



# SEO 2017: Learn search engine optimization with smart internet marketing strategies

By Adam Clarke

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## Learn SEO strategies to rank at the top of Google with SEO 2017, from beginner to advanced!

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No matter your background, SEO 2017 will walk you through search engine optimization techniques used to grow countless companies online, exact steps to rank high in Google, and how get a ton of customers. First, let me tell you a little secret about SEO marketing...

### **Most of the search engine optimization advice on the Internet is wrong!**

If you've sifted through the torrents of search engine optimization advice online, you may have noticed two things:

- Most SEO advice is outdated or just dead-wrong.
- Google's constant updates have made many popular SEO optimization strategies useless.

Why is this so? Google are constantly evolving, making it difficult to know what works. Recent changes:

1. September, 2016 - Google announces Penguin 4.0, the latest and biggest update to their link-spam algorithm, which has now become a real-time addition to their core search algorithm.
2. September, 2016 - Webmasters report a groundbreaking update to Google's local search results now known as the Possum update, presenting new challenges to local businesses.

3. August, 2016 - Google announces their upcoming "Interstitial" update which will effectively put an end to mobile pop-up advertisements in coming months.

SEO 2017 is now updated to cover the latest changes to Google's algorithm, and walks you through the latest updates and how to use them to your advantage. This book also reveals industry secrets about staying ahead of Google's algorithm and what potential Google changes may be coming up in 2017. With this best-selling SEO book you can learn SEO from a fundamental level, achieve top rankings, and generate a wave of new customers to your site.

### **Discover new powerful link building techniques experts use to get top rankings**

Link building is the strongest factor for ranking high in Google. Unfortunately, most widely-used methods suck! This chapter walks you through new and powerful techniques that won't get you in hot-water with Google. Now expanded and updated with more link building strategies, and extra tips for advanced readers.

#### **You will also discover:**

1. Important SEO concepts, from beginner to advanced.
2. Sneaky tricks to get local businesses ranking high with local SEO.
3. How to find "money" keywords that will send customers to your site.
4. Six insider sources to get expert SEO or Internet marketing advice worth thousands of dollars, for free.

### **Also discover little-known search engine optimization tools top Internet marketing experts use**

The SEO tools chapter lists 25+ powerful tools top Internet marketing experts use to automate their search engine optimization, saving weeks of time, and creating bigger results... and most of the tools are free!

### **Sidestep the 2017 Google updates**

Contrary to Internet marketing gossip, problems caused by Google updates are rarely irrecoverable—but you need the right knowledge. This book reveals:

- The inner mechanics of Google's algorithm, and how to use them to rank your site at the top.
- Recent Google updates—Penguin 4.0, Possum update, Accelerated Mobile Pages, Interstitial update, and more...
- Potential updates coming up in 2017.

- How to safe-guard against penalties in 2017 and beyond.
- How to recover from a Google penalty.

### **And read the special bonus chapter on pay-per-click advertising**

In this special bonus chapter, learn to quickly and effectively setup pay-per-click advertising campaigns with Google AdWords, and send more customers to your website overnight, literally.

**This is one of the most advanced and comprehensive SEO optimization books ever published—now updated and expanded—of all best-selling SEO books, this is the only one with everything you need. Scroll up,**

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**SEO 2017: Learn search engine optimization with smart internet marketing strategies By Adam Clarke Bibliography**

- Sales Rank: #4281 in eBooks
- Published on: 2014-09-09
- Released on: 2014-09-09

- Format: Kindle eBook

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### Editorial Review

Review

\*\*\*\*\* **Very solid and comprehensive overview of SEO in 2014.** - L.M. Langley.

\*\*\*\*\* **Essential tool for bloggers, website developers, social media managers.** - Miss Jena.

\*\*\*\*\* **Updated, relevant, and lots of practical advice and examples.** - J Richardson.

\*\*\*\*\* **Holistic professional guide to best practice SEO.** - Chaitali Shah.

About the Author

#### About the Author

Adam Clarke is a Google-certified internet marketing professional who has achieved thousands of number one rankings over the past 10-years. Adam has consulted countless brands on best-practice SEO optimization and internet marketing, from small family-owned businesses to large multi-national corporates.

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