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Nota di contenuto	Cover; Copyright; Credits; About the Author; About the Reviewers; www.PacktPub.com; Table of Contents; Preface; Chapter 1: Getting Started: SEO Basics; Introducing SEO; Improving your rank on all search engines; Exploring the changing nature of search engines; Understanding a search engine's inner working; Preparing the index; Querying the index; Exploring on-page search ranking factors; Weighing search factors; Understanding the search algorithm; Ranking factor: body content; Serious ranking power: title tags and meta tags; Using heading tags (h1, h2, h3) Optimizing code quality and load speed; Menus, internal navigation, and link structure; Image filenames and alt tags; Text attributes: bold, italics, and underline; Ranking factor: high page count; Fodder for search engines: fresh content; Using the subtle power of outbound links; Understanding off-page ranking factors; Links are the power; Creating natural links; Avoiding over-optimization; Converting visitors to customers: the third spoke of SEO; Creating conversion-based websites; Summary; Chapter 2: Customizing WordPress Settings for SEO

Setting goals for your business and website and getting inspiration  
Analyzing your audience; Determining the goal of your website; Following the leaders; Gauging competition in the search market; Knowing what WordPress already does for your SEO; Understanding WordPress' economical architecture; Building large sites quickly with WordPress; Earning respect with search engines; Leveraging WordPress' blogging capabilities; Displaying RSS feeds; Finding your RSS feed; Promoting your RSS feed; Automatically creating descriptive URLs with WordPress permalinks; Creating reliable, text-based navigation  
Engaging visitors with built-in collaboration, contribution, and community building  
Employing user roles to get your team involved; Improving ranking with user comments; Using update services; Understanding what WordPress doesn't do for your SEO; Tackling duplicate content within WordPress; Overcoming landing page customization limitations; Understanding limitations on page-by-page navigation; Summary; Chapter 3: Researching and Working with Keywords; Building your site's foundation with keyword research; Understanding relevance and the effect of short-tail and long tail keywords  
Developing a powerful long tail search strategy  
Researching keyword search volume with online keyword tools; Google's SKtool; SEO Book's free keyword tool; Google Insights; Online keyword tool: Wordtracker's free keyword tool; Identifying and developing your keywords; Gathering keywords: Thinking about your customer's (imperfect) intent; Generating keyword ideas with online tools; Generating alternative keyword ideas with Google Sets; Generating alternative keywords with SEOTools Keyword Suggestion Scraper and Google Suggest; Building keyword lists with common qualifiers  
Analyzing customers' search behavior

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Sommario/riassunto

Optimize your website for popularity with search engines

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