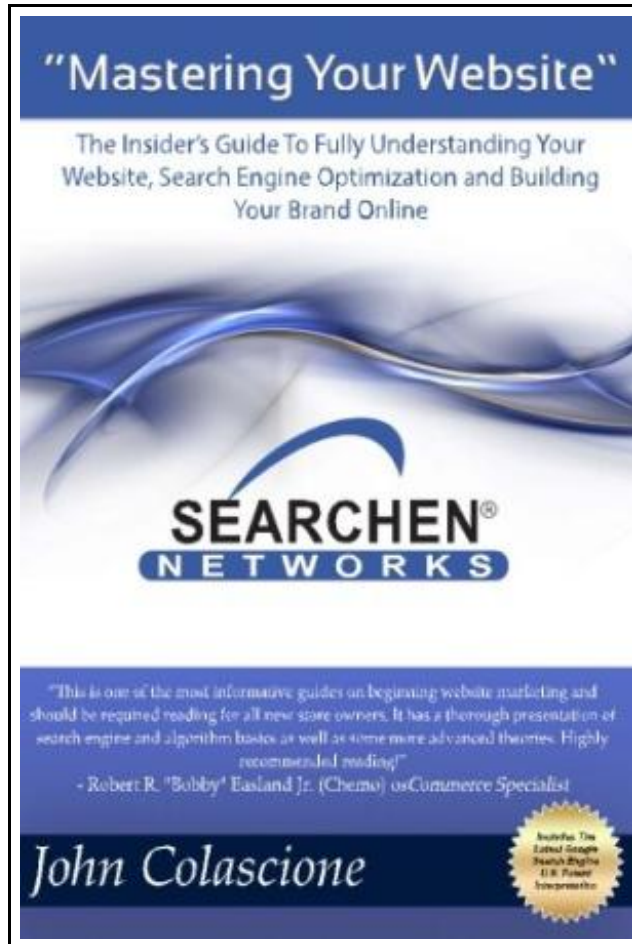


Mastering Your Website: Insider's Guide to Fully Understanding Your Website, Search Engine Optimization and Building Your Brand



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Reviews



If you need to adding benefit, a must buy book. It really is writer in straightforward words and phrases rather than difficult to understand. Your life period is going to be change the instant you total reading this ebook.

(Letha Okuneva)

MASTERING YOUR WEBSITE: INSIDER S GUIDE TO FULLY UNDERSTANDING YOUR WEBSITE, SEARCH ENGINE OPTIMIZATION AND BUILDING YOUR BRAND



Createspace, United States, 2012. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.This 214-page, 31-chapter book is designed to be useful to EVERYONE from beginning website owners to intermediate and advanced website developers and marketers. The opening chapters cover the basics before Colascione dives into the more detailed information people need to build, market and maintain a successful website on Google. The progression takes readers from the starting point of registering their domain name all the way through website editing software to Search Engine Optimization for developed sites, including insight into the most sophisticated search engine algorithms like Google Panda and Google Penguin which ultimately determine how high websites are ranked. The first few chapters cover domain names and web hosting as well as, IP s, DNS, web site builders, web editing software like Dreamweaver and Photoshop, and how to get a site started. Do not let this initial simplicity fool you. After the basics are out of the way, the book covers Search Engine Optimization specifically for Google and how you should go about building and optimizing a web site. There are several chapters on text links due to the importance they play in search visibility and what to avoid (Google Penguin) as well as what to go after. After the semi intermediate topics are out of the way, the reader dives into search algorithms, advanced content marketing, reputation management, social media, some strategic ideas and touches on most of the new things Google is doing. Finally, together with the author, the reader tears deep into some Google Patents, specifically, DOCUMENT SCORING BASED ON DOCUMENT CONTENT UPDATE (Google Panda/Content Freshness) and METHOD FOR NODE RANKING IN A LINKED DATABASE (PageRank/Links), all of which are extremely relevant to what is...

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