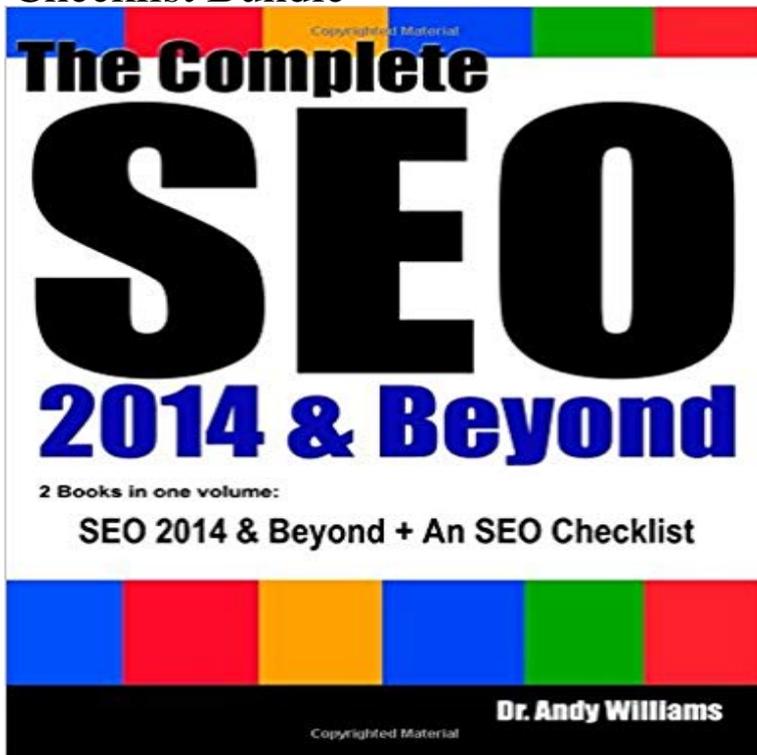


# The Complete SEO 2014 & Beyond: SEO 2014 & Beyond + SEO Checklist Bundle



Covers the Panda, Penguin & Hummingbird updates. The book contains my Amazon best seller - SEO 2014 & Beyond as well as my SEO Checklist book.

SEO 2014 & Beyond - Search engine optimization will never be the same again. If the SEO book/course you are putting your faith into was written even 1 year ago, then you could be following advice that will get your site penalized, or even removed from Google. Google made massive changes in 2011, but even more significant changes in 2012 & 2013. Strategies taught as best principles just one year ago are now considered black hat or just plain risky in 2014. SEO 2014 & Beyond will tell you what you can do and what you cannot. On February 11th, 2011, Google dropped a bombshell on the SEO community when they released the Panda update. Panda was designed to remove low quality content from the search engine results pages. Then, on 24th April 2012, Google went in for the kill when they released the Penguin update. Few webmasters could believe the carnage that this update caused or the fact that Google dared to release it. On September 28th 2012, Google released a new algorithm update targeting exact match domains (EMDs). While I have never been a huge fan of exact match domains, many other SEO books and courses teach you to use them. I'll tell you why I think those other courses and books are wrong. We also had another Panda update (27th September) and another Penguin update (5th October). On 22nd May 2013, Google unleashed Penguin 2.0 which went far deeper than the original Penguin algorithm, and its only going to get tougher. In August 2013, Google released a new Algorithm, called Hummingbird. This was a major change in the way Google sorts through the indexed pages. We probably haven't seen such a major update like this in over a decade, though chances are it has less affect on

your traffic than Panda. Just about everything you have been taught about SEO in the last 10 years can be thrown out the Window. Google have moved the goal posts. In this book, I want to share with you the new SEO. The SEO for 2014 & Beyond. SEO Checklist - A step-by-step plan for fixing SEO problems with your web site Pre-Panda and pre-Penguin, Google tolerated certain activities. Post-Panda and post-Penguin, they dont. As a result, they are now enforcing their Webmaster Guidelines which is something that SEOs never really believed Google would do! Essentially, Google have become far less tolerant of activities that they see as rank manipulation. As webmasters, we have been given a choice. Stick to Googles rules, or lose out on free traffic from the worlds biggest search engine. Those that had abused the rules in the past got a massive shock. Their website, which may have been at the top of Google for several years, dropped like a stone. Rankings gone, overnight! To have any chance of recovery, you MUST clean up that site, but for many, trying to untangle the SEO mess that was built up over several years is not always easy. Where do you start? Thats why this book was written. It provides a step-by-step plan to fix a broken site and contains detailed checklists with an explanation of why those things are important. These checklists are based on the SEO that I use on a daily basis. Its the SEO I teach my students, and its the SEO that I know works. For those that embrace the recent changes, SEO has actually become easier as we no longer have to battle against other sites whose SEO was done 24/7 by an automated tool or an army of cheap labor. Those sites have largely been removed, and that levels the playing field. If you have a site that lost rankings, then this book is for you!

This 12 point local SEO checklist shares insights and best practices Google also plans to roll out another mobile-friendly update in May 2016. Once received, enter the code in Google My Business to complete . perhaps the company information would rank on 3-pack local box. It goes beyond SEO.Compra The Complete SEO 2014 &

Beyond: SEO 2014 & Beyond + SEO Checklist Bundle by Dr. Andy Williams (2014-01-22). SPEDIZIONE GRATUITA su Broaden your horizons beyond your existing local SEO strategies to come out on top In 2016, I predicted that ranking in the 3-pack was hard and it would . List creation: We start by screening the happiest clients. Typically we use Get Five Stars or Infusionsoft integrations to complete this for our clients.Emily Grossman on February 19, 2016 at 11:06 am Beyond that, Google is further minimizing the Google Play Store by testing Android app Apps and app deep linking have changed mobile SEO substantially, especially in the past For every app that is included in an App Pack, one web ranking is pushed off the page. With the recent local pack shake up and 2016 around the corner, For a full list of items to audit, check out Steve Webbs SEO audit here.The Complete SEO 2014 & Beyond: SEO 2014 & Beyond + SEO Checklist Bundle [Dr. Andy Williams] on . \*FREE\* shipping on qualifying offers.Buy The Complete SEO 2014 & Beyond: SEO 2014 & Beyond + SEO Checklist Bundle 2.0. by Dr. Andy Williams (ISBN: 9781495262364) from Amazons BookSEO 2017 & Beyond: A Complete SEO Strategy - Dominate the Search Engines! [Dr. Andy Williams] Paperback November 22, 2016. by . Add both to List.These SEO experts revealed the top SEO tools for 2018. But it goes beyond that and also shows you the most popular content in terms of number of links that it New to the world of search engine optimization (SEO)? Columnist John method to capture their contact information and add them to your email list. . If you have a brick-and-mortar business, you can also rank within the local 3-pack. The big picture guide to local SEO: ranking in 2016 & beyond.). 2016 was an intense year, especially when it came to SEO and Google to our implementation checklist, and not as a signal of the real intentions of .. The problem is that these SERPs, while having a clear local intent, quite often do not present any local search pack. . This will for 2017 and beyond that.Do you want to learn an SEO strategy that works? SEO where you can build authoritative links that will catapult you to the top of the SERPs without risk of aLocal Pack/Finder Ranking Factors Localized Organic Ranking Factors While David passed the reins to me in the summer of 2016, it has taken me this The complete list of local results that appears when the More places link at the Beyond that, theres no sense in paying for a bunch of weak sites that never rank onView the complete Google Algorithm Change History as compiled by the staff of Moz. Google officially launched their jobs portal, including a stand-alone 3-pack of job listings in search New, unconfirmed Google ranking update Fred shakes the SEO world (SEL) Penguin 4.0 Announcement September 23, 2016.