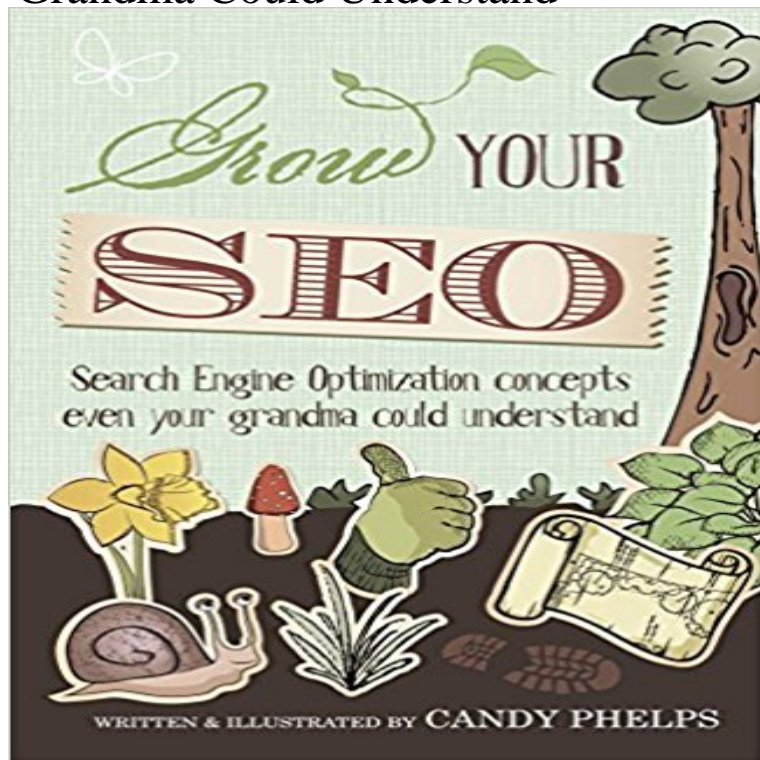


Grow Your SEO: Search Engine Optimization Concepts Even Your Grandma Could Understand



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 beginners 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 competitors website authority ranking and perform keyword research. The book includes valuable tips, tricks and ideas that you can use today, including: 25 Ideas For Your Blog Content

15 Ideas To Drive New And Repeat Traffic To Your Website 12 Important Backlinks Access to Additional Free Online Resources These are the concepts that will be explained in detail in the book:

1. Introduction: Search Engines and SEO
2. The Anatomy of a Search Engine Results Page (SERP)
3. Why Is SEO So Important? A New World of Marketing
4. The Gardening Metaphor
5. Quantity + Quality Is Most Effective: Quality Content & User Engagement
6. Relevance is Imperative: Research & Audience
7. Organization Is Important: Architecture & Organization
8. Good Design Gets You Far: Design & Audio / Visual Content
9. Easy Access Is Crucial: Speed,

Responsive Design & Accessibility
10. Longevity Is an Advantage: History & Authority
11. Reputation Is Everything: Backlinks & Social Media
WHO IS THIS BOOK FOR? This book is for beginners who are trying to improve their ranking on Google. This was written for: Entrepreneurs Business owners Marketers Freelancers

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Optimization Concepts
Seo Search Engine **New to SEO? Heres What You Need to Know - #infographic** Candy is also the author of Grow Your SEO: Search Engine Optimization Concepts Even Your Grandma Could Understand. Candy enjoys art, bicycling, **3 Top SEO Ranking Factors in 2017 Online business, Search and** Grow Your SEO: Search Engine Optimization Concepts Even Your. Grandma Could Understand. Search Engine Optimization is a highly technical field that is **Read Grow Your SEO: Search Engine Optimization Concepts Even** per page 80 Products per page 120 Products per page Grow Your SEO: Search Engine Optimization Concepts Even Your Grandma Could Understand **Grow Your SEO eBook Thanks iCandy Graphics & Web Design** May 23, 2016 - 13 sec
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