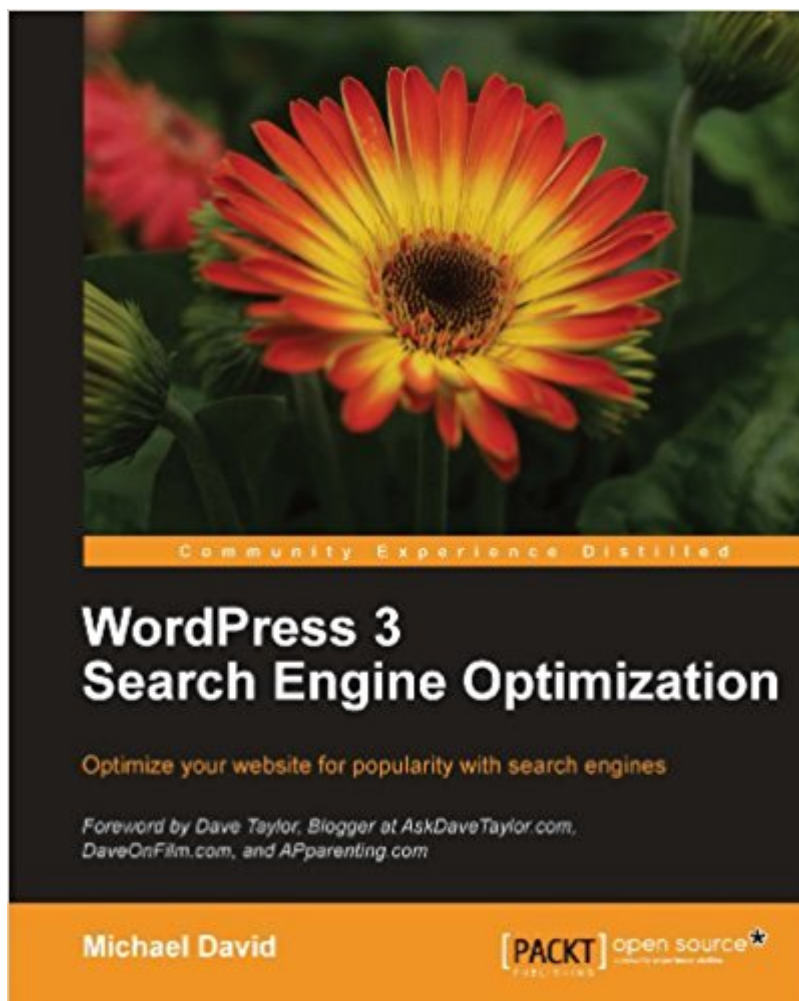


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# WordPress 3 Search Engine Optimization



## Synopsis

WordPress SEO: The Ultimate Guide from WordPress Authority and Noted Speaker Michael David "Without doubt, the leading guide to SEO for WordPress from the leading authority on the topic" Are you building a business or community with a WordPress site? This guide shows you the secrets to SEO--how to optimize your website for popularity with search engines Discover the SEO secrets you need to get your WordPress site to the top of the search engines Learn everything from keyword research and link building to customer conversions in this complete guide Packed with real-world examples to help get your site noticed by Google, Yahoo, and Bing How to employ WordPress' built-in community building features How to extend WordPress' functionality to harness social media to build your site This easy-to-read guide takes you step-by-step through the process of building a search engine-friendly WordPress site

WordPress 3 SEO in Detail WordPress is a powerful platform for creating feature-rich and attractive websites and blogs; but with a little extra tweaking and effort your WordPress site can dominate the search engines and bring thousands of new customers to your blog or business. WordPress 3.0 Search Engine Optimization will show you the secrets that professional SEO companies use to take websites to the top of search results and proliferate their business. You'll be able to take your WordPress blog/site to the next level, as well as brush aside even the stiffest competition with this book in hand. We'll begin with a typical WordPress installation and with a variety of simple techniques, turn it into a powerful website that search engines will reward with high rankings. We'll go further: with advanced plug-ins we'll connect your WordPress site to popular social media sites and expand the reach of your site to bring more visitors. You'll learn about dozens of free online tools to accomplish everything from keyword research to monitoring your ranking progress. WordPress is a great start for building search-friendly sites. However, with the tools in this book, you'll get your website/blog noticed by numerous new users/customers or your target audience. What you will learn from WordPress 3 Search Engine Optimization Understand the elements that search engines use to rank websites; and how to optimize your site for premium placement Empower your site with the functionality of social media sites to extend its reach and gain more visitors Discover the high-volume, high-value search phrases that customers use Learn to avoid dangerous black-hat optimization techniques Build high-quality, high-value links from other websites to raise your rankings in search engines Create optimized and engaging content that both search engines and readers will love Avoid common SEO mistakes that can get your site penalized by search engines Acquire web video for higher rankings and more visitors Learn to test your site and monitor your progress Harness the power of third-party plugins to turn your WordPress blog into a

high-powered ranking machineWordPress 3 Search Engine Optimization: ApproachÃ This is a practical, hands-on book based around sound SEO techniques specifically applied to WordPress. Each chapter starts with a brief overview of the important concepts then quickly moves into practical step-by-step actions you can take immediately. Throughout the book, you'll get clear instructions and detailed screenshots, so you can see exactly what to do each step of the way.

## **Book Information**

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## **Customer Reviews**

As a small business owner with a WP blog, this book really delivered the information that I was looking for. It clarified a lot of "fuzzy" subjects for me, and turned me on to many great tools and resources for SEO. I even emailed the author to ask a question, and guess what...he emailed me back in about 10 minutes with the answer. How often does that happen?I guess the one thing that I really liked about this book, is that it gives specific instructions for the WordPress platform. Other books that I have read on SEO tell you what you need to do, but don't tell you exactly how to do it.I've only had the chance to write one blog post using some of the SEO techniques described in

this book, but within two weeks it has reached the 4th position in the organic listings for that subject on Google, 8th for Yahoo, and 7th for Bing (and that is with only 1 incoming link!). These days, the deck seems stacked against small business owners, and we find ourselves becoming "jack of all trades" to save money. I had no confidence that I could do my own SEO work before reading this book, but now I know that at least I have a fighting chance. Bravo Mr. David and Thank You!

With the explosion of new stuff to keep up with and information in general, I choose books carefully. And rarely, do I take time to rate them after reading. However, I just finished reading this book cover to cover, and will keep certainly keep it for reference. As a pay-per-click (PPC) specialist who also owns websites, I rate this book as "must" read for anyone who has (or is going to build) a wordpress site or blog. Many of the sections on SEO, such as those on link building, apply equally well to a owner of a website on any platform, or to individuals looking for a professional introduction to SEO. I give it 5 stars, and am going to order a copy for a colleague.

Practical, well written, thorough treatment of SEO! WP 3 Search Engine Optimization is packed with information and yet very easy to read or use as reference. The SEO techniques in the book are not specific to WordPress, but the author discuss how to implement them within Wordpress (I could apply all of the techniques to my Joomla-based website). Appendices contain lots of references to free third party tools for SEO. I have only one minor complaint. The author's frame of reference through most of the book is using Wordpress to create commercial websites where the goal is to convert sales rather than blogs where the goal is readership. Nothing wrong with that, except that it wasn't 100% clear to me which techniques would be equally effective for blogging, which is my interest. In any event, I highly recommend this book and would recommend reading it BEFORE you build your blog or website as there were a few things I might have done differently.

This publication is I believe is the key to better search engine rankings. With detailed instructions, I feel overtime this will definitely be an asset for maximizing my presence on the various search engines.

Okay...I purchased this book with some hesitancy because I've read many different books on the subject and I've been enrolled in several training programs for SEO. This book by far exceeded my expectations. It cleared up a ton of confusion in my mind. I would highly recommend this book to anyone wanting to get a good grasp on how SEO works, wordpress or not.

I was excited to receive this book, and it provided a much needed background study and application for SEO in WordPress. The author writes with an easy to understand style. It is a good reference for newbies and seasoned SEO pros.

As is also true of other Packt publications, this book has prepared me well to work with technical and graphics specialists whom I have retained to develop for me a "fully-functional, dynamic" WordPress website. That is to say, Michael David and his colleagues have provided a comprehensive and cohesive briefing on how I can work effectively with the specialists to create a WordPress blog or website "that search engines will love." According to Paul, "We'll learn about Google's recommended best practices and how to implement the best ranking strategies when planning and executing your web marketing plan. We'll learn to identify and safely avoid a host of forbidden 'black hat' techniques that search engines frown upon." Coverage includes keyword research, title tag optimization, link building, and site architecture as well as most effective strategies and tactics for search optimization. I do not fully understand all of the material provided in Chapter 7 ("Using Social Media"), for example, that explains how to harness social media to help promote (in my case) a WP website at which I blog. However, given the volume of content that I continue to create or adapt, it will be immensely helpful to me to know (and understand) which questions to ask throughout the website development process, one that will probably be never-ending. But at least I can express my wishes and intentions as various modifications are made in weeks and months ahead. Readers will appreciate the "Summary" section at the conclusion of each of the nine chapters in which Michael David reviews key points. This material will facilitate, indeed expedite frequent review later. In fact, I highly recommend highlighting whichever passages are most relevant to the reader's specific needs and interests. As is also true of other Packt publications, this one has a highly detailed Table of Contents and Index.

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