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Jon Rognerud

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Jon Rognerud : Ultimate Guide to Optimizing Your Website (Ultimate Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ultimate Guide to Optimizing Your Website (Ultimate Series):

9 of 10 people found the following review helpful. Potentially helpful for beginners, too much self-promotion, slightly outdated. By Nick H This book is a decent effort, but could have done with some more editing. If you're a rank beginner to websites and internet marketing of all forms, the book may be helpful to get up and running. There are some decent tips in it about getting indexed by search engines quickly, the top 5-10 directories to submit to (if you have the budget), black hat SEO techniques to avoid, and content marketing ideas that used to work and still work fairly well. Unfortunately, the author felt the need to put a link to his website on almost every other page, making it feel too self-promotional. In fact, by the end of the book, Rognerud just slaps a banner at the end of each chapter and tells readers to visit his site, in addition to calls to action to visit his site throughout the book. Also, the book is outdated, especially for a new edition being published as late as February 2014. Google Website Optimizer is gone, for one. There are a couple of other tools that are also mentioned that have either gone away, been renamed, or have been

changed drastically. In summary, feel free to get the book if you're just beginning in internet marketing. If you're looking for a more advanced SEO discussion, get the "Ultimate Guide to Link Building," or "Inbound Marketing and SEO." 0 of 0 people found the following review helpful. Not much useful info for someone beyond the very beginner. By Mark's valuable input. If you know much at all about HTML and web design (let's say if you have 1+ years), then you could likely get more out of something else. This is a very basic book and while there are some good tips, it's really only for the very beginners. 0 of 0 people found the following review helpful. Five Stars. By Bob. Book is part of a series that helps pull in one of the major parts of Digital Marketing.

Written for beginners, author Jon Rognerud offers every tip, trick, and secret from keyword research and competitive analysis, to marketing and messaging, content development, link building, and conversions and tracking of search engine positions. Local search, social media, and blogging are new to this edition, and show examples on how to optimize these important new development areas. Updated content includes social media search content that reflects strategies and market information to help business owners easily add this companion to SEO work, blog optimization steps with best SEO tactics for creating search engine friendly sites, and the top ten hottest WordPress plugins for top traffic boost. A local SEO section shows readers how to avoid the most common mistakes on optimizing for local search and the updated section on Google analytics shows how to track top keywords and pages. An updated link building section provides new white hat SEO link building tactics to provide better long term rankings and traffic building, and an expanded resource section includes updated screen-shots of SEO applied. Step-by-step examples are written with an "at the kitchen table" type dialogue for accessibility and an advanced strategy section takes readers to the next level.

This book is the perfect prescription for anyone suffering from SEO overwhelm. Rognerud's approach breaks down SEO in a simple-to-understand way then builds on visibility breakthrough concepts. I ultimately love this holistic approach to SEO. His strategic approach teaches how to get people TO a site but it also helps plan ways to get them THROUGH it to maximize ROI. Lorrie Thomas Ross, M.A., Author, The McGraw-Hill 36-Hour Course to Online Marketing, lorriethomas.com Rognerud has a long history in technology, business consulting, and web development. His new book reflects that knowledge and experience in the search marketing field. He is a smart guy, and for folks starting in SEO, I suggest you pick up a copy. — Andy Beal, MarketingPilgrim.com Rognerud is a master in SEO and internet marketing. The tips and suggestions that he offers in his book are easy to understand and to implement even for a novice. He also offers many other powerful strategies that even an old pro like me finds insightful. This is one of the few books that I recommend to students at our SEO workshops. — Roy Reyer, Certified Advanced SEO Search Engine Academy, SEOTrainingSW.com This is the best treatment of SEO I've seen. Get this book! It's the first SEO reference that also covers the latest in social and local search. At over 300 pages, you can brush up on your skills or just put it on your bookshelf to impress your colleagues! Dennis Yu, Chief Executive Officer, BlitzLocal