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# SEO Expert Strategies: SEO Consultant Spills His Secrets



## Synopsis

Discover how to rank higher, outsource to the right SEO service provider, and take advantage of free search engine traffic. Are you frustrated by your efforts to rank higher on Google? Do you feel that search engine optimization is a mystical art, performed by sorcerers, that works for other businesses but not yours? In this action-oriented book you'll discover the secrets that an experienced SEO consultant routinely uses to bring his clients onto the front page of search results. The author provides basic and advanced SEO strategies that any local business owner can immediately put into practice either by themselves or by outsourcing to their marketing agency. Why do I need SEO? Google is the new telephone directory. Your customers are savvy; they don't wait around to find your services. Instead, they whip out their mobile device and find what they're looking for en route to work, during their lunch break, or while shopping. Google is the 80 pound gorilla of search. According to Alexa, it's the website with the highest amount of traffic in the world. If your website can't be found in Google, then you're missing out big time, because your competitors are getting found, and they're enjoying a thriving business from all of the free leads that Google is sending to them. Get the right knowledge. This book will equip you with the information that you need to understand how Google's algorithm works, and how to take advantage of free targeted traffic that Google sends. Inside you'll learn: The difference between paid and organic traffic How search engines work How to structure your website correctly, without over optimizing Why search engines are constantly updating their algorithms How to build your popularity online and acquire more visitors How to analyze your competition and identify keyword search phrases

## Book Information

Audible Audio Edition

Listening Length: 3 hours and 40 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Sam Adodra

Audible.com Release Date: June 23, 2015

Whispersync for Voice: Ready

Language: English

ASIN: B01092RCAY

Best Sellers Rank: #48 in Books > Business & Money > Marketing & Sales > Search Engine Optimization #54 in Books > Computers & Technology > Internet & Social Media > Online

## Customer Reviews

Sam takes the charged and confusing world of SEO (search Engine Optimization) and turns it into the roadmap for obtaining search ranking that it should be. SEO can be dry, confusing and downright scary for a newby website owner. This book does a great job of taking the rookie and intermediate through the concepts of SEO, how and where to implement ranking strategies using those concepts, and includes the pitfalls and mistakes to avoid. This is a how-to guide that is thankfully short on theory and long on how-to usefulness. A step-by-step guide to helping you push your website up the search engine charts.

At last! I've found a well written/spoken guide that lays out SEO in a clear and easy to understand manner. This book has been produced to a high standard. I like how the author dives straight into the content with no fluff. There's a ton of useful information inside that is suitable for beginners and advanced SEO's like how to setup your website correctly and then how to use the search engines to find relevant links. Nice trick there! Using google to help you rank in google. Thumbs up from me. 10/10 for this audio book.

Hands down the best, most informative book I have found on SEO. I found myself highlighting little snippets throughout the book, even the first few chapters have some valuable information!! Sam goes beyond the simple explanation of what to do, going in depth with the reasoning and logic behind the techniques, then he walks through how to actually do the research or implement the tactic. This book is an amazing resource if you have the basic SEO knowledge and want to take it to the next level, or hone your marketing skills. I highly recommend!!

I wish topics such as increasing Conversion Rate, addressing Bounce Rate, etc. had been covered in depth, but perhaps that falls outside the realm of this book. Regardless it is an excellent primer to the world of SEO.

SEO Experts Strategist, hands down the best book if you want to understand and become an expert in Search Engine Optimization, this book covers from tools, keyword research, strategies, social media and all the White Hat SEO goodies. I work making websites and I thought I had an idea on how SEO works but this book proved me wrong in the very first few pages. Sam Adodra did an

amazing job with this masterpiece, it goes straight to the point making it very entertaining, especially if you don't like to read a lot since it comes with an audio book done by a professional. Not only Sam wrote my favorite SEO Book, he also e-mailed me asking how my progress was, I was amazed on how he cares about his readers. I really can't believe he took the time to reply my e-mails answering all my questions. To me, this is one of my favorites SEO books, don't waste your time getting outdated books with information that doesn't work anymore like I did, you won't regret it. Thanks Sam for writing this book and motivating me to keep on reading.-Tommy Del Valle  
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After reading SEO Expert Strategies, I 'paused' after each chapter several times to place the strategies into place on our company - as well as our clients - websites immediately. Of particular strength was the 'Video SEO' where the author shows he's not only in tune with better than best practices, but with up-to-date and targeted strategies that produce the results you're looking for in the medias you're looking for, immediately. Highly recommended and an easy, factual romp through your business' much-needed placements online.

The book is poorly written. Most "paragraphs" are just one sentence long, making for a disjointed and stuttering read. In fact, it reads like a long series of tweets - albeit with full sentences and no hashtags. There are numerous typos as well. From a content perspective there isn't much to recommend this book. I suppose if you know literally nothing about SEO/SEM you may find it helpful. And to be fair, I did pick up a few nuggets. But overall it was not a worthwhile read.

"As an affiliate in a very crowded market place, Sam's book is a must for any newbie venturing into the treacherous waters of SEO. If used properly it's a wonderful tool that provides much needed insight into On Page, Off Page factors and numerous other facets of SEO. After reading Sam's book I now have a game-plan to improve our websites' traffic consistently."

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