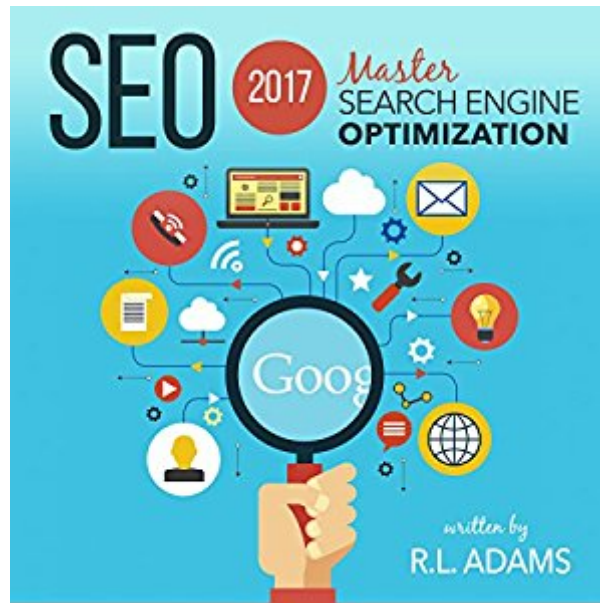




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# SEO 2017: Master Search Engine Optimization



## Synopsis

The most comprehensive and advanced guide to learning SEO in 2017. Bulletproof SEO information from an industry professional to help guide you through the perilous waters of online marketing.... Before I tell you why you must buy this book, let me tell you a bit about who I am. My name is R.L. "Robert" Adams, and I contribute to some the most prestigious media platforms on the Internet today, including Forbes, Entrepreneur Magazine, Engadget, and the Huffington Post. I'm also the purveyor of one of the most popular and highly-rated SEO courses on Udemy called "SEO Training Academy: Learn Search Engine Optimization", where I offer immersive SEO advice to thousands of students. I've also published some of the most popular books and audiobooks on the subjects of SEO and online marketing, and I'm the founder of a wildly-popular inspirational blog called Wanderlust Worker, which I've offered up as a case study to the rock-solid information contained in this must-have SEO guide. Okay, I know there are a lot of SEO books out there and a lot of so-called experts. But here's why you should listen to me. I don't just talk the talk; I've walked the walk. I've built up Wanderlust Worker to over 3000 visitors per day (and climbing fast) in the past two years. Most of that traffic has occurred in the last 12 months with a more than 1000% increase in traffic. This book is a testament to how I did it and the underlying information used to rocket me to the top of Google's search engine results pages (SERPs).

## Book Information

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## Customer Reviews

Have to give a 4-star rating because images don't work involving his content marketing link structure. And because the repeating information isn't rehashed a certain points. It follows the tell

them what you're going to tell them and then tell them. It didn't tell me what it told me! I feel like since the information is buried in so many words some regular reviews or section reviews or clear-cut "bottom lines" or section summaries would be very very helpful. Aside from that it was a good book. A lot of information was repeated over and over again which could be annoying some people. And I fully get that repetition is the mother of all skill. Why did I choose this book? Because I must Master SEO, local SEO, and local business lead generation online. What was my experience reading this book? It read more like a novel than an SEO book. Information was all over the place. There was a whole lot of theory involved. Even though SEO is more than just tactics, there wasn't a whole lot of "do X & Y" clear cut advice. While SEO isn't easy by any stretch it also isn't rocket science or getting to the Moon or Mars. The author probably said frustrating about three hundred times. And he made sure to hammer home how hard SEO was for him. It depends on the competition and your Market. This Book is more for SEO on personal blogs than local SEO. Local SEO is in some respects a lot easier than getting SEOd for a term like how to take Massive Action or some very general phrase like that. That's what most of these techniques in this book was based on: the author's experience with his blog Wanderlust worker. Would I recommend this book to others? I would recommend many other SEO books before this one but there are certainly some good takeaways from this one. If you are a blogger then this will help you. Obviously one of my main gripes was that the images don't work. The very first image in this book worked for me on my tablet but after that no other image showed. And he often referenced screenshots. The most frustrating point was when he was trying to explain his content marketing link building link tier strategy and he referenced the images that I couldn't see. Fix those images!

I'm looking for a very practical and specific book that shows me how to rank my website on Google. Instead of that, I found a book full of silly stories about two lovers and a very superficial information. I'll take a look on the other books I've bought at the same time and I don't think I'll come back with this.

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