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Your SEO Sucks 2.0 - SEO Experts Training For Outsourcing Consultant Doing Local SEO



Synopsis

Your SEO Sucks 2.0 SEO Experts Training reveals why authority & relevancy are the two most critical factors to succeeding in Local SEO even when you're planning to do SEO outsourcing, giving you a unique perspective that makes this guide much more than an ordinary "how to" manual for ranking your websites or your clients' website (if you're doing Local SEO) to get more traffic through search engines. Your SEO Sucks 2.0 SEO Experts Training enables you to adopt the correct fundamentals of SEO and provides the strategies, techniques, and skills necessary to rank your site faster & for longer term regardless of whether you're doing Local SEO or affiliate SEO. Though there will be a few unavoidable SEO tips or jargons used within, you'll discover the keys to developing a strong SEO plan and clear actionable list. Many people bring moral terms like "white hat" and "black hat" into SEO, Your SEO Sucks 2.0 SEO Experts Training, will demystify those terms and you will learn what actually works; nothing more, nothing less. * Features unique, personalized, updated SEO strategies that are immune to Penguin or any future updates. * Provide useful and actionable tasks that get results. * Deliver fresh link building strategies guaranteed to take only minutes a day * Offer new solid SEO strategies and tactics for creating instant authority. Get the proven strategies you can put into effect today with Your SEO Sucks 2.0 SEO Experts Training, and watch your website traffic grow exponentially! Table of content: Lesson 1.1 How Will Effective SEO Improve My Business? Lesson 1.2 Is SEO Just Another Fad? Lesson 1.3 Which Offers Higher ROI - SEM or SEO? Lesson 1.4 How Does Google Decide which Website Ranks 1st? Lesson 1.5 How Fast Will My Website Rank at the Top of Google? Lesson 1.6 Should You Continue SEO After Reaching the Top 3? Lesson 1.7 SEO Vocabulary " Terms You Need to Know Lesson 2.1 Core Elements of On-Site SEO Lesson 2.2 Keyword Research Part 1 " How to Identify Buyer Keywords Lesson 2.3 Keyword Research Part 2 " Using Keywords to Organize Your Website Lesson 2.4 On-Page SEO Checklist Lesson 2.5 The Importance of Original, Well-Written Content Lesson 3.1 Google's Perfect Backlink Lesson 3.2 All About Spam & How Google Fights It Lesson 3.3 How to Maintain a Natural-Looking Backlink Profile Lesson 3.4 My Bread & Butter Backlink Strategy Lesson 3.5 Building the Pyramid - Tier 1 Backlinks Lesson 3.6 Building the Pyramid " Tier 2 Backlinks Step 1. Setting Goals for Your SEO Campaign Step 2. Build a Website that Works Step 3. Create Content & Perform On-Site SEO Step 4. Start Building Backlinks Lesson 5.1 Convert More Visitors into Leads Lesson 5.2 More Free & Advanced SEO Tactics Lesson 5.3 All About My High-PR Website Network Lesson 5.4 Choosing an SEO Company or SEO Consultant

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This is an excellent example of how an EBook should actually be written. Moreover, it will be an invaluable addition to any website owner or blogger's digital tool box. It's a well written guide that shows the SEO strategies that continue to yield results while other tactics fail. It's packed to the rafters with common sense and straightforward advice. Make no mistake about it; keeping your finger on the pulse of what's happening in the world of SEO is vital if you want to succeed in business. Things seem to move at light speed in cyberspace so it's important that we all keep up-to-date. This excellent work shows you how to do just that. It would benefit both newbie and seasoned pro alike. As I said, this is a well written guide. It's clear, concise and gets straight to the point. And, this makes for an easy and enjoyable read. I would highly recommend this insightful and informative guide.

You definitely need to read this book to demystify SEO, to debunk myths that SEO can be gained

quickly by mastering Google's secrets, and to streamline your own publishing and marketing strategies. Robin Ooi writes clearly and definitively about what comprises a good SEO strategy and how to implement both everyday business practices and one-time marketing tactics to effect high SEO standards. As he states very well, Google is smart and changes the details of their ranking system often, so the best strategy for SEO is long-term and build on sensible, 101 business communication practices. But before you can do that you need to understand a few things about SEO, and "Your SEO Sucks" is a great guide to that. The basics are covered well, and then advanced info/strategy is included to help reader's understand how to position their site to suit Google, how to think like a buyer searching for your type of offering and how to research possible buyer's keywords. Robin describes a two-tier approach to link building, which is a strategy that takes time to build. "Your SEO Sucks" is not about flash-in-the-pan results. The strength in Your SEO Sucks is in the good advice regarding on-site optimization, and if you follow that and then slowly build backlinks, you'll be in business. Be aware that the book only focuses on Google, and does have a big emphasis on being knowledgeable about SEO and then hiring out for services as opposed to doing SEO yourself. Overall it's a great introduction to help you understand basic practices to craft your own strategy to prevail in the SEO wars.

I own a couple of websites/blogs and the strategies in this book were a great reminder and refresher of the best techniques in the SEO industry. The advice is actionable and free of spammy crap that you find in a lot of SEO books. The book even provides a chapter on how to hire a consultant if off-page SEO is not something that you want to deal with. If you are looking for a simple magic bullet SEO book, like use SEO Nuke to create 1000s of backlinks in an hour...this is not the book for you. If you want to learn about Google friendly SEO advice to drive more quality traffic to website, this is the book. I also enjoyed the use of heat maps in the book to identify where your highest quality content or call to actions should be placed.

This is a really helpful guide for those of us that could use a little help with our websites, blogs, and online businesses. It also helps the average individual stay relevant and informed on topics that may be too frustrating and technical otherwise. I found this guide to be a good refresher on the subject of SEO, and additionally, a more in-depth resource for other relevant content in one place so you don't have to spend hours wading through tons of other information online. The author is pretty straightforward and makes the info clear, concise, and pretty simple. If you are looking for a quick guide that will help you move forward with SEO and related topics, you may want to give this

book a try. Three stars because I wish it were a longer guide.

This is an outstanding book about search engine optimization (SEO). I love this book compared to other SEO titles, because it's actually written to be read by an average human. Other books I've purchased were so hard to understand. The Author of *Your SEO Sucks*, Robin Ooi, uses vocabulary that every business owner can understand. One really cool graphic in this book is the Google heatmap, showing exactly where search engine traffic is focused on each Google search page. I also liked the graphics in each chapter to help outline many of the topics. The book answers several questions SEO beginners would have surrounding topics including: keywords, page rank, back links, and meta tags. There's a great example of keywords and an explanation and graphic regarding how long tail keywords are used by internet search. Ooi explains many of the *bread & butter* grouping and linking strategies for website optimization, and includes graphics for every example so you can visualize what's happening behind the scene. The book mainly focuses on Google, and doesn't do much besides mention Yahoo, Bing, and other search engines. Although, the Author explains that the majority of traffic comes from Google. I've started to apply these concepts in the book, and most seem very intuitive after I start doing them. From what I understand, SEO principles can change as Google makes updates to their search engine software, which could potentially make some of these tactics obsolete. All-in-all I think it's a great book, easy-to-read, and well worth the money for learning more about SEO.

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