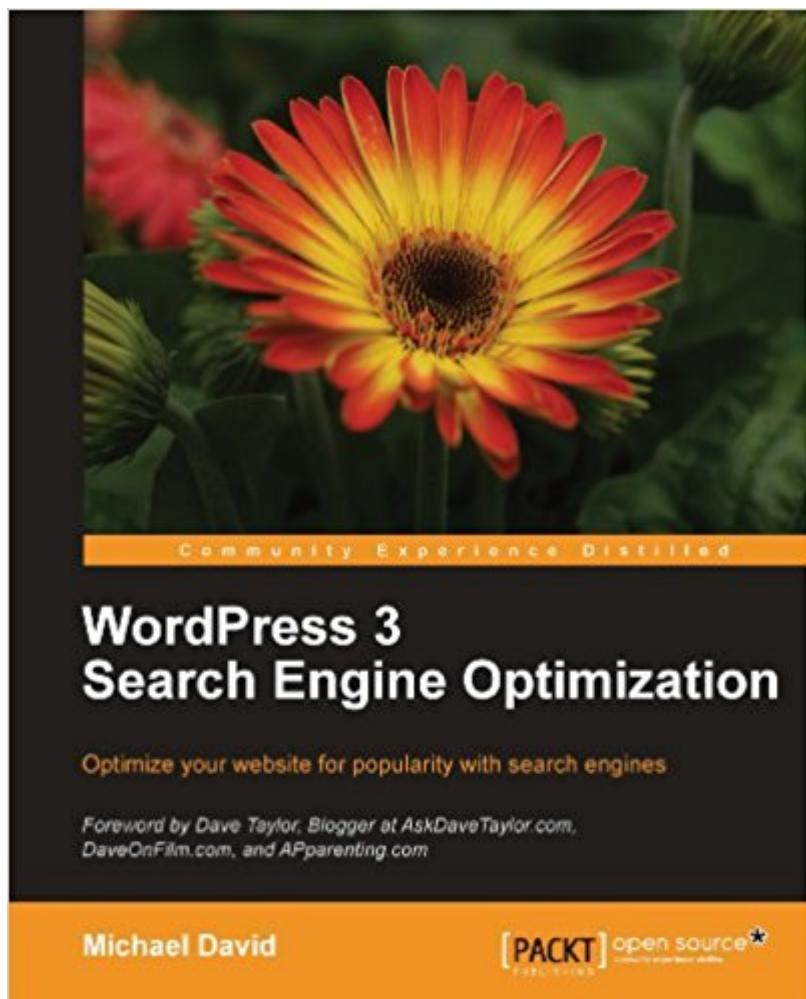


The book was found

# 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-word 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 you 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**

File Size: 6251 KB

Print Length: 344 pages

Publisher: Packt Publishing (April 26, 2011)

Publication Date: April 26, 2011

Sold by:Ã  Digital Services LLC

Language: English

ASIN: B005INYTVU

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #513,229 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #136 inÃ  Books > Business & Money > Marketing & Sales > Search Engine Optimization #141 inÃ  Kindle Store > Kindle eBooks > Computers & Technology > Tech Culture & Computer Literacy > Blogging #146 inÃ  Kindle Store > Kindle eBooks > Computers & Technology > Interactive & Multimedia

## **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.

[Download to continue reading...](#)

WordPress: Ultimate Beginner's Guide to Creating Your Own Website or Blog (Wordpress, Wordpress For Beginners, Wordpress Course, Wordpress Books) WordPress SEO Success: Search Engine Optimization for Your WordPress Website or Blog The Little Book on Digital Marketing SEO - Search Engine Optimization: Tips and tricks for keyword research in SEO or Search Engine Optimization Wordpress: Build Your Own Wordpress Website. Wordpress for Small Business SEO Made Simple (second edition): Search Engine Optimization Strategies For Dominating The World's Largest Search Engine WordPress 3 Search Engine Optimization

WordPress Search Engine Optimization - Second Edition SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Google Semantic Search: Search Engine Optimization (SEO) Techniques That Get Your Company More Traffic, Increase Brand Impact, and Amplify Your Online Presence (Que Biz-Tech) WordPress To Go - How To Build A WordPress Website On Your Own Domain, From Scratch, Even If You Are A Complete Beginner WordPress: 665 Free WordPress Plugins for Creating Amazing and Profitable Websites (SEO, Social Media, Content, eCommerce, Images, Videos, and Security) Wordpress SEO 2017: Optimize your Wordpress Site for Better Rankings! (Webmaster Series) (Volume 4) Complete Beginner Guide to WordPress: A Comprehensive Guide to Build a Professional WordPress Website Even If You're an Absolute Beginner WordPress: A Step-by-Step Beginners' Guide to Build Your Own WordPress Website from Scratch SEO - The Sassy Way to Ranking #1 in Google - when you have NO CLUE!: A Beginner's Guide to Search Engine Optimization (Beginner Internet Marketing Series Book 3) SEO 2017: Learn search engine optimization with smart internet marketing strategies SEO Fitness Workbook, 2017 Edition: The Seven Steps to Search Engine Optimization Success on Google SEO 2017 Learn Search Engine Optimization With Smart Internet Marketing Strateg: Learn SEO with smart internet marketing strategies SEO Like I'm 5: The Ultimate Beginner's Guide to Search Engine Optimization (Like I'm 5 Book 1) Search Engine Optimization All-in-One For Dummies

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)