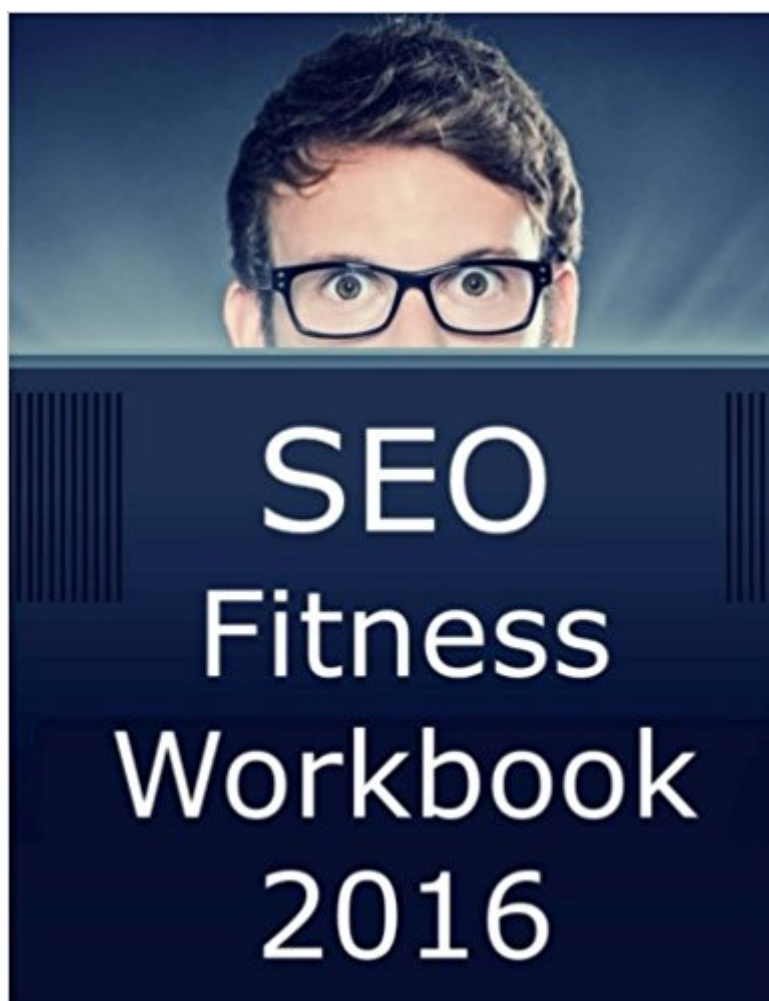


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# SEO Fitness Workbook: 2016 Edition: The Seven Steps To Search Engine Optimization Success On Google



## Synopsis

This is the \*\*\* OLD 2016 edition \*\*\* Search for the 2017 edition 2016 is only for college courses (assigned materials) SEO Made EASY: Step-by-step Directions to the Top of Google The best-selling SEO book on - consistently ranks as one of the best selling, and best reviewed books on SEO for 2016 on . Check out the other SEO books, read their reviews, browse their 'inside peeks,' and you'll find that the SEO FITNESS WORKBOOK is the best SEO book of 2016. Updated Edition: September 2016 - up-to-date coverage of Google's Penguin, Panda, Semantic Search, Mobile and even Local algorithm updates FREE SEO Tools - includes access to Jason's SEO Toolkit - a \$29.99 value! Worksheets and Videos - more than just a book, the SEO Fitness Workbook includes worksheets and videos to guide you from SEO novice to SEO expert. It's not just about 'learning' SEO; it's about 'doing' SEO and 'succeeding at' SEO! Contents - coverage of 'On Page' and 'Off Page' SEO, the 'new' content marketing, blogging, link-building, social media SEO (including REVIEW MARKETING on GOOGLE and YELP) and every other esoteric technical tactic in PLAIN ENGLISH for MERE MORTALS such as GOOGLE SEARCH CONSOLE and GOOGLE ANALYTICS. SEO in PLAIN ENGLISH: let Jason guide you in SIMPLE language to the top of Google, Bing, and Yahoo Â More on the SEO FITNESS WORKBOOK, 2016 Edition While many books on SEO sell for \$2.99 or are even free, the SEO FITNESS WORKBOOK is priced at \$39.99. It's not cheap. It's worth it. Here's why - Please 'Look inside' other books on SEO on , and PLEASE read the reviews! Compare the reviews of those books with the reviews of the SEO FITNESS WORKBOOK. Many of the books on , unfortunately, are just junk put up quickly to make a quick buck. The SEO Fitness Workbook, in contrast, is built upon years of real experience, and the teaching methodology of Jason McDonald, used in his classes in the San Francisco Bay Area, including Stanford University's Continuing Studies program. It's in-depth, up-to-date for 2016 as of September, 2016, and supported by facts and real experience. It's PRACTICAL. It doesn't just go on and on in esoteric nerd-speak mumbo jumbo. It explains SEO in PLAIN ENGLISH giving practical TODOs and DELIVERABLES in each chapter. It's a WORKBOOK not a book - it's a DO-IT-NOW and GET-IT-DONE guide to search engine optimization 2016 rather than a speak MUMBO-JUMBO and INTIMIDATE YOU INTO analysis paralysis. Got questions? Google Jason McDonald and send an email. Heck, go crazy and call him on the phone! Simple STEP-BY-STEP instructions PLUS free tools PLUS worksheets PLUS videos makes the SEO FITNESS WORKBOOK worth \$50 or even \$75 dollars, easily. Getting to the top of GOOGLE and BING will save you tons of money vs. AdWords or advertising on BING or YAHOO. There's nothing better than free is there? Well, YES THERE IS: free SEO tools as part of the companion SEO Toolkit.

The author, Jason McDonald, has instructed thousands of people in his classes in the San Francisco Bay Area, including Stanford Continuing Studies, as well as online. Jason speaks in simple English and uses the metaphor of "The Seven Steps to SEO Fitness" to explain to you how to 'get SEO fit.' Check out the other SEO Books - SEO For Dummies, SEO an Hour a Day, etc., - they're great, they're good, but they don't include powerful step-by-step worksheets, links to online videos, and the free SEO Toolbook with hundreds of free tools for search engine optimization 2016.

## Book Information

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## Customer Reviews

Author Jason McDonald has been active on the Internet since 1994 and has taught SEO, AdWords, and Social Media since 2009 " online, at Stanford University Continuing Studies, at both AcademyX and the Bay Area Video Coalition in San Francisco, at workshops, and in corporate trainings across these United States. His passion is to take complex marketing topics such as search engine optimization and make them easy-to-understand for small business owners and marketers. His style is practical, hands-on, and fun. He received his Ph.D. in 1992 from the University of California, Berkeley, and his B.A. from Harvard University in 1985. Learn more about Jason at <https://www.jasonmcdonald.org/>.

In typical fashion, Jason takes a simple, structured approach to an intimidating topic and holds your hand while teaching how to do SEO from the ground up. From the outset, he makes it clear that

SEO is not rocket science; that yes, you can beat your competitors at SEO without hiring expensive 'consultants'. It's not hard, but does take work - similar to getting fit. He explains SEO in seven main steps: 1-Goals, 2-Keywords, 3-On Page SEO, 4-Content Marketing, 5-Off Page SEO, 6-Metrics, 7-Learning. Each of the steps are explained well in the book using an easy prose, with a dedicated chapter/sub-chapter for each, along with exercises in actually executing the lessons along the way. With each chapter that passes you feel the gaps in your SEO strategy starting to fill in. In addition to the explanations and exercises, there are numerous references to internet tools to supplement your learning and execution. By the end of the book you will have a structured view of how to do SEO, with an SEO program developed that if you commit to, will provide you tremendous and surprising results. Highly recommended.

This book is an essential guide to a daunting topic. I need something that makes this a chunk-sized approach. Jason does that in a readable and applicable way. He is a teacher that reminds you that you can do this, that it is not simple, but doable if you take it a step at a time. His metaphor of training for an athletic event is very good. Even if you are thinking of hiring a group to do this for you, read the book and become a person that delegates a task, understands why it was delegated, what is expected from that group you hire. Also, understand the metrics by which they will be measured. Without this, you are helplessly tossing your money to the wind and hoping that the people you hire will "get it" and bring you success. GOOD LUCK WITH THAT!

I was gifted a review copy. I am a beginner at SEO, and am still in the process of reading it and digesting the info. Overall the author explained things in a very clear, concise, and logical way. At the end of each chapter there is a worksheet to complete before you jump into the next chapter. The best way, obviously, is to stick to the process and work it chapter by chapter; on the other hand, the author noted that readers should avoid "analysis paralysis", so I guess the key is to strike a balance between what you've learnt and what you don't get yet at this point. Maybe when you come back to the issue at hand at a later time, it will be clearer to you. For a book such as this one, it would be necessary to set aside a certain amount of time every day or every week in order to finish through the chapters. The author, Jason, was responsive when I sent questions about the content of the book. Jason also pointed to me a few YouTube videos that proved to be very useful. There are a few minor things about this book that could be improved in the next version. For instance, it seems some google Keywords interfaces are different from what is shown in the book - this may be due to the latest update by Google. In addition, it would be very helpful if more links to Jason's YouTube

videos can be included in the book (the book has some). Videos can be more effective in teaching and learning. Overall, it is a great book for beginners and is well worth the money.

I first stumbled upon Jason McDonald when I was looking for a book on how to start getting reviews for my small business. I purchased his book "Yelp Local Marketing Workbook: How to Use Yelp for Business". It was a short and sweet read. I was able to get 15 Google reviews and 7 Yelp reviews for my business in about 6 weeks. I just recently watched a webinar of Jason's on SEO. Which lead me to get this book. You really need to get this book. I am a small business guy who is not a techie at all and I have loved reading this book. It is very easy reading and easy to understand and this book actually makes SEO fun. Jason is a funny guy! Get this book. You'll be stoked!

I am a beginner at SEO, and this book has helped me immensely! In the beginning, SEO was not a dreadful topic for me but I was forced to learn it if I wanted my website to rank on the first page of Google. I don't think I'm the only one ;) Thank you Jason McDonald! You have made this book not only easy to understand for a person like me, but also very entertaining! I actually enjoy SEO now and I am learning so many new things. It's like figuring out a complicated puzzle piece by piece. This book is written in a step-by-step form, so that SEO doesn't become overwhelming. I highly recommend this book!

This book is incredible. I am a programmer (not web but software) and have helped friends with their web sites. I never really understood SEO. After finishing this book SEO work is now great for me. I write sites in Everweb software for the Mac and this book fits into their software perfectly. The price of this book seemed high to me before I bought it but after buying it Jason offers owners many other benefits and downloadable stuff to help you, so the price is extremely low for the benefits you receive with this book. I don't write a lot of Reviews but just had to as this is way more than a book it is like hiring a consultant for \$10 great book incredible value!

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