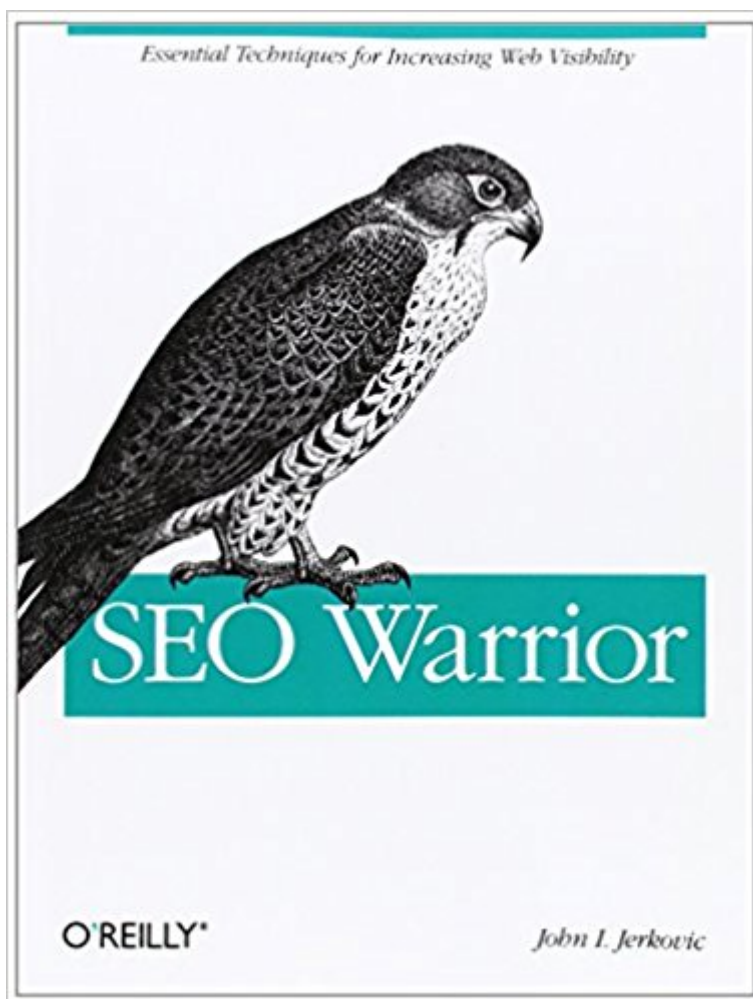**The book was found**

SEO Warrior

Synopsis

How can you make it easier for people to find your website? And how can you convert casual visitors into active users? SEO Warrior shows you how it's done through a collection of tried and true techniques, hacks, and best practices. Learn the nuts and bolts of search engine optimization (SEO) theory, the importance of keyword strategy, and how to avoid and remedy search engine traps.You'll also learn about search engine marketing (SEM) practices, such as Google AdWords, and how you can use social networking to increase your visibility. Ideal for web developers, savvy marketers, webmasters, and anyone else interested in SEO, this book serves not only as an SEO tutorial, but also as a reference for implementing effective SEO techniques.Create compelling sites with SEO that can stand the test of timeOptimize your site for Google, Yahoo!, Microsoft's Bing, as well as search engines used in different parts of the worldConduct keyword research to find the best terms to reach your audience--and the related terms they'll respond toLearn what makes search engines tick by utilizing custom scriptsAnalyze your site to see how it measures up to the competition

Book Information

Paperback: 496 pages

Publisher: O'Reilly Media; 1 edition (November 23, 2009)

Language: English

ISBN-10: 059615707X

ISBN-13: 978-0596157074

Product Dimensions: 7 x 1.2 x 9.2 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars   11 customer reviews

Best Sellers Rank: #872,937 in Books (See Top 100 in Books)   #126 inÃ Â Books > Computers & Technology > Graphics & Design > Electronic Documents   #140 inÃ Â Books > Business & Money > Marketing & Sales > Search Engine Optimization   #191 inÃ Â Books > Computers & Technology > Internet & Social Media > Online Searching

Customer Reviews

John I. Jerkovic currently manages a group of IT professionals at a wealth management company. His team works closely with the marketing (e-Business) team in managing close to 100 internal and external sites. A part of this work includes SEO. He's also had the opportunity to architect (and work with) several enterprise search solutions based on the Google Search appliance (GSE), IBM

OmniFind Yahoo! Edition and Lucene. In 2009, John won two Web Marketing Association awards for outstanding achievement in website development. He maintains an SEO blog at http://www.seowarrior.net/.

I just finished reading SEO Warrior today. I'm a professional developer (mostly systems engineering in C, python, and java), but I dabble in best-practices web design on my spare time for fun. I picked up a copy of this book as I've heard a lot about "SEO" in the industry, but wasn't sure whether or not it was something real, or just a buzz word.The author of this book, John I. Jerkovic does an excellent job not only detailing exactly how SEO works, but also why it works, what is good, and what is bad. The book starts out by proving certain SEO elements are legitimate, by using some perl program to perform a large amount of searches for popular keywords, then compare HTML elements of the top ranked sites to see what they have in common (keyword density, title element, meta tags, etc.) In my opinion, this alone was worth the money, as it clearly shows by real-world example, that SEO does work, and proves what elements are more important than others.The material covered is very thorough (and at times, a bit too wordy), and will leave you with no questions unanswered. The author covers:- tools to help you test your websites for SEO- how to use google, yahoo, and bing searches to look for competitors- how to use google, yahoo, and bing optimizations elements in your HTML pages to promote "organic SEO"- how to avoid search engine spam- how the nofollow attribute works- how to create a sitemap- how to write a robots.txt file- where to look for relevant information on SEO- how to use advertising to your advantage- how to get money by showing ads on your website- how to find and detect blackhat SEO- how to use social media sites (twitter, facebook, etc.) to establish your brandand a good deal of other topic.The book is a bit thick, coming in at around 400 pages of content, but has quite a few diagrams illustrating google, yahoo, and bing webmaster tools (among other things), which take up ~5 -> 10% of the total pages. It is a very easy read, not very heavy on coding, but also not too high level.I'd recommend this book to anyone who does web design themselves, and is interested in making their pages popular, but doesn't really know anything about SEO. The book teaches you everything you'll need to know, and takes you from nothing to everything in a few days.

Excellent overview of SEO. The author touches on all areas related to SEO, not always in great detail which is understandable as some topics could warrant their own book but he covers enough of each to give you a thorough understanding. Please be advised that all the code script examples are opensource based, php primarily. If you are a ASP.NET, C# app builder they won't help you that

much but the general idea is communicated through the examples which you can figure out in your language of choice. A must book for your SEO collection.

As a new entrepreneur in e-commerce, I found this book an excellent and thorough guide to SEO. The book has some very technical information and coding tips combined with some helpful information about marketing. Even though I am not a coder, it was important for me to get a basic understanding of the technical "musts" for my site. This book gave me that understanding and pointed me in the direction of other information to pursue. Very well written and easy to read and understand - even if you're not a techie.

If you are a web developer don't buy this book. The Art of SEO is what you want as a developer and designer. The book is almost worth it for the perl scripts that he offers for free, but they're available on his website, and aren't something you couldn't have picked up on your own. If you're a webmaster or business guru, then this book will take you as far as you can go without having to have specialized knowledge about the internet. It's a very good, general overview of SEO, but it falls short on practical tactics and the the technical aspects of how robots read websites, how new factors are constantly emerging, and how developers should be on the lead edge of defining optimization. It's section on mod_rewrite is very weak indeed.If you're a web developer and/or designer and this book is new information to you, then you need to get clued up ASAP. This book is a lot of common sense spelled out in detail. It's a great introduction to SEO, but if you're a seasoned web developer there is little in the way of new information. Take my review with a grain of salt. I'm someone who believes books should offer something the internet could never give you. If that's not how you think, then this book may be worth it for you, as it is a good introduction to every aspect of SEO. If you choose to see this book as a central location that collates common sense in one place, then it's more of a 4 or 5 star book.

great

John Jerkovic's SEO Warrior is immensely valuable, albeit burdened with too much do-it-yourself PHP code. Free toolbars from SEObook, SEOmoz and Chris Pederick implement many of the same features described in the PHP examples. Regardless, his explanation of external ranking factors opens most websites to new levels of optimization and success.Strong chapters:* The big picture,* Internal ranking factors,* External ranking factors,* Search engine traps,* Keyword research

(excellent worksheets),* Competitor research and analysis,* Content considerations,* Search engine spam.Weak chapters:* Google Webmaster Tools and Google Analytics,* Social networking phenomenon,* Search engine marketing.Score:4 stars: Overall5 stars: Benefits and outcomes can be immediate5 stars: New information, especially external ranking factors1 star: Too much do-it-yourself PHP code

Download to continue reading...

SEO How To Get Your Products To Page 1 Of The Search Results: Master The SEO Game With This Easy To Follow Step By Step Guide To SEO Success Your SEO Sucks 2.0 - SEO Experts Training For Outsourcing Consultant Doing Local SEO SEO 2017 Learn Search Engine Optimization With Smart Internet Marketing Strateg: Learn SEO with smart internet marketing strategies The Little Book on Digital Marketing SEO - Search Engine Optimization: Tips and tricks for keyword research in SEO or Search Engine Optimization SEO 2017 & Beyond: A Complete SEO Strategy - Dominate the Search Engines! Facebook Marketing + SEO Ultimate Strategy Guide Box Set: Facebook Top 25 Tips + Advanced Techniques & Ultimate SEO Design SEO 2016 Learn Search Engine Optimization With Smart Internet Marketing Strategies: Learn SEO with smart internet marketing strategies YouTube SEO: 6 actionable YouTube SEO Hacks which will sky rocket your video ranking! SEO 2016: Learn Search Engine Optimization (SEO Books Series) Etsy: Etsy Business: 50 Beginner Success Tips to Make Money Online with Etsy: Launching, SEO, Marketing, Selling, Pricing, and More! (Etsy SEO, Ebay, Making ... Etsy businesses, Etsy Beginner Ideas) SEO 2017: SEO Toolbook - Directory of FREE Search Engine Optimization Tools SEO: How to Get on the First Page of Google: Seo Bible, Book 1 GOOGLE DOMINATION - 2016: WORDPRESS SEO - ON PAGE WEBSITE SEO - PRIVATE BLOG NETWORK BUILDING (3 in 1 bundle) SEO Warrior 1 Pitch Warrior Mental Toughness Training System (1-Pitch Warrior Series) Way of the Warrior Kid: From Wimpy to Warrior the Navy SEAL Way: A Novel Diary of an 8-Bit Warrior: Crafting Alliances (Book 3 8-Bit Warrior series): An Unofficial Minecraft Adventure Diary of an 8-Bit Warrior: From Seeds to Swords (Book 2 8-Bit Warrior series): An Unofficial Minecraft Adventure Goodnight Warrior: God's Mighty Warrior Bedtime Bible Stories, Devotions, and Prayers Once a Warrior--Always a Warrior: Navigating The Transition From Combat To Home--Including Combat Stress, Ptsd, And Mtbi

Privacy

FAQ & Help