please verify that the product information is correct.

Product Name: SEO: Search Engine Optimization Bible, 2nd Edition
Web Address: <http://www.researchandmarkets.com/reports/992839/>
Office Code: OC8HQMLSQMVSP

Product Format

Please select the product format and quantity you require:

Quantity

Hard Copy: ☐ EURO €31.00 + Euro €25.00 Shipping/Handling

Contact Information

Please enter all the information below in **BLOCK CAPITALS**

Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐

First Name: _____ Last Name: _____

Email Address: * _____

Job Title: _____

Organisation: _____

Address: _____

City: _____

Postal / Zip Code: _____

Country: _____

Phone Number: _____

Fax Number: _____

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)

Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card:

☐ American Express

☐ Diners Club

☐ Master Card

☐ Visa

Cardholder's Name _____

Cardholder's Signature _____

Expiry Date _____ | _____

Card Number _____

CVV Number _____

Issue Date _____ | _____

(for Diners Club only)

☐ Pay by check:

Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer:

Please transfer funds to:

Account number	833 130 83
Sort code	98-53-30
Swift code	ULSBIE2D
IBAN number	IE78ULSB98533083313083
Bank Address	Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _____

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at <http://www.researchandmarkets.com/info/terms.asp>

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA

+353 1 481 1716 or +353 1 653 1571 - From Rest of World