



Outsmarting Google

By Bailyn, Evan / Bailyn, Bradley

Condition: New. Publisher/Verlag: Que | SEO Secrets to Winning New Business | Never-before-revealed tactics for optimizing your web site for Google, from one of the world's most remarkable Google search experts By a legendary SEO expert who attracted nearly 70,000,000 visitors to his own web properties last year, using only SEO and related organic tactics Brand-new tactics that work, not outdated approaches or SEO myths Packed with never-before-published case studies from the author's work with 200+ clients - from Mom and Pop businesses to enterprises to celebrities With 65% of the Internet search market, Google plays an enormous role in global commerce, determining which sites will receive traffic and which won't. This entertaining, expert book shows entrepreneurs, marketers, and individuals how to tame the Google beast, and get more of that traffic. This isn't your typical guide to search engine optimization. It is written by Evan Bailyn, founder and CEO of First Page Sage, one of the world's leading SEO experts. Evan reveals the new secrets of SEO, and debunks long-held SEO myths that simply don't work. In plain English, he teaches techniques that reflect a deeply technical understanding of search engines and a broad psychological understanding of how and why people...



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