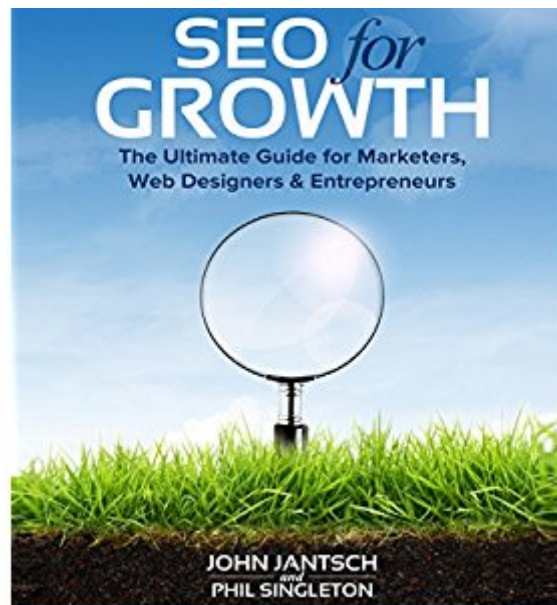




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SEO For Growth: The Ultimate Guide For Marketers, Web Designers & Entrepreneurs



Synopsis

To grow your business in today's economy, you need a strong online presence. But what does that entail exactly? Marketing is no longer about mass-market advertising and outbound sales; it's about capturing demand - grabbing the attention of people already looking to make a purchase or acquire specific knowledge. To do that, your content needs to be at the top of Internet search results. Many businesses and marketers toss up a brochure-style website, do a little social media and blog posting (if any), and think they're "doing SEO" - but that's not what it takes to get those coveted first-page Google rankings. No longer just another tactic, search engine optimization has become a full-blown channel on par with PR and advertising - one you can't afford to ignore. From website designers to business owners, marketers to entrepreneurs, everyone can benefit from understanding and applying SEO best practices. John Jantsch, author of the best-selling Duct Tape Marketing and creator of the Duct Tape Marketing System™, and Phil Singleton, an experienced SEO consultant with years of experience at the local, regional, and national levels, have teamed up to provide you with the only Internet marketing guide you need. In SEO for Growth, they teach you how to leverage the new rules of search engine optimization to make sure your website gets found online. Jantsch and Singleton harness the knowledge they've acquired through years of experience and extensive research, explaining SEO in a direct and accessible manner, to help you navigate this complex technical terrain with purpose and ease. Whether you want to adapt your small business to the digital age or you're a marketer figuring out how to help your clients online, this indispensable guide has everything you need to plan and implement the right SEO strategy for your business.

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Customer Reviews

This is a solid resource on how to use SEO to grow your business. While I have a basic understanding of SEO, this book was a great supplement to the knowledge I already had. I think it is the ideal resource and reference guide for any and everyone – from those just starting out in SEO and marketing, to seasoned experts who want to fine-tune their knowledge. In the past, I have found it more than difficult to find a resource that puts everything together in a simple, easy-to-read format. I truly feel like this book covers the inner workings of SEO, Google and overall business growth. Prior to purchasing this book, I did quite a bit of research. After all, there are more than a few options out there to choose from, and I wanted to make sure I got the best. This extensive amount of research definitely paid off! The authors make even the most difficult concepts easy to understand. They touch on basic and advanced tactics so that readers of every level will walk away with new ideas, methods and tactics for growing their business with SEO. One of the main features I noticed right away that set this book apart from all the others out there was the level of detail present. It is extremely detailed and offers usable tips for SEO, rather than just being filled with big-words and industry jargon. The authors did a great job of tackling difficult topics and narrowing them down to the essentials, all while presenting the information in a conversational and casual style so it is easy to understand. Another interesting feature that I loved was the many industry experts that were not only highlighted in the book, but that also gave advice and information about the various topics being discussed. I would highly recommend this book to anyone – business owners, blog owners or anyone else who wants to utilize SEO to grow their business.

While the title highlights SEO, this book is as much about developing a well-rounded marketing strategy as it is about getting better Google rankings for your website. As a web designer myself, I understand what the authors are saying about how websites have evolved from digital brochures to marketing platforms, but also how a lot of the web design industry still treats web design as a creative and development exercise – so there can be a lot of missed opportunity if marketing, SEO and lead generation aren't included in the process. This book is great for business owners, it gives you a peak under the hood without getting too technical, and it will show you how to get a lot more out of your website. It's a must read!!

Regardless of your level of experience, SEO for Growth is a valuable resource for any business owner, web designer, marketer or just about anyone interested in growing a business online. In this book you will uncover SEO strategies to connect people to your website, and see how that drives real results in converting them to customers. It also provides a peek inside of the mind of Google. You'll understand how Google thinks, and what it takes to move up the rankings on its SERPs. The authors explain how you can't have an effective SEO strategy without understanding how that strategy integrates within your complete marketing plan. The book states that a website alone is not a marketing plan, and it provides in detail many of the elements of a strategic marketing effort that can contribute to better search engine results. This guide not only explains why, but will also show you how all the pieces fit together. As you move from chapter to chapter in this book, you will not only be able to easily understand and apply the concepts presented, but you will be given tips, resources and advice from industry leaders. If you want to learn about SEO, you'll find tons of resources packed into an easy to understand, informative and very relevant book. This is among the best books on SEO, and I will continue to refer this book to others.

Do you need to achieve SEO for your business or other internet resource? If so, this book is a must read for you. It is the perfect resource & guide for those who want fine tune their knowledge of SEO & Online marketing. After reading this book you learn both the basic & advanced tactics for growing their business - undoubtedly, you will be full of new ideas to market your business. It provides a holistic view of SEO while presenting real life case studies that have actually worked. It also includes the profiles of some of the most influential people in this field who you may follow and learn from further.

If you could take all of the important SEO information from the last 5 years and what is going to continue to be important over the next 5 years...distill it into an easy to understand format with clear action steps on how to execute.....then layer on case studies of how it has been proven to work...and profiles of some of the smartest people in this field (so you can follow and learn from them)...and add a touch of wit and humor to what's "kind of" a dry topic to some.....you might have something that approaches the value that this book delivers. Easily the best investment I have made for my business in the last year. Get it

When I saw the title and John's name attached, I knew this book would be good. Too many books

are long on theory and short on actionable advice. That is never the case with John Jantsch. I've not interacted with Phil in the past, but I will be in the future. His insights provide insider information from someone "in the trenches". The combination of these two gentlemen is powerful, indeed. I bought this on a Friday and made the mistake of letting my team greet the UPS man instead of receiving the shipment myself. As a result, it was nearly a week before I finally got my hands on it. They all read it before I got the chance. Do yourself a favor. Pick up this book and pay attention to the near continuous stream of content and Podcast wisdom coming from both Phil and John. You'll be glad you did.

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