



# SEO Made Simple For 2011: Search Engine Optimization

*Jason McCormick*

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## **SEO Made Simple For 2011: Search Engine Optimization** Jason McCormick

In a nutshell, it's sink or swim in the Internet world. If you are on page one of a Google, Bing, or Yahoo! search, your swimming in dough and have so much business you don't know what to do. On the other hand, if you are on page 3 or beyond you have no business. It's so true that no one hardly ever uses a telephone book anymore, they use the Internet. When you are competing against 800 million business websites on the Internet, you have to have an edge. There is an exact science in how to get your website to page one of an Internet search and it is different for each search engine. Not only that it changes every single year. For 2011, this book will teach you the science. Don't worry it covers the latest techniques for optimizing for Google Instant, Google Instant Preview, and Google Caffeine.

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