Jennifer Grappone and Gradiva Couzin Foreword by Danny Sullivan, Editor-in-Chief of SearchEngineLand.com

# Search Engine Optimization

AN HOUR A DAY

# **Search Engine Optimization An Hour A Day**

**Bruce Clay, Susan Esparza** 

#### **Search Engine Optimization An Hour A Day:**

**Search Engine Optimization (SEO)** Jennifer Grappone, Gradiva Couzin, 2011-01-11 The third edition of the bestselling guide to do it yourself SEO Getting seen on the first page of search engine result pages is crucial for businesses and online marketers Search engine optimization helps improve Web site rankings and it is often complex and confusing This task based hands on guide covers the concepts and trends and then lays out a day by day strategy for developing managing and measuring a successful SEO plan With tools you can download and case histories to illustrate key points it s the perfect solution for busy marketers business owners and others whose jobs include improving Web site traffic A successful SEO plan is vital to any business with an online presence This book provides strategies for setting goals and gaining corporate support developing and implementing a plan and monitoring trends and results Offers hints tips and techniques for everyone from one person shops to Fortune 500 companies Companion Web site includes downloadable tracking spreadsheets keyword list templates templates for checking rank and site indexes and a calendar with daily SEO tasks that you can import into your own calendar system Fully updated and expanded Search Engine Optimization An Hour a Day Third Edition will help you raise your visibility on the Web Search Engine Optimization Jennifer Grappone, Gradiva Couzin, 2008-06-02 Back and bracing as ever Search Engine Optimization An Hour a Day Second Edition offers brisk advice bite sized tasks and smart tools to help you increase visibility for your website on the major search engines In this new edition of their bestselling how to guide SEO consultants Jennifer Grappone and Gradiva Couzin offer surprisingly easy do it yourself techniques as well as the very latest SEO strategies for small very small and large businesses as well as for bloggers and web designers

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