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## Grow Your Seo: Search Engine Optimization Concepts Even Your Grandma Could Understand (Paperback)

By Candy Phelps

Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Candy Phelps (illustrator). Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Search Engine Optimization is a highly technical field that is constantly changing. Outsourcing SEO is too expensive for small businesses but-until now-it has been intimidating for entrepreneurs to delve into this field on their own. In Grow Your SEO, Candy Phelps truly makes Search Engine Optimization easy to understand and even fun to read about! In this beginner s guide to SEO, readers will learn exactly what to do to optimize their websites for Google.and what not to do. Phelps leads readers down the right path of timeless SEO techniques that will lead to lasting Search Engine Optimization results. Phelps uses gardening as a metaphor for search engine optimization throughout the book and beautifully illustrates the many parallels between gardening and SEO. This lowers the barrier of entry into the complex world of SEO for entrepreneurs. Technical concepts are transformed into simple language and memorable, actionable advice. Phelps introduces readers to tools and resources used by SEO professionals to track progress, view competitor s website authority ranking and perform keyword research. The book includes valuable tips, tricks...



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