



Get to the Top on Google: Tips and Techniques to Get Your Site to the Top of the Search Engine Rankings and Stay There

By David Viney

Nicholas Brealey Publishing. Paperback. Book Condition: new. BRAND NEW, Get to the Top on Google: Tips and Techniques to Get Your Site to the Top of the Search Engine Rankings and Stay There, David Viney, The vast majority of searchers never make it past page two of Google or click on sponsored listings, so being at the top of the standard search results can literally transform your business. Having your site in the top 10 is like having a store near the entrance of the largest shopping mall in history, while if you're outside the top 20 you could experience the frustration of an empty shop with few visitors and poor conversion rates. Search engine optimization (or SEO for short) involves making it easy for search engines to find your website and boosting your position in their rankings. Get to the Top on Google is the first book to address all aspects of search engine marketing comprehensively through a simple, seven-step methodology, tried and tested with clients small and large, including Amazon and Microsoft. Designed to be accessible for the beginner but comprehensive enough for the skilled marketer, the book is illustrated with global case studies and covers emerging ideas...

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