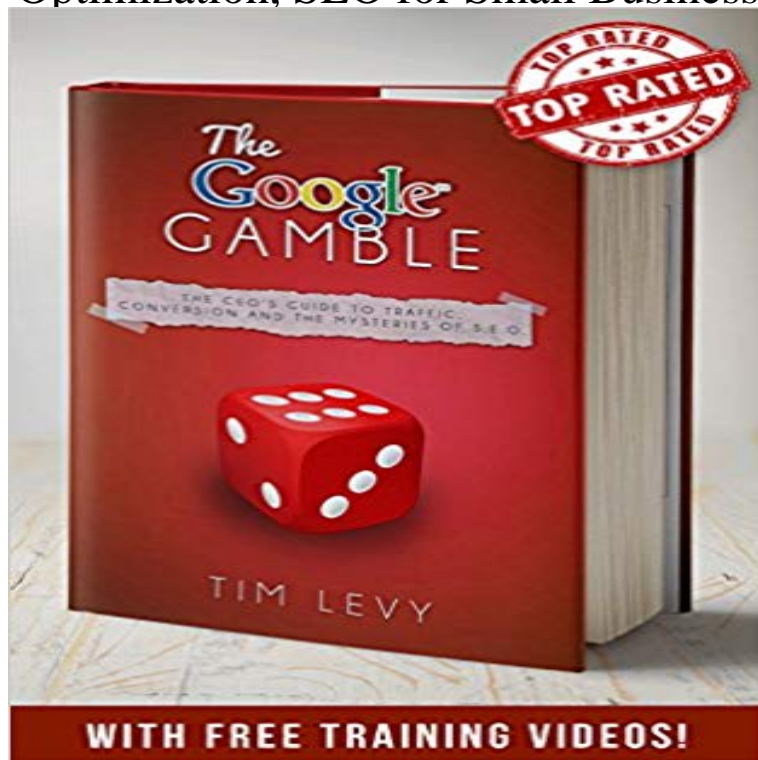


# The Google Gamble: Small Business SEO Training with Google Search Optimization, SEO for Small Business and using an SEO Consultant



Small Business SEOs Search Engine Optimization (SEO) a mystery to you? Are you even sure what web site traffic is, or why its so important? This book explains small business SEO, how it works, what it is, how to hire a good SEO consultant and not get burned. The Google Gamble is an SEO training book that is all about SEO for Small Business and Google search optimization. Google Search OptimizationEvery small business needs to get found online through Google search Optimization - and the more often, the better! You dont need Computer Science degree to grow your business online and offline. What you need is smoking hot traffic. The Google Gamble shows you how! Discover how Google works and what you need to do to keep upFind out how to get each web page Google search optimized without a lot of jargonLearn how to outsource your SEO to a legitimate SEO consultant support while avoiding the charlatans SEO TrainingThis book takes you through your SEO training in a logical, step by step fashion. It includes a series of free videos (the QR codes / web links are included in the book). These allow you to continue your SEO training on your PC, mobile phone or tablet. SEO for Small BusinessThe Google Gamble explains SEO with the small business CEO and entrepreneur in mind. With The Google Gamble youre no longer gambling but making informed decisions. It answers questions like - What is traffic and how do I make it cold, warm, or smoking hot?Does my website have awesome Google-ready content?What are meta-tags and how can they help me?What are backlinks and article marketing and how can they help or even hurt me?Why is video is becoming more powerful than web copy?What is Google Analytics, why is it important and how does it work? Ive seen CEOs hire so-called SEO experts who use bad technique then boom! Google finds out and

you get slapped. Your traffic vanishes. Oops! SEO Consultant The Google Gamble shows business leaders how to pick and manage the right SEO consultant or team to do their SEO. Avoid being scammed by so called experts who view Google as something to manipulate, rather than as a legitimate marketing tool.

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