



The Truth About Search Engine Optimization

Rebecca Lieb

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“Rebecca’s book is chapter-by-chapter gold for anyone who needs to understand how we find information on the Web.”

Kevin M. Ryan, Motivity Marketing, Inc., and Chairman of Search Engine Strategies Advisory Board

In this book, leading search optimization expert Rebecca Lieb brings together more than 50 absolutely crucial facts and insights decision-makers must know to drive more web traffic through better search engine placement. The Truth About Search Engine Optimization doesn't deliver abstract theory: it delivers quick, bite-size, just-the-facts information and plain-English explanations that executives, decision-makers, and even small business owners can actually use, no matter what kind of sites you're running, or what your goals are.

You will learn how to set realistic goals for search optimization... attract qualified traffic, not just "any" site visitors... incorporate search engine optimization into both new sites and redesigns... write for users... implement search-friendly content management... avoid problems with rich content technologies such as Flash and AJAX... create metatags that actually work... use public relations, blogging, and other techniques to drive traffic... budget and manage search optimization projects... and much more.

This book reveals **51 PROVEN SEARCH ENGINE OPTIMIZATION TECHNIQUES** and bite-size, easy-to-use advice that gets results including

- The truth about page rankings
- The truth about best SEO practices and SEO no-no's
- The truth about link love, keywords, and tags

Introduction vii

Foreword by Fredrick Marckini ix

Part I: The Basics of Search

Truth 1: Getting noticed by spiders, robots, and crawlers 1

Truth 2: Learn to do the Google dance 5

Truth 3: It's not about traffic—it's about qualified traffic 9

Truth 4: Your reputation is on the line 13

Part II: The Truth About Being Site-Specific

Truth 5: SEO is an ongoing project, not set-it-and-forget-it 17

Truth 6: SEO is not an afterthought 21

Truth 7: SEO results aren't immediate or lasting 25

Truth 8: You don't have a homepage anymore 29

Truth 9: Think like a publisher, even if you're not 33

Truth 10: Site and page design count 37

Truth 11: Write for users and search engines will follow 41

Truth 12: Keywords are key 45

Truth 13: Use analytics and keyword research tools 49

Truth 14: Site stats share the bad news, too 53

Truth 15: Think twice about hot new technologies	57
Truth 16: Content management systems matter—a lot	67
Part III: Tag, You're It!	
Truth 17: What's in a title? Everything...	65
Truth 18: The relative importance of meta tags	71
Truth 19: Tag images, audio, video, and other media	75
Part IV: The Truth About Links	
Truth 20: Some links are more equal than others	79
Truth 21: Building links through online directories	83
Truth 22: Using SEO PR as a link strategy	87
Truth 23: The jury is out on paid links	91
Truth 24: Share and share alike: Reciprocal linking	95
Truth 25: Ads are links, too	99
Truth 26: Build your site in a good neighborhood	103
Truth 27: Blogs are a terrific link strategy	107
Truth 28: Putting the kibosh on link love with nofollow links	111
Part V: You Call That a Search Engine?	
Truth 29: Search is going vertical	115
Truth 30: Everyone is local somewhere	119
Truth 31: Get listed to get vertical	125
Truth 32: Optimize off-site searches	129
Truth 33: Universal search and personalized search	133
Part VI: Get a Social Life	
Truth 34: Blogs are built for SEO	137
Truth 35: RSS feeds "feed" SEO efforts	141
Truth 36: Users will create content for you	145
Truth 37: Tag images, video, links, and other media	149
Part VII: Search Ranking	
Truth 38: Being #1 ain't what it used to be	153
Truth 39: Don't live and die by PageRank	157
Truth 40: Wag the long tail	161
Part VIII: The Truth About SEO Management	
Truth 41: In-house or outsource?	165
Truth 42: Hiring a great search professional	169
Truth 43: Great SEOs sweat the small stuff	173
Part IX: Don't Be Evil	
Truth 44: Beware blackhat SEO	177
Truth 45: Search engines frown on keyword stuffing and spam	181
Truth 46: Don't cultivate link farms	185
Truth 47: It's very difficult to get unbanned	189
Truth 48: Moving to a new domain is stressful	193
Part X: Going Beyond	
Truth 49: Global SEO	197
Truth 50: Mobile SEO is more important than ever	201
Truth 51: Sometimes you don't want to be found	205
About the Author	208

Note: Appendix A is available for free and located online at www.informit.com/title/9780789738318 within the Downloads tab.

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