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   Autore Chiaromonte, Alfonso

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Nota di contenuto	Machine generated contents note: Chapter 1 "You Are Either Visible Or You Are Invisible" How do I (You) get found? The truth shall set us free! Chapter 2 Reality Check...Google is a Monopoly Unlocking Page One Of Google Chapter 3 Creating A Googleopoly, (Google Page One Dominance Strategy "PODS") C hapter 4 Creating The Ultimate Onsite SEO Website Strategy Domain Name Title Tag Heading Tags also known as H1, H2, H3, etc... Linking Content In conclusion Chapter 5 Video and Video SEO How to properly create a Video SEO campaign Pattern Recognition Search Content Creation Uploading Your Video To YouTube Video Title Description Meta Tags / Keywords Advanced Settings Video Location Subtitles and Closed Caption For your Video(s) Annotations Viewer Action and Reaction Sharing and Recommendations Syndication & Supplemental Uploads Supplemental Uploads Localized Video Search Engine Optimization (Bonus Section) Video Suggestions Chapter 6 Social Media Vs. Social Media "Optimization" (SMO) The Social Component of Social Sharing Means Attention Social Signals The Most Important Component: Page One Domination Google+ Local Business Facebook Pinterest and Flickr LinkedIn Private Label Your Own Social Network! Chapter 7 Strategies for Mobile Dominance on Google and Web Success 31.3% of All Web Traffic comes from Mobile Devices! PPC Advertising on Mobile How Mobile Users Search Chapter 8 Online Reputation Optimization (ORO) Online Reputation Optimization (ORO) Interaction with Reviews Chapter 9 Secondary Websites for Search Dominance Blogs Microsites Customer Appreciation Sites Focus Sites Using Secondary Sites Properly Chapter 10 Putting It All Together C hapter 11 Looking into the Future of Google and Search... .
Sommario/riassunto	"Rank higher in search results with this guide to SEO and content building supremacyGoogle is not only the number one search engine in the world, it is also the number one website in the world. Only 5 percent of site visitors search past the first page of Google, so if you're not in those top ten results, you are essentially invisible. Winning the Game of Googleopoly is the ultimate roadmap to Page One Domination. The POD strategy is what gets you on that super-critical first page of Google results by increasing your page views. You'll learn how to shape your online presence for Search Engine Optimization, effectively speaking Google's language to become one of the top results returned for relevant queries. This invaluable resource provides a plan that is universal to any business in any industry, and provides expert guidance on tailoring the strategy to best suit your organization. Coverage includes an explanation of the mechanics of a search, and how to tie your website, paid ads, online reputation, social media, content, images, and video into a winning SEO strategy that pushes you to the front of the line.The Page One Domination strategy incorporates all the ways in which you can beef up your Internet presence and online reputation. This book is a clear, straightforward guide that will knock down the silos of the Internet and teach you exactly how to integrate all aspects of content creation into a synergistic, SEO strategy. Understand how search engines return results Design an effective, all-encompassing SEO strategy Create the content that gets page views and improves rank Optimize social media and video as part of an overall SEO plan The rules of SEO are always changing, and following outdated rules can actually work against you, burying you at the bottom of the pile. This book will spark a paradigm shift in how you think about SEO and gives you the tools you need to craft a strategy tailored to your specific market. To be successful, you need to be on page one of Google, and Winning the Game of Googleopoly can show you how to get there"--