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The original SEO Help kicked off the trend for down-to-Earth, practical SEO advice that helps your online business succeed. The previous edition of this book won Book Authority's "Best SEO Book of All Time" award. Substantially revised with 80% new content this edition builds on the tradition of practical, actionable SEO tips and practices that take full advantage of changes in Google's search to help your business succeed. This edition of SEO Help, tells you what to do, when and how in order to make sure that every item of content you create, whether that is text, video, podcast or graphic; works in your favor. In this edition of SEO Help you will also learn: - How the increasing use of artificial intelligence (AI) and machine learning affects search, marketing and branding (and how to take advantage of it all). - What the fragmentation of search means to your brand and your business and how to make the most of what you currently do. - What to do to make your brand stand out from the crowd without increasing the output of your content creation efforts. - What to do to increase trust in your brand and the content you create in a time of negative news stories and fake news. - How to better use Google's Knowledge Graph (KG) to increase the trustworthiness of your digital presence. - Why marketing and branding cannot be separated from search and your business' SEO practices. - How to leverage the fragmented social media landscape to your advantage. - How to future-proof your business against constant changes in search. - The true impact of Google's mobile index on your digital business. - What feasible shortcuts exist in search marketing and branding. Like before, each chapter is thin on theory and heavy on practical steps you need to take. Like before, each chapter ends with a full practical-steps guide you should be implementing to make sure your business stays viable.

Write & Publish an Amazon Kindle Bestseller in the next 30 Days! Updated 2019 Version! Sound too good to be true? Well, with the right strategy and proper research before you start, it is absolutely possible, even if: - you are not a writer - have no marketing experience - don't have a large following yet As a 10-time #1 Bestselling & Top 100 Business Author, Gundi knows a thing or two about writing & publishing bestsellers. All her books reached #1 within just a few days of publishing and over time, she developed a Step-by-Step, proven and easy-to-follow System that helped many first time authors around the world reach #1 within weeks and even beat out famous authors like Tim Ferriss, Hal Elrod, John Grisham and Liz Gilbert and - best of all - it can help YOU do the same! "Kindle Bestseller Publishing" is part of the "The Sassy Way.....when you have NO CLUE!" series, that teaches Internet Marketing to total beginners. You might not think of Kindle Publishing as a marketing tool, but it is actually: One of the fastest, most efficient ways to build a following online! For your blog, your social media platforms, your business or any service you are offering. In addition, KINDLE PUBLISHING offers the following BENEFITS: - The Prestige of being a published - or even Bestselling - Author - Instant Authority in your Field - New clients and customers on auto-pilot who will trust you a lot more, because you have already proven yourself - Passive Income - Automatic List Building. Email marketing is widely considered the most powerful marketing technique of all, more than Facebook and Google Ads combined. Publishing a book on Amazon can help you build your mailing list on auto-pilot - and Amazon even pays you to do it..... This book will teach you STEP-BY-STEP how to go from zero to published - and - possibly a Bestseller! It is NOT an in-depth WRITING COURSE although some basic instructions and tips are provided. "Kindle Bestseller Publishing" focuses on the Marketing aspects of publishing a book on Amazon and in particular, what it takes to reach Bestseller status - the "science" behind it. Important areas that will be covered include:: - Researching profitable Book Ideas - Understanding Amazon's Algorithm and how new readers can find you - How to optimize your meta data, including your book title to trigger Amazon's algorithm to promote your book heavily - Category and Keyword Research and how Bestseller ranking on Amazon works - How to market your book during Launch Week and much more.... Are you ready to write and publish your first Bestseller? Then, scroll back up now and hit the BUY Button

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