



SEO Black Book: A Guide to the Search Engine Optimization Industry's Secrets: The SEO Series, Volume 1

R. L. Adams

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Learn the Real Mechanics behind Search Engine Optimization

So much has changed for Google SEO and the industry as a whole. If you're just coming into the *Search Engine Optimization* field it's important to note that if you're looking for a guide to learn the real methods & techniques for ranking today, it had better be a recent guide.

Why is that? The industry has changed and evolved so much because of the recent changes that Google has introduced into its algorithms. These changes have drastically affected rankings and how Google scores listings on its search engine results pages (SERPs).

Here is what's happened:

Google Panda: Google released the Google Panda in February of 2011, and has sent out dozens of these modified "Panda Attacks" to kill off listings that have offered low quality content that did not abide by Google's Webmaster Guidelines. This created a dramatic shift in SERPs.

Google Penguin: In April of 2012 the search engine giant released the Google Penguin which set out to punish sites that tried to implement more evasive techniques for trying to quickly rank their Websites on SERPs. These are techniques that Webmasters and SEO specialists were using for years that can now backfire and not only see you drop in rankings, but worse, even see you face possible de-indexing.

These algorithm changes shifted the entire SEO landscape in 2013....

It's important that you understand what methods will work today and what won't and *The SEO Black Book* offers you an intuitive approach to ranking with *SEO in 2013 and beyond*.

The audiobook weaves together all of the complex components required to successfully SEO a site in 2013 while also providing you with real industry secrets & tips that you can implement to rank higher than your competition.

The practical methods, tools, and techniques covered in *The SEO Black Book* stem from over a decade of my knowledge involving research and work in the field of search engine optimization.

Don't fall victim to the industry pitfalls. Without the right knowledge, information and tools you will be risking a slow and painful climb up the SEO ladder. *The SEO Black Book* teaches you what it takes to successfully rank your site today.

This book is part of a four-part series called "The SEO Series," which features the following books:

- *The SEO Black Book - A Guide to the Industry's Secrets*
- *SEO Simplified - Learn Search Engine Optimization Strategies and Principles for Beginners*
- *SEO White Book - The Organic Guide to Google Search Engine Optimization*

- *SEO for Bloggers - Learn How to Rank your Blog Posts at the Top of Google's Search Results*

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