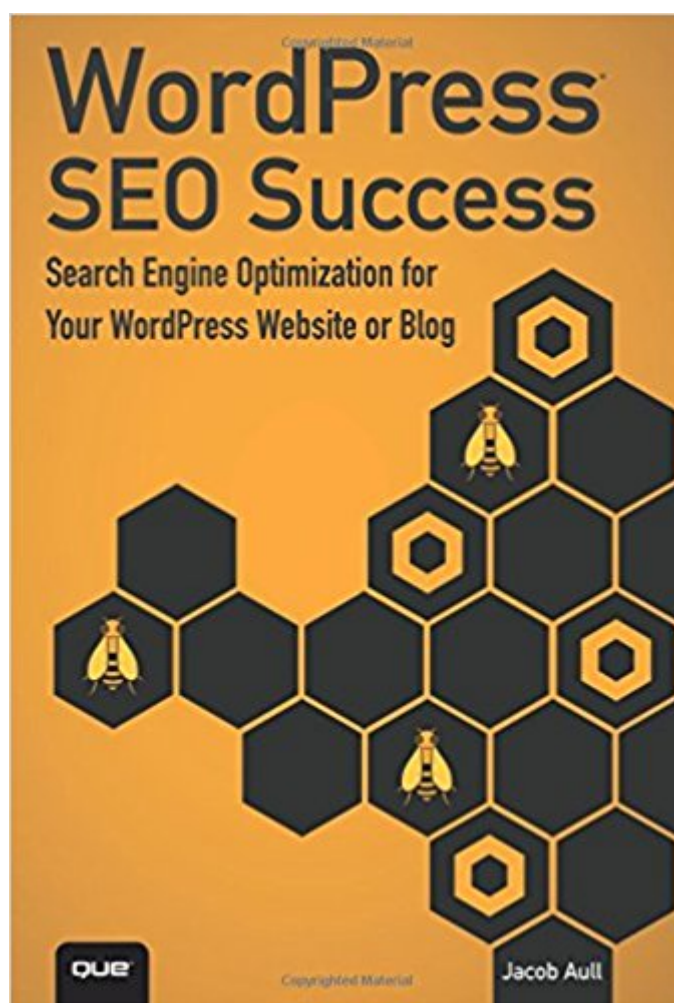




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# WordPress SEO Success: Search Engine Optimization For Your WordPress Website Or Blog



## Synopsis

WordPress® SEO Success – Search Engine Optimization for Your WordPress Website or Blog – Hands-on, up-to-the-minute SEO techniques specifically for WordPress users! – WordPress gives you amazingly powerful SEO tools: this hands-on guide will help you make the most of them! Written specifically for WordPress users, this guide covers all you need: built-in WordPress capabilities, third-party plugins, well-integrated web resources, and more. Whether you manage a large-scale site or a personal blog, Jacob Aull will help you integrate SEO into all you do, from strategy through optimization of existing content. New to SEO? Already do it for a living? Either way, WordPress SEO Success will help you drive the traffic you want--and the value you need! Build a complete SEO strategy--and a content plan that aligns with it Choose the best WordPress SEO tools and plugins for your needs Uncover quick, powerful ways to improve your site Identify and research keywords far more effectively Reflect SEO in architecture via site mapping and marketing funnels Sensibly manage the inevitable tradeoffs of optimization Improve SEO even if you're running a free WordPress.com blog Leverage content themes and keyword-driven blogging techniques Optimize –blog-meets-website– and –multiple blogs+sites– deployments Strengthen your rankings by intelligently using social media Optimize your sites for smartphones and tablets Measure performance via free analytics—including mobile analytics Integrate organic SEO with paid advertising Avoid today's worst SEO blunders – Jacob Aull, principal of Zen Fires Digital Marketing, has been in Internet marketing since the label existed. He began doing web design and branding in the late '90s as an agency partner. While transitioning deeper into online and search marketing, he earned an M.S. in marketing from Georgia State's Robinson College of Business in 2009. There he customized his own degree program, executing an independent capstone thesis on social media marketing. In 2010, the university asked him to write and teach its first course on social media marketing, which he continues today. Aull edited Prentice Hall's first social media marketing textbook, and wrote its accompanying instructor's manual. He co-founded and chaired the Atlanta Interactive Marketing Association Social Media SIG, and speaks widely on social and search marketing. –

## Book Information

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## Customer Reviews

Jacob Aull has been in the Internet marketing business since such a label existed. Drawing from his BFA in graphic design from the Savannah College of Art and Design in 1994, Jake began doing web design and branding in the late 1990s as a partner in his own creative agency. While transitioning deeper into online marketing strategies, research, and search engine optimization, Jake achieved an M.S. in Marketing from Georgia State University's Robinson College of Business in 2009. There he customized his degree program and executed an independent capstone thesis project on social media marketing. In late 2010, GSU RCB asked him to write and teach its first course on Social Media Marketing, which he continues today, bringing in real-world companies and projects for students. He was an editor for Pearson-Prentice Hall's first Social Media Marketing textbook, and was the author for its accompanying instructor's manual. He has been published with articles and interviews in sources such as the Atlanta Business Chronicle, OZ Magazine, renown bloggers, GSU's The Biz Magazine, and Atlanta Business Radio X. He was a cofounder and chair for the Atlanta Interactive Marketing Association Social Media SIG, speaking and bringing in prominent experts for Atlanta business community seminars. He has spoken in many associations and venues on social media marketing and search engine optimization. He is president of SCAD Alumni in Atlanta and is principal of Zen Fires Digital Marketing, providing SEO and digital marketing services to a variety of eCommerce and other clients.

Another "must-read" before building any website, whether you are DIY or a web developer like me. This info is useable for non-WordPress sites too.

Best book on SEO I've ever read. You can get tactics all day long from internet blogs, but this book gives a great "big picture" view of how everything works together and really helped in the strategic

thinking department. Love it!

Very informative, detailed and forthcoming with Wordpress processes, strategies and best practices.

Incredibly useful. Full of easy to implement ideas and sound practical advice. It's like having a big time SEO expert sitting beside you.

I have read several other books on SEO that were good. This book is great. It presents an up to date easy to use strategy that effectively weaves together SEO, both organic (free SEO) and paid ads (Adwords) along with social media, and more. When I first looked at this book, I randomly opened to a few different pages and each page has nuggets of information that will immediately help improve my website traffic and get people motivated to do business with me. Thank you Mr. Aull for this great immediately useful information.

I purchased this item from BN, no reason really, was just in the store. Anyway, this is a pretty good book. I am someone who had NO familiarity with Wordpress and SEO rankings and this book does a good job of explaining the importance of this aspect. I would describe myself as an intermediate novice; I was able to set-up the site, install a theme, etc., but that was not learned from this book. This helped me understand what I needed to do improve rankings and used language that made sense to me. Also, since I had a theme installed on my Wordpress; there were a lot of things that I had to learn how to incorporate on my own. BUT...the book is helpful because it at least gave me the vocabulary and the areas that I was looking for and how to organize them in such a way that it was useful.

I love this book! It has helped my company formulate and execute a search engine strategy that works. I highly recommend this book for anyone with a WordPress site. SEO is such a critical component to online success and Jake almost walks you through the entire process with this book. Great read.

This book is written so even I can grasp the context and make it work for myself. So thankful to learn and be able to use this information to help myself and my business. Jim Bullock  
New Rules Advertising

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