



SEO 2016: Learn Search Engine Optimization

By R L Adams

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A Comprehensive Must-Have Guide to SEO in Today's Competitive Search Environment

Do you have what it takes to rank your site at the top of Google's search results? Have you been frustrated by the level of difficulty posed in competing with other well-established websites for the those coveted first-page listings?

Well, did you know that there are over 200 ranking factors involved in Google's current search algorithm? Yes, over 200. It's certainly no walk in the park. And, depending on where you've been for your information when it comes to SEO, it might outdated, or just flat-out wrong.

Why is that?

Search has been evolving at an uncanny rate in recent years. And, if you're not in the know, then you could end up spinning your wheels and wasting valuable and precious time and resources on techniques that no longer work.

The main reason for the recent changes: to increase relevancy.

Google's sole mission is to provide the most relevant search results at the top of its searches, in the quickest manner possible. But, in recent years, due to some mischievous behavior at the hand of a small group of people, relevancy began to wane.

SEO 2016 :: Understanding Google's Algorithm Adjustments

The field of SEO has been changing, all led by Google's onslaught of algorithm adjustments that have decimated and razed some sites while uplifting and building others.

Since 2011, Google has made it its mission to hunt out and demote spammy sites that sacrifice user-experience, focus on thin content, or simply spend their time trying to trick and deceive their way to the top of its search results.

At the same time, Google has increased its reliance on four major components of trust, that work at the heart of its search algorithm:

- Trust in Age
- Trust in Authority
- Trust in Content
- Relevancy

In this book, you'll learn just how each of these affects Google's search results, and just how you can best optimize your site and content to ensure that you're playing by Google's many rules.

And, although there have been many algorithm adjustments over the years, four major ones have shaped and forever changed the search engine landscape:

- Google Panda
- Google Penguin
- Google Hummingbird
- Google Mobilegeddon

We'll discuss the nature of these changes and just how each of these algorithm adjustments have shaped the current landscape in search engine optimization.

So what does it take to rank your site today?

In order to compete at any level in SEO, you have to earn trust - Google's trust that is. But, what does that take? How can we build trust quickly without jumping through all the hoops?

SEO is by no means a small feat. It takes hard work applied consistently overtime. There are no overnight success stories when it comes to SEO. But there are certainly ways to navigate the stormy online waters of Google's highly competitive search.

Purchase SEO 2016 :: Learn Search Engine Optimization

Lift the veil on Google's complex search algorithm, and understand just what it takes to rank on Google searches today, not yesterday.

Who am I and Why Should you Listen to Me?

My name is R.L. Adams and I've published some of the best-selling books and audiobooks in the field of SEO and Online Marketing. And in this book, I share with you an in-depth knowledge of just what it takes to rank your Website today.

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Uncover just what it takes to rank at the top of Google's search engine results.
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