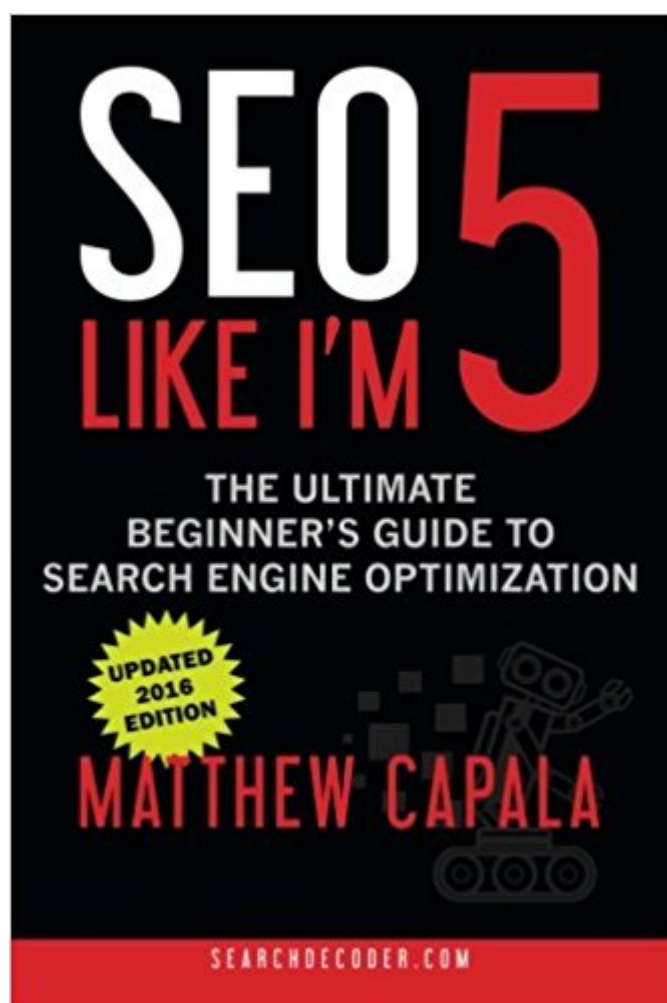


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# SEO Like I'm 5: The Ultimate Beginner's Guide To Search Engine Optimization



## Synopsis

2015 UPDATED 2ND EDITION (April 2015): 30% NEW CONTENT! Matthew Capala provides something different and necessary: an overview of the SEO essentials suitable for any reader, even those without a strong technical background.

\*\*\*\*\* Dorie Clark, HBR Writer and Author of "Stand Out" (Portfolio) There are a multitude of resources available to inform marketers and business owners of how to stay up to date with online marketing, but one that's well worth reading is "SEO Like I'm 5" by Matthew Capala.

\*\*\*\*\* Brian Honigman on THE HUFFINGTON POST Matthew's book got me to act, and if you read it, you will certainly start acting. I know "SEO Like I'm 5" is one of those books I will be reading daily, a page here, another page there.

\*\*\*\*\* Claudia Azula Altucher, Author of "Become an Idea Machine," WSJ Bestselling Co-Author of "The Power of No" Top 10 Best Marketing Books to Give as a Gift.

\*\*\*\*\* SmallBusinessTrends.com "SEO Like I'm 5" is written in a way that is accessible to anyone who is curious about how SEO really works without spending a lot of time on theory.

\*\*\*\*\* Linda Gharib, SVP, Digital Marketing at Citigroup While SEO has gotten harder than ever, Matt explains it in a way that will help you get in the game with a winning playbook.

\*\*\*\*\* Michael King, Founder of iPullRank Make no mistake; this is no 'SEO for dummies.' Rather, SEO Like I'm 5 is the ultimate beginner's training system for forward-thinking businesses and entrepreneurs that will get you found on Google, social media, and blogs. You will also learn how to attract followers and leads like a magnet by building a vibrant community around your content, which both users and search engines will love, and leveraging untapped, high-growth platforms and social networks. Lastly, you will learn how to make money online and monetize your content like a pro.

When it comes to SEO, you can spend all your time studying the roots, or you can just learn to pick the fruit. With the 2nd, 2015-updated edition of "SEO Like I'm 5," our approach lets you focus on picking up the fruit, not studying the tree.

In addition to taking you through the strategic process of building and optimizing your online presence, "SEO Like I'm 5" features dozens of free tools, 'under-the-hood' hacks, case studies, real-world examples, and actionable tips.

Why Read this Book? There is an overload of information on the topic of SEO on the Web, most of it misguided or outdated, coming from self-proclaimed gurus.

Contrary to common knowledge, the 'art of SEO' is not defined by your ability to write code or hack Google's algorithm. The truth is that today, online success has more to do with your ability to create amazing content, establish a strong social media presence, and build relationships with bloggers than writing lines of code or stuffing keywords into your meta data.

SEO Like I'm 5 takes you through an action-oriented, workshop-style, pain-free process to plan, build, and optimize your online presence, including:

- Where to start
- Which free platforms and tools to use
- How to build a search-friendly website
-

How to build a killer content strategy - How to become a rockstar blogger - How to find the golden-nugget keyword opportunities - How to monetize your website - How to attract backlinks to your content - How to build relationships with bloggers and influencers - How to build a winning social media strategy - How to make money online Who is this Book for? - Entrepreneurs and startups - Forward-thinking small business owners - Marketing executives who want to learn how to innovate like startups - Students and professionals - Authors, artists, and bloggers The cool thing about SEO Like I'm 5 is that it offers more than just text. It comes with hundreds of screenshots and step-by-step instructions you can actually use while reading it.

## Book Information

Paperback: 194 pages

Publisher: CreateSpace Independent Publishing Platform (August 25, 2014)

Language: English

ISBN-10: 1500865206

ISBN-13: 978-1500865207

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 15 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 75 customer reviews

Best Sellers Rank: #533,978 in Books (See Top 100 in Books) #91 in Books > Business & Money > Marketing & Sales > Search Engine Optimization #783 in Books > Business & Money > Marketing & Sales > Marketing > Web Marketing #1418 in Books > Business & Money > Processes & Infrastructure > E-Commerce

## Customer Reviews

Matthew Capala provides something different and necessary.\*\*\*\*\* Dorie Clark, HBR Writer and Author of "Stand Out" There are a multitude of resources available to inform marketers and business owners of how to stay up to date with online marketing, but one that's well worth reading is "SEO Like I'm 5" by Matthew Capala. \*\*\*\*\* Brian Honigman on THE HUFFINGTON POST Matthew's book got me to act, and if you read it, you will certainly start acting.\*\*\*\*\* Claudia Azula Altucher, Co-Author of WSJ Bestselling Co-Author of "The Power of No"

In a world where 80% of consumers search for a product or service on Google before purchasing it, invisibility is a fate much worse than failure. Yet showing up in Google became the Labors of Hercules for many business owners. Each year, Google changes its search algorithm around

500-600 times. Each year there are more changes than a year ago. ^ 2015 has already been a rollercoaster for businesses and marketers who are trying to keep up with Google, and we can expect much more yet to come! ^ While Google is evolving at light speed, many are lost fighting for survival. Worst of all, many marketers are still using the obsolete SEO tactics of the past that today may put you in Google's penalty box pronto. You will not do well in SEO by chasing the algorithm; you need to get in front of it... ^ But when it comes to SEO, you can spend all your time studying the roots, or you can just learn to pick the fruit. With the 2nd edition of "SEO Like I'm 5," our approach lets you focus on picking up the fruit, not studying the tree. ^ "SEO Like I'm 5" is for businesses, marketers, bloggers, and entrepreneurs who need to get results NOW and don't have the time to wait months to start selling on Google. The end product is an actionable roadmap for a total makeover of your online business visibility. ^ Happy reading, Matthew Capala

As a business marketing professional, I've read lots of SEO books and when I discovered SEO Like I'm 5, I thought, "not another theoretical SEO book!" But this book really delivers clear and actionable content. Furthermore, there are personal examples and herds of helpful links to free and reasonable resources. I tried a few of Matthew's tips after reading just a few chapters and watched my AdSense revenue grow, almost overnight. Simple tips like how to find keyword search terms using Google's search bar have improved web hits and increased customer engagement. His tips have helped me look like a rockstar when showing clients my companies capabilities; providing easily accessible and tangible value. Since completing, SEO Like I'm 5, I continue to reference this book as a resource for creating blog posts and my follower engagement continues to grow. This book paid for itself in the first week.

This is well written for the "new" individual joining the SEO/Blogging world. If you need a way to understand the basic principles, techniques, and tools used to improve your SEO and Blog, this is the book for you. This is the "Clear and Easy to Understand Beginner's Guide" to getting yourself found on Social Media, Blogs, and search engines. This is written in a way that is comes across like a friend explaining his complex job to me so that it is clear what he does.

Fantastic book. SEO is not everyone's cup of tea and can be a dark or boring or overly technical subject. SEO Like I'm 5 dumbs it all down into an engaging and understandable form without making you feel you're dumb or the author talking down to you. Like the author says, nothing is impossible and having read this book and as long as you apply some of the advice and guidance it

provides there is no reason why your websites improve dramatically.

I think I would've been happy paying up to 5 bucks for this in kindle and up to 8 - 9 bucks in print. The content is good, but a tad light. Lots of tools referenced. I wish more authors and bloggers would just list the tools they use rather than the, "47 tools to....", but I might be in the minority on that one. Matthew does a good job of linking other sources and thought leaders. I think I might be frustrated if I was reading a print copy because of all the linking, but in kindle it's fine. He is an Altucher fan, and that makes me a fan of his. What the book does lack is in depth examples. There are plenty of cursory examples, but nothing that puts the whole recipe together to show you how to bake your cake. For \$3 it's money well spent.

I've read a couple of e-books about SEO, and none of them come close to SEO Like I'm 5. It's not that the other SEO books I tried reading were not educational, it's the way they were written. I got bored or overwhelmed easily reading other SEO guides, but this book really spoke to me and got me act. There are a lot of case studies, walk throughs and images, which helped me replicate the SEO strategies mentioned in the book. The added bonus is that SEO Like I am 5 is fun to read, entertaining, and authentic (the author shared a couple of interesting stories about SEO and his tricks and tips). I recommend it.

This is one of the best SEO books I have come across. Chock full of latest information, with actionable strategies and techniques to help build a web presence starting from scratch. Matt does a great job of breaking down the complex field of SEO into small pieces that are easy to understand and act on. While great for beginners, this book will also reveal awesome tactics for the seasoned veteran. I highly recommend it!

A great book for SEO and digital marketing. We used it as part of reading materials in Search Marketing class at NYU. It gives me a clear mind of what really matters for search engines. And based on that, it provides some practical tactics that were proven effective. The Google algorithm is ever changing. But the core value given here won't fade. It's super easy to read. I actually had fun reading it. It also reveals the dynamic between search and social. My favorite quote is "Trust is the number one social media currency." So many brands are doing it in the wrong way. This book changed my views of social branding. I highly recommend this book to marketing professionals, startup owners, or anyone who wants to learn about SEO and digital marketing.

GREAT book for those wanting to have a basic understanding of what SEO is and what matters in the world of SEO. Not only that, but the author does a great job sharing names of various SEO and social media tools that can help you with your digital efforts. Would totally buy this book again - wish I could share it with others, too!

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