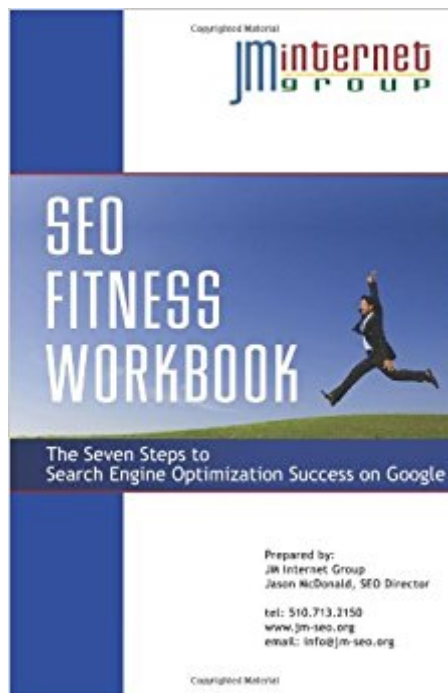




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# SEO Fitness Workbook: 3rd Edition - The Seven Steps To Search Engine Optimization Success On Google



## Synopsis

ALERT This is the \*\* OLD \*\* 2015 Edition - Search for 'SEO FITNESS WORKBOOK 2016' - the \*\* NEW \*\* Edition! 2016 SEO FITNESS WORKBOOK - AVAILABLE ON AS OF DECEMBER 4, 2015! (Search For It!) REVISED for 2015 - to cover Google's Panda and Penguin updates PLUS the move to content marketing and social SEO One of the MOST EXPENSIVE books on SEO? Why: because it's a practical, hands-on step-by-step, book on SEO 2015 AND it includes the SEO TOOLBOOK While many books on SEO sell for \$2.99 or are even free, the SEO FITNESS WORKBOOK is priced much higher. It's worth it. Here's why - You get what you pay for: many of the cheap SEO books, are just 'throw it up on ' schlock designed to promote their author's services. The Fitness Workbook, in contrast, is built upon years of real experience, and the teaching methodology of Jason McDonald, used in his classes in the San Francisco Bay Area, including Stanford University's Continuing Studies program. It's in-depth, and supported by facts and real experience. Includes the SEO Toolbook: other books on SEO start and end, with explanations. The Fitness Workbook includes the SEO Toolbook, with hundreds of free tools - a \$29.99 value. The tools alone are worth the price of the book. Other books - SEO For Dummies, SEO An Hour a Day, etc. - are great, but they are a) increasingly out-of-date, and b) do not include a complete list of free tools. Why buy SEO For Dummies or other books, when with the SEO Fitness Workbook you can get free tools and an in-depth, step-by-step SEO Book for 2015? Step-by-step instructions. The Fitness Workbook doesn't just explain SEO. No, it does something much more powerful: it gives you Todos and Deliverables in each chapter, helping you to go step-by-step towards Success. It's not about explaining SEO: it's about doing SEO. Reviews, reviews, reviews. Read the reviews and note that these are from real people, not paid review-bots! Google Jason McDonald, and check him out online. The reviews and online presence confirm that this is not someone who just 'writes' about SEO. This is a book on SEO written by someone who 'does' SEO and shares his knowledge with you in an easy-to-read, practical format - supported with free SEO Tools. Here are the SEVEN STEPS TO SEO FITNESS explained in detail in the workbook: Set the right EXPECTATIONS: define the goals of your website, and assemble a team at your company to learn SEO and then implement it step-by-step. Identify your KEYWORDS: find high volume, high value keywords and make a keyword worksheet. (Re)structure your WEBSITE: set up your Website to talk to Google using tactics such as HTML page tags, link sculpting, and an effective home page. Create CONTENT: implement an SEO-friendly content strategy. Go SOCIAL: build inbound links, cultivate social mentions via networks such as Facebook, Twitter, and Google+, and create freshness. MEASURE your results: use free rank-measurement tools and learn to master Google

Analytics, a powerful but confusing free analytics system by Google. Never stop LEARNING: access free explanatory videos, worksheets, and tools. --This text refers to an out of print or unavailable edition of this title.

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## Customer Reviews

Dr. Jason McDonald is founder and Senior SEO / Social Media Director of the JM Internet Group. He comes to the Group from eg3.com, where he has been Senior Editor in charge of content since 1994. Dr. McDonald is a technologist • crazy enough to begin experimenting with online media in 1994, when he founded eg3.com as a web portal for embedded systems, broadly defined. He has extensive online journalism and teaching experience. In charge of eg3.com's SEO and PPC strategy, Dr. McDonald built eg3.com into the oldest and largest web portal in embedded systems with over 25,000 monthly users and over 35,000 registered eLetter subscribers. He also teaches in the San Francisco Bay Area at AcademyX, BAVC (Bay Area Video Coalition), and Stanford University (Continuing Studies). Dr. McDonald received his Ph.D. from the University of California, Berkeley, in 1992 and his BA from Harvard University in 1985. --This text refers to an out of print or unavailable edition of this title.

In typical fashion, Jason takes a simple, structured approach to an intimidating topic and holds your hand while teaching how to do SEO from the ground up. From the outset, he makes it clear that SEO is not rocket science; that yes, you can beat your competitors at SEO without hiring expensive

'consultants'. It's not hard, but does take work - similar to getting fit. He explains SEO in seven main steps: 1-Goals, 2-Keywords, 3-On Page SEO, 4-Content Marketing, 5-Off Page SEO, 6-Metrics, 7-Learning. Each of the steps are explained well in the book using an easy prose, with a dedicated chapter/sub-chapter for each, along with exercises in actually executing the lessons along the way. With each chapter that passes you feel the gaps in your SEO strategy starting to fill in. In addition to the explanations and exercises, there are numerous references to internet tools to supplement your learning and execution. By the end of the book you will have a structured view of how to do SEO, with an SEO program developed that if you commit to, will provide you tremendous and surprising results. Highly recommended.

This book is an essential guide to a daunting topic. I need something that makes this a chunk-sized approach. Jason does that in a readable and applicable way. He is a teacher that reminds you that you can do this, that it is not simple, but doable if you take it a step at a time. His metaphor of training for an athletic event is very good. Even if you are thinking of hiring a group to do this for you, read the book and become a person that delegates a task, understands why it was delegated, what is expected from that group you hire. Also, understand the metrics by which they will be measured. Without this, you are helplessly tossing your money to the wind and hoping that the people you hire will "get it" and bring you success. GOOD LUCK WITH THAT!

I was gifted a review copy. I am a beginner at SEO, and am still in the process of reading it and digesting the info. Overall the author explained things in a very clear, concise, and logical way. At the end of each chapter there is a worksheet to complete before you jump into the next chapter. The best way, obviously, is to stick to the process and work it chapter by chapter; on the other hand, the author noted that readers should avoid "analysis paralysis", so I guess the key is to strike a balance between what you've learnt and what you don't get yet at this point. Maybe when you come back to the issue at hand at a later time, it will be clearer to you. For a book such as this one, it would be necessary to set aside a certain amount of time every day or every week in order to finish through the chapters. The author, Jason, was responsive when I sent questions about the content of the book. Jason also pointed to me a few YouTube videos that proved to be very useful. There are a few minor things about this book that could be improved in the next version. For instance, it seems some google Keywords interfaces are different from what is shown in the book - this may be due to the latest update by Google. In addition, it would be very helpful if more links to Jason's YouTube videos can be included in the book (the book has some). Videos can be more effective in teaching

and learning. Overall, it is a great book for beginners and is well worth the money.

I first stumbled upon Jason McDonald when I was looking for a book on how to start getting reviews for my small business. I purchased his book "Yelp Local Marketing Workbook: How to Use Yelp for Business". It was a short and sweet read. I was able to get 15 Google reviews and 7 Yelp reviews for my business in about 6 weeks. I just recently watched a webinar of Jason's on SEO. Which lead me to get this book. You really need to get this book. I am a small business guy who is not a techie at all and I have loved reading this book. It is very easy reading and easy to understand and this book actually makes SEO fun. Jason is a funny guy! Get this book. You'll be stoked!

I am a beginner at SEO, and this book has helped me immensely! In the beginning, SEO was not a dreadful topic for me but I was forced to learn it if I wanted my website to rank on the first page of Google. I don't think I'm the only one ;) Thank you Jason McDonald! You have made this book not only easy to understand for a person like me, but also very entertaining! I actually enjoy SEO now and I am learning so many new things. It's like figuring out a complicated puzzle piece by piece. This book is written in a step-by-step form, so that SEO doesn't become overwhelming. I highly recommend this book!

This book is incredible. I am a programmer (not web but software) and have helped friends with their web sites. I never really understood SEO. After finishing this book SEO work is now great for me. I write sites in Everweb software for the Mac and this book fits into their software perfectly. The price of this book seemed high to me before I bought it but after buying it Jason offers owners many other benefits and downloadable stuff to help you, so the price is extremely low for the benefits you receive with this book. I don't write a lot of Reviews but just had to as this is way more than a book it is like hiring a consultant for \$10 great book incredible value!

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