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# SEO Fitness Workbook, 2017 Edition: The Seven Steps To Search Engine Optimization Success On Google



## Synopsis

SEO 2017: search engine optimization made easy. The 2017 updated edition of a best-selling book on SEO. On page SEO - how to build a website that talks to Google. Off page SEO - link-building, blogging, and social mentions explained in simple English. Metrics - in-depth coverage of Google Analytics plus how to measure your rank on Google. Free tools - includes the companion SEO toolbook with hundreds of free tools for search engine optimization. Reviews - read the reviews of the SEO Fitness Workbook and compare them with the suspiciously strange reviews of other books on SEO. SEO in plain English: let Jason guide you in simple language to the top of Google, Bing, and Yahoo More than a book - a workbook. While other books on SEO are either just junk put up to sell consulting services or esoteric mumbo-jumbo by experts, for experts, the SEO Fitness Workbook speaks in plain English and provides practical step-by-step instructions on how to optimize your website to the top of Google, Yahoo, and Bing. The book is built upon years of real experience, and the teaching methodology of Jason McDonald, used in his classes in the San Francisco Bay Area, including Stanford University's Continuing Studies program. It's practical. It explains SEO in plain English giving practical to-dos and deliverables in each chapter. It's a workbook, not a book - it's a do-it-now and get-it-done guide to search engine optimization 2017 rather than a speak mumbo-jumbo and intimidate you into analysis paralysis.

## Book Information

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## Customer Reviews

SEO Fitness Workbook: 2017 Edition: The Seven Steps to Search Engine Optimization Success on Google Everything from A-Z is covered in this 2017 SEO Fitness Workbook to benefit your website.

It is a workbook because there are work sheets in the book "TO DO." The work sheets give you a more hands on approach for learning SEO for your website. This is what I like about the 2017 SEO Fitness Workbook is the work sheets. You get down to the nitty gritty of SEO and really think about what your website and what you are doing with your business. You are getting an education in SEO with this workbook. In the process of learning more about SEO, keywords, and links you will glean suggestions for your business that you may not have thought about had you not picked up the 2017 SEO Fitness Workbook to use. There are links in the workbook to use for watching videos in each chapter to understand better the process being explained. The 2017 SEO Fitness Workbook covers Social Media. We all can use more understanding about Social Media! There is a separate book for Social Media that simply goes hand in hand with the SEO Fitness Workbook entitled "Social Media: 2017 Marketing Tools for Facebook, Twitter, LinkedIn, YouTube, Instagram & Beyond" to help with social media. If you have a blog, you will enjoy the chapters on blogging and keywords to help you with the content of your blog. The 2017 SEO Fitness Workbook is a must have if you are serious about your online business for content, traffic and more! I highly recommend this SEO Fitness Workbook to everyone who has an online business!

This book is a great resource for the small business person. A lot of business manuals get so bogged down in tech speak that it goes right over the head of someone not tech savvy (I am or of those people). This book gets down to my level and breaks down SEO optimization into steps I can easily follow and understand. This book is thorough, but succinct. However, I have one caveat. The author gives assignments along the way, so to get the biggest benefit from the book I highly recommend doing the work alongside the author. If you intend to just read the book and not do the work, I think you miss out on the full benefit of the author's knowledge. This book is very much like a college class, you get out what you put in. The screenshots are wonderful tools to follow along with and make sure I am on the right track. The kindle version also has links to follow, something that might be lost in book format.

A couple of years ago I was given the opportunity to assist in very small, startup business. So a website/eCommerce store was built, and the next step was to start getting customers to the store. Thousands of dollars were spent with companies that made the claim and had the references to show what they had done on campaigns before us. After two years of going through hell, our store was nowhere to be found. While I was aware of SEO, I wasn't aware of the many steps that it takes to appear as a top listing on the major search engines. No more \$ will be spent on outside

consultants. This book will be our guide. This book provides the steps needed, the tools provided, along with video snippets to support the teacher. This book JUST MAKES SENSE!

I'm in a business where digital marketing is key to my success, but SEO has been hanging over me like a black cloud. How do you use keywords effectively? What are tags? What helps a site rank high on Google, what hurts it? The list of questions goes on and on, but this book answers ALL of those. Not only that, but Jason McDonald does a great job of presenting it the way that makes everything achievable instead of intimidating. The book comes with opportunities to acquire additional tools, and Jason has a library of videos that accompany what it taught in the book. I'm no longer intimidated by SEO - now I'm looking forward to doing more it!

This book is unique, both in its author and its style. You can tell right off the bat that this book is written by a teacher, and what sounds like a fun teacher who I would love to take a course under. When I purchased this book I also purchased two other similar books and began reading them all at the same time switching back and forth, I consistently found myself most excited when it was time to do another chapter in this particular book, Jason is very personable and so after a while it starts to sound like you're reading a book a friend has written you. The book itself is also very unique in that it is a workbook, consequently it's a lot more engaging than you would expect from something like an SEO book. You can't read this book without a paper and pen, you just can't. I use this book personally as an independent hotelier in efforts to boost my SEO, I read and study a lot of different books to improve my business, quite honestly most business books are boring, and an SEO book you would expect to be extra boring, but I can honestly say this has been one of the most enjoyable books I have read for the better of my business.

Read Jason McDonald's book, and SEO will no longer be Greek to you. A master teacher and storyteller, Jason writes in "plain English", and uses excellent analogies and great stories to sweep away the fog surrounding the alchemy of SEO. With the World Wide Web, everyone now owns their own printing press (we are all Gutenberg), however, without SEO to get your message onto page one, then all your work is like a tree falling in an empty forest -- no one will hear it and it will not make a sound. Whatever your passion, it is your responsibility to share it to make the world a better place, and Jason will show you how to use the microphone of SEO to broadcast your message. Jason also teaches high-energy, SEO classes to packed auditoriums at Stanford University in the Continuing Studies program. I took his class last summer, and it rates as an all-time best. I teach

corporate creativity and innovation, and Jason is a first-rate creative in conveying SEO.

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