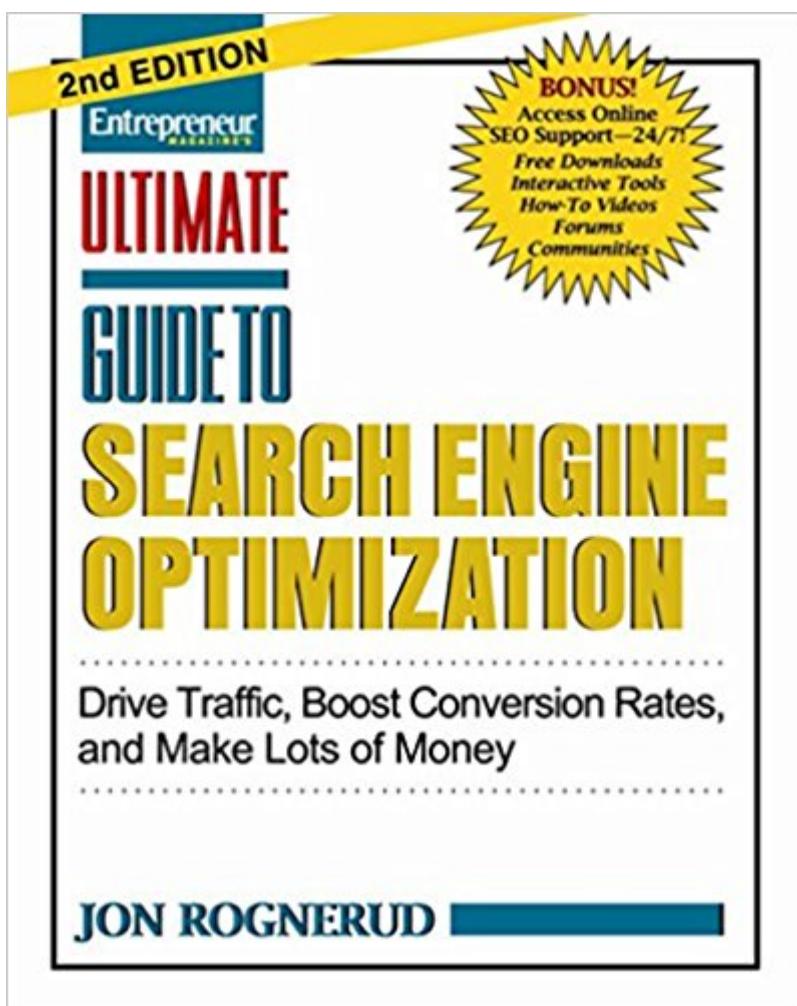


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# Ultimate Guide To Search Engine Optimization: Drive Traffic, Boost Conversion Rates And Make Tons Of Money (Ultimate Series)



## **Synopsis**

Master Search Advertising Whether they "Google" "Yahoo" or even "Bing," millions of potential customers are searching within your business category--wouldn't you like to capture their business? Search engine optimization expert Jon Rognerud cuts through the confusion surrounding search engine optimization and delivers a step-by-step plan to gaining greater visibility, drastically boosting website traffic, and multiplying sales numbers. Learn how to create a search-friendly website and employ a powerhouse SEO marketing plan using proven tools and tactics including keyword research, link building, local search, social media and more! 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 local exposure and land on page 1 of Google Create relationships with other sites through linking Use social media tools to create targeted traffic Turn traffic into sales "Rognerud is a Master in search engine optimization and internet marketing. The tips and suggestions that he offers in his book are easy to understand and to implement even for the novice. He also offers many other powerful strategies that even an old pro like me finds insightful. Ultimate Guide to Search Engine Optimization is one of the few books that I recommend to students at our SEO Workshops." -- Radar by Roy Reyer, Certified Advanced SEO à “ Search Engine Academy, [www.SEotrainingSW.com](http://www.SEotrainingSW.com) Jon Rognerud owns and runs [chaosmap.com](http://chaosmap.com), a search marketing firm focusing on SEO, SMM, PPC, client strategy and implementation. He is a technologist with more than 20 years in the industry. His depth of experience includes owning an SEO development company, designing online database web applications and search systems, one of which was licensed to Expedia/Microsoft, and running internal business solutions at Overture/Yahoo.

## **Book Information**

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## **Customer Reviews**

Jon Rognerud is a recognized authority on SEO who has spent more than 20 years creating and managing web marketing projects, including positions at online giant Yahoo!/Overture. He is the founder of a top search marketing company and works to deliver SEO, PPC, Social Media solutions and consulting to mid-sized businesses.

This book is a wonderful step-by-step guide to SEO. It is written with just enough explanation and background so that the steps make sense--not too much not too little. In a constantly evolving field, this book covers a lot of ground without ever getting bogged down in minutia. It is well-written in a nice conversational tone, and easy to read. The links throughout the book are really useful as well as the resource list and glossary at the end. I would recommend this to anyone who wants a current, authoritative, effective guide to SEO.

I ordered this book for my son, it was delivered promptly and he really enjoys it. Plus the price was right for me. I will definitely use books again. It has helped enhance his knowledge of computers.

This is by far the best book ever written on SEO! I have been a 'student' of SEO for several years now and the biggest challenge I faced when I first started to tackle this topic was the enormous overload of information. It was mind boggling and extremely frustrating trying to sift through the hype in order to get to an author, someone with 'real' hands-on experience, who could take you behind the scenes in layman terms and teach something that is considered a complicated subject. I not only purchased his first book, I quickly purchased the 2nd edition when it was released - I was not disappointed! I had dog-eared the first edition and thought that I would be able to move through his latest edition much quicker - I was wrong. They say sequels are not as good as the first release - maybe so, but Jon exceeds his first edition by miles. His latest release has now become my #1 SEO reference source in my library. Whether you're a novice or somewhere in the middle and you have avoided tackling SEO - STOP! Jon will take you by the hands and lead you in the right direction.

using 'White Hat' SEO principles - period! Thanks Jon!!!BTW, to the reader - I was not paid nor was I asked to write this review.

Very prompt delivery. Exactly as described.

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