

[Free and download] Tactical SEO: The Theory and Practice of Search Marketing

Tactical SEO: The Theory and Practice of Search Marketing

Lee Wilson

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Lee Wilson : Tactical SEO: The Theory and Practice of Search Marketing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Tactical SEO: The Theory and Practice of Search Marketing:

0 of 0 people found the following review helpful. A valuable addition to the SEO cannon!By CustomerI thought Mr. Wilson did a great job with this book! The title, Tactical SEO: The Theory and Practice of Search Marketing, does a great job of explaining exactly what this book is about. With in-depth and comprehensive explanations of industry jargon, best practices, and updated factors, this book is a must have for those looking to learn more about the field. This book would be beneficial for both free-lancers and agency workers, as it also gives great suggestions on how to market

and sell SEO services that will leave the customer satisfied and avoiding buy-out. Also, there are valuable case studies that help explain what implementation and success looks like in different scenarios. If you have been in the industry for decades and know everything there is to know about SEO, then yes, this book may not be something you need in your collection. However, as an individual who appreciates personal growth, learning from others' experiences, and enjoys viewing the industry from another valuable perspective, I found this book incredibly helpful and worth the read.

0 of 0 people found the following review helpful. Worthy but be clear what you are buying.

By Darren Ingram_dot_com

SEO (search engine optimisation) is ever-changing and there is no shortage of advice about how to get your website noticed by the likes of Google. You need to strategize and look at the broader picture and here a book like this, promising a guide to being tactical with your SEO, may come to the fore. The author seeks to go beyond the common technical changes that may be necessary to boost your 'SEO juice', looking at the SEO industry, practices, strategies and methodologies that are involved. A lot of the advice can thus be timeless and enable you to be more reactive to future changes that will surely come. It all made for an interesting read, providing accessible information in an easy-to-understand manner to make it particularly actionable as required. There is a lot of hype, 'black magic' and voodoo around the whole SEO business, in part created and encouraged by those who hope to make a living from it. Get your SEO wrong or, perhaps even worse, mess it up through bad advice and it is your company's website on the block (or the 'naughty step') rather than the SEO guru's. Caveat Emptor. There is no universal SEO practice that would be suitable for everybody and here the author seeks to make the reader strategically aware of what may be suitable for their purposes and guide them towards implementation; you need not take out every tool from the toolbox! The author has done a great job in pulling a rapidly changing and quite complex subject together. For the uninitiated it can be an eye-opener. Undoubtedly elements will date quite quickly but the core guiding knowledge will remain valid for quite a long time. Get your strategy and knowledge from this book and the latest, most up-to-date implementation advice online when you need it. Your SEO activity is not a one-time activity in any case; well it shouldn't be. The provided case studies felt a little too generic and bland. It would have been nice to have had named, real world examples but it is appreciated that many companies would want to keep their 'SEO magic' close to their chest. A small complaint, but by no means a deal-breaker. A book worthy of closer consideration!

1 of 1 people found the following review helpful. SEO for less than Dummies

By David Wineberg

I've been designing websites since 1996. My clients always end up number one in search if they let me do what I need to. So I looked to Tactical SEO as a refresher for me from a brand new generation of the obsessed. I hoped to find a number of new tips to remember that would keep me on my game. Instead I found the most basic of basic generalities, a lot of definitions, and no real advice on how to beat the competition or even just shine on my own. And there's no how-to. It's all just term-dropping. There are directions to make sure your staff is diversified, that you have a strategy, that you assign metrics but don't live and die by them, build an outsourcing decision tree, find and work with an agency, and follow the rules as set out by Google. Aside from listing Google's requirements, most of it is just a checklist. There are no real tips on doing any of this. Wilson mentions app search optimization in one paragraph only, and tells absolutely nothing about how to set it up or what effect it might have on ranking. The same goes for numerous other features; there is no information of their effect on ranking. The book is enormously repetitive; Wilson makes the same points over and over, then repeats them in the glossary at the end of each chapter, and in the concluding points that follow. He mentions content quality as critical at least ten times. I got a laugh near the end when one of his recommendations was to ponder 'What have I missed.' The basic problem is that you cannot ensure your website is optimized by using this book. If you never heard of SEO before, this might be an overview so you don't look like a complete moron when you bring it up to the head of IT. Beyond that, I found it of no value.

David Wineberg

Search engine optimisation is an increasingly critical tool for digital marketers in a competitive and saturated online marketplace. Setting itself apart from the ubiquitous technical and process-driven guidance, where tips and tricks which are quick to date, Tactical SEO moves towards a deeper understanding of search marketing and the industry as a whole. These insights will help you to truly grasp the opportunities, challenges and value that SEO can bring to an online presence in the long term leading to a more strategic and nuanced approach. Tactical SEO explores:

- what succeeds in search marketing but also why, including analysis of 'ripples' and other concepts that underpin best practice.
- moving from process-driven to organic search marketing and the value of exploiting opportunity.
- the Google ethos and the symbiotic nature of Google and SEO.
- how a value-checklist can re-focus your strategy and generate positive results.

Essential reading for practitioners and students, Tactical SEO provides thought leadership as well as strategic practical applications for those who want to develop real and lasting expertise.

About the Author Lee Wilson is Head of SEO at Vertical Leap. He specializes in SEO, international SEO, mobile SEO, local search, and content marketing. He regularly contributes to Search Engine Journal.