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	Descrizione fisica	1 online resource (1 volume) : illustrations
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	Disciplina	025.04
	Soggetti	Web search engines
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes index.
	Nota di contenuto	Getting Started with SEO -- Surveying the Search Engine Landscape -- Search Results, Deconstructed -- Your One-Hour, Search Engine-Friendly Website Makeover -- Beating the Competition: Planning a Powerful Search Engine Strategy -- Making Your Site Useful and Visible -- Building Search Engine-Friendly Sites -- Picking Powerful Keywords -- Creating Pages That Search Engines Love -- Designing for Speed -- Designing for Mobile -- Using Structured Data Markup -- Avoiding Things That Search Engines Hate -- Dirty Deeds, Done Cheap -- Bulking Up Your Site: Competing with Content -- Finding Traffic Through Local Search Marketing -- Adding Your Site to the Indexes and Directories -- Getting Your Pages into the Search Engines -- Submitting to Directories -- Product Search: Remember the Shopping Directories and Retailers -- After You've Submitted Your Site -- Using Link Popularity to Boost Your Position -- Finding Sites to Link to Yours -- Even More Great Places to Get Links -- Social Networking - Driven by Drivel -- Videos and Images: Putting Your Best Face Forward -- Beyond the Basics -- When Google Bites Back: A Guide to Catastrophe-- The Part of Tens -- Ten-Plus Myths and Mistakes -- Ten-Plus Ways to Stay Updated -- Ten-Plus Useful Things to Know.
	Sommario/riassunto	Up relevance scores, improve page speed, optimize voice search

questions, and more! Search Engine Optimization For Dummies shows website owners, developers, and search engine optimizers (SEOs) how to create a website that ranks at the top of search engines and has high-volume traffic, while answering the essential question of "how do I get people to visit my site?" By understanding search engine basics (what are they, which ones are important, how to get started), building a search engine-friendly site, registering your site with directories and indexes, using analysis tools to track results and link popularity to boost rankings, and advertising your site by using pay-per-click options, you can use the tricks of SEO masters to drive traffic to your site. You'll also discover how to write effective content, use social media to boost your profile, and manage your platform and reputation to positively impact your search engine rankings. Develop a search strategy and use new SERP features Maximize the effects of personalized search Analyze results with improved analytics tools Optimize voice search strategies There's no time like the present to create a website that ranks at the top of search engines and drives traffic to your site with these tips, tricks, and secrets.