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Peter Kent

Building Findable Websites Aarron Walter,2009-02-02 This is not another SEO book written for marketing professionals. Between these covers you'll find practical advice and examples for people who build websites aiming to reach their target audience. Each chapter will introduce you to best practices and fresh perspectives on how to accomplish these simple, yet indispensable goals: Help more people find your site Help users find content within your site Encourage return visits The path this book travels through the villages of Web standards, accessibility, and contemporary technologies like Ajax, APIs, Flash, and microformats. You'll find the big ideas behind these technologies and real world examples, illustrating that you don't have to compromise the user experience to create search engine friendly, findable websites. Although this book illuminates a broad range of findability strategies, one common theme pervades: Web standards + compelling content = improved findability = more successful sites You'll find even more findability guidance on the book's companion website (http://buildingfindablewebsites.com) including 5 bonus chapters.

SEO Warrior John I Jerkovic,2009-11-09 How can you make it easier for people to find your website? And how can you convert casual visitors into active users? SEO Warrior shows you how it's done through a collection of tried and true techniques, hacks, and best practices. Learn the nuts and bolts of search engine optimization (SEO) theory, the importance of keyword strategy, and how to avoid and remedy search engine traps. You'll also learn about search engine marketing (SEM) practices, such as Google AdWords, and how you can use social networking to increase your visibility. Ideal for web developers, savvy marketers, webmasters, and anyone else interested in SEO, this book serves not only as an SEO tutorial, but also as a reference for implementing effective SEO techniques. Create compelling sites with SEO that can stand the test of time Optimize your site for Google, Yahoo!, Microsoft's Bing, as well as search engines used in different parts of the world Conduct keyword research to find the best terms to reach your audience--and the related terms they'll respond to Learn what makes search engines tick by utilizing custom scripts Analyze your site to see how it measures up to the competition

Search Engine Optimization For Dummies Peter Kent,2012-07-03 Increase your online ranking with this beginner guide to SEO! Search engine optimization (SEO) is an integral part of getting a site to rank high in the various search engines in order to attract potential customers. With this new edition of a bestseller, you?ll learn the ins and outs and best practices of successful SEO in order to make your website content more search-engine friendly so that it ranks higher among search

engines and draws high-volume traffic. Covers search engine basics to help you get started Introduces new coverage on content marketing and reuse, new tracking tools, platform management, and reputation management Details ways to build search-engine friendly sites, register your site with directories and indexes, and use analysis tools to track results Explains how to use link popularity in order to boost rankings Zeroes in on advertising your site by using pay-per-click options Search Engine Optimization For Dummies, 5th Edition is the fun and friendly place to start learning how to move your site to the top of the rankings.

Digital Marketing Expert Diploma (Master's level) - City of London College of Economics - 10 months - 100% online / self-paced City of London College of Economics, Overview In this course you will learn all you need to know to become a Digital Marketing Expert. As you surely know, Digital Marketing Specialists are in high demand and well paid. Content - Digital Marketing Strategy - Market Research - Crowdsourcing - Web Development and Design - Writing for the Web - Mobile Development - Email Marketing - Online Advertising - Affiliate Marketing - Search Engine Marketing - Search Engine Optimisation - PPC Advertising - And much more Duration 10 months Assessment The assessment will take place on the basis of one assignment at the end of the course. Tell us when you feel ready to take the exam and we'll send you the assignment questions. Study material The study material will be provided in separate files by email / download link.

UI Testing with Puppeteer Dario Kondratiuk,2021-03-11 Write fail-safe automation tests, device emulation, and browser automation using Puppeteer's Google-powered API Key FeaturesGet up and running with Puppeteer and discover best practices for automation testingAutomate your modern web applications using Jest and Mocha with PuppeteerGenerate screenshots using Puppeteer and find out how they can be used for UI regression testsBook Description Puppeteer is an open source web automation library created by Google to perform tasks such as end-to-end testing, performance monitoring, and task automation with ease. Using real-world use cases, this book will take you on a pragmatic journey, helping you to learn Puppeteer and implement best practices to take your automation code to the next level! Starting with an introduction to headless browsers, this book will take you through the foundations of browser automation, showing you how far you can get using Puppeteer to automate Google Chrome and Mozilla Firefox. You'll then learn the basics of end-to-end testing and understand how to create reliable tests. You'll also get to grips with finding elements using CSS selectors and XPath expressions. As you progress through the chapters, the focus shifts to more advanced browser automation topics such as executing JavaScript code inside the browser. You'll learn various use cases of Puppeteer, such as mobile devices or network speed testing, gauging your site's performance, and using Puppeteer as a web scraping tool. By the end of this UI testing book, you'll have learned how to make the most of Puppeteer's API and be able to apply it in your real-world projects. What you will learnUnderstand browser automation fundamentalsExplore end-to-end testing with Puppeteer and its best practicesApply CSS Selectors and XPath expressions to web automationDiscover how you can leverage the power of web

automation as a developerEmulate different use cases of Puppeteer such as network speed tests and geolocationGet to grips with techniques and best practices for web scraping and web content generationWho this book is for The book is for QA engineers, testing professionals, and frontend web developers alike who want to perform end-to-end testing using Google's developer tools. Web developers who want to learn how to use Puppeteer for generating content, scraping websites, and evaluating website performance will also find this book useful. Although knowledge of Node.js isn't necessary, basic JavaScript knowledge will assist with understanding the concepts covered.

Complete Digital Marketing Guide Book for SEO, Social Media & Brand awareness Publicancy,2019-11-07 A step by step guide to digital marketing. It highlights the crucial steps needed to start a digital business. It's a Complete Digital Marketing Guide Book for SEO, Social Media & Brand awareness. Learn Definitive & Hidden Secrets of Digital Marketing to grow your business know that the evolution of technology is constant in our society and unfolding at warp speed. Most, if not all, technology companies have their foot firmly on the accelerator. It's predicted that by 2020, multi-billions of dollars will have been put into the technology revolution. Where does Digital Marketing fit in? The answers to Digital Marketing include the following: Conversion Rate Optimization SEO (Search Engine Optimization) SMM (Social Media Marketing) Email Marketing Internet Reputation Management Blogging Utilizing this digital marketing guide will allow you to apply the knowledge and greatly increase the success of your website & brand.

The Complete Idiot's Guide to Creating a Website Paul McFedries,2008 In the 21st century, it has become very difficult for a business to survive without a website - today's equivalent of a mid-1990s yellow-pages listing. Today's websites require advanced features that visitors have come to expect- streaming video and audio; e-commerce; custom surveys, forms, and polls; and discussion groups. In The Complete Idiot's Guide® to Creating a Website, readers will find- ♦ How to create a webpage-all the basics and tables. ♦ Using good design. ♦ Publishing your site. ♦ Automating your site. ♦ How to make your site profitable. ♦ Publicizing your site. The CD contains many custom templates with which to start a website, as well as numerous JavaScript scripts.

Awaken Your Inner SEO 2012 Eric Stein,2012-06-09 You are guaranteed to learn new Search Engine Optimization techniques. Take your SEO to the next level, new information for both newbies and pros!

Get On Google Front Page Jason Matthews,2011 Get on Google front page. Read the latest collection of SEO tips for 2011. You'll learn to:-pick the very best keywords, short-tail and long-tail-add meta tags with meta description to page source-optimize the text and images within website pages-get your URL backlinks out to thousands of sites-monitor visitors trends-build online platform, increase visibility-and so much more.

SEO For Dummies Peter Kent,2019-12-12 Up relevance scores, improve page speed, optimize voice search questions, and more! Search Engine Optimization For Dummies shows website owners, developers, and search engine optimizers (SEOs)

how to create a website that ranks at the top of search engines and has high-volume traffic, while answering the essential question of how do I get people to visit my site? By understanding search engine basics (what are they, which ones are important, how to get started), building a search engine-friendly site, registering your site with directories and indexes, using analysis tools to track results and link popularity to boost rankings, and advertising your site by using pay-per-click options, you can use the tricks of SEO masters to drive traffic to your site. You'll also discover how to write effective content, use social media to boost your profile, and manage your platform and reputation to positively impact your search engine rankings. Develop a search strategy and use new SERP features Maximize the effects of personalized search Analyze results with improved analytics tools Optimize voice search strategies There's no time like the present to create a website that ranks at the top of search engines and drives traffic to your site with these tips, tricks, and secrets.

Hugo in Action Atishay Jain,2022-05-17 Build and deploy a live website in just 30 minutes using Hugo. The Hugo engine lets you rapidly deliver static sites that are low maintenance, high performance, and feature rich. In Hugo in Action you will learn: Building web pages with Hugo and Jamstack Creating content using Markdown Content management with Hugo Designing new Hugo themes Using the Go template language Managing dependencies with Hugo modules Accessing APIs with Jamstack Adding a shopping cart using JavaScript Content tagging with markup Sometimes, simple is better. Static websites—sites with fixed content—are easier to create and maintain, and inherently more secure than dynamic pages. Hugo in Action is a hands-on guide to using the Hugo static site engine to render these websites in milliseconds. Working with a complete example website and source code samples, you'll learn how to build and host a site that will wow users and stay stable without a third-party server. Full coverage of the Jamstack (Javascript, APIs, Markdown) shows how easy it is to add complex features to super-simple sites, including eCommerce shopping carts, dynamic forms, and multilingual options. About the technology Because they load pre-built pages, static websites are simple, secure, and incredibly fast. With the Hugo static site generator you can build and render a website in seconds without the grind of hand coding the pages. Hugo takes a directory of content and templates and renders it as a full HTML and CSS website—perfect for blogs, documentation, and other sites that don't require real-time updates. About the book In Hugo in Action you'll learn step-by-step how to build efficient, low-maintenance static web sites. You'll use Hugo as a CMS and web development environment, create custom pages, and design your own Hugo themes. And you won't stop there! Moving beyond the basics, you'll incorporate the Jamstack model to add capabilities like eCommerce and your own APIs. The result: rich websites that are flexible and incredibly stable. What's inside Building web pages with Hugo and Jamstack Using the Go template language Managing dependencies with Hugo modules Content tagging with markup About the reader For web developers with a basic knowledge of JavaScript. About the author Atishay Jain is a Senior Computer Scientist at Adobe. He has developed web-based software used by millions of Adobe Creative Cloud customers. Table of Contents PART 1 STATIC HUGO WEBSITES: LOADING FAST,

BUILDING TO LAST 1 The Jamstack and Hugo 2 Live in 30 minutes: You now have a website 3 Using markup for content 4 Content management with Hugo 5 Custom pages and customized content with the Go template language 6 Structuring web pages 7 Creating your own theme 8 Hugo Modules: Plugins for everybody PART 2 EXPANDING WITH THE JAMSTACK: DYNAMIC OUTSIDE, STATIC INSIDE 9 Accessing APIs to enhance functionality 10 The power of JavaScript 11 Breaking barriers with custom APIs and webhooks 12 Adding e-commerce capabilities using the Jamstack 13 Wrapping it up

WordPress All-in-One For Dummies Lisa Sabin-Wilson,2024-02-06 The no-nonsense guide to building your own WordPress site With the help of WordPress All-in-One For Dummies, you can get your first WordPress blog or website set up in no time. Fully updated for the latest WordPress releases, this 8-books-in-1 guide walks you through all the features of this powerful web builder. You'll discover how to choose and customize a theme, pick the perfect web host and URL, and manage multiple websites with multiple authors. Use WordPress as a content management software (CMS) platform, work with multimedia formats, and add plugins to your site. With state-of-the-art features, WordPress has become the go-to platform for website owners and bloggers who want to be noticed. This beginner-friendly Dummies guide gives you the know-how to make WordPress work for you. Build a website or blog with WordPress, the leading open-source web builder Discover the powerful, customizable features of the latest versions of WordPress Allow multiple people to contribute to your site and keep your content organized Easily make changes and modifications with the WordPress interface Both WordPress novices and more experienced users looking to dive into new features will love the easy-to-follow instructions and tips in WordPress All-in-One For Dummies.

Effective SEO and Content Marketing Nicholas Papagiannis,2020-01-30 Get beyond the basics and see how modern-day users are reimaging the SEO process SEO is often underutilized and overlooked across the marketing realm today. SEO is not merely trying to improve your website ranking on Google, but it can spark and optimize ideas. Above all it can help improve the amount of free traffic coming to your web properties. This book provides you with a comprehensive approach to make sure marketing spend is utilized as effectively as possible and deliver the best ROI for your brand and business. Maximizing your organic (free) traffic channels should be a top priority and this book will provide you with insight on how to do that. From working with social media influencers to steering creative ideas and campaigns, modern day SEO requires a full-service perspective of marketing and its processes. General education on SEO and organic content marking Understanding which search engines to focus on How SEO and content can solve business problems Building a new brand through SEO and content Identifying who your true competitors are Which Analytics reports you should be regularly monitoring How to establish research channels that can inform your business initiatives Building personas and audience purchase journeys Prioritizing locations, demographics and countries What needs to be in place to maximize free traffic levels to your brands assets Understanding all the key tasks and attributes for an effective content program Data-Driven

Content: Detailed instruction on how to use data to inform content responses, ideas and asset types Understanding different content asset types from standard items like articles to highly advanced assets like films, podcasts, white papers and other assets Calculating ROI for SEO and Content initiatives Small business marketing via content and SEO and having the right small business mindset for success Website and content design considerations (accessibility, principles of marketing) Optimizing for the future and looking at other search venues Amazon Optimization YouTube Optimization App Store Optimization (ASO) Podcast Optimization Optimizing Blogs and other off-site content Prepping and optimizing for the newest technologies, including voice search, artificial intelligence, and content discovery vehicles How to build an optimization path and programs that drive results and manage risks In addition to learning the most effective processes to structure your SEO, you will have access to bonus materials that accompany this book which will include worksheets, checklists, creative brief examples, quizzes, and best interview questions when hiring an SEO specialist. Modern-day marketers, business owners, and brand managers, this book is for you!

Digital Marketing using Google Services Balu,2015-01-24 Digital Marketing using Google Services book Aim of this book: To make your Website listed in Google Search. We have classified our chapters into five categories "Analysis", "Organic Promotion", "Paid Promotion", "Tracking Your Website Visitors" and "Monetize your Website". Analysis Step 1: Start with analysing your business trends by reading Chapter 1 Google Trends. Step 2: Find your online competitors and their strategy by reading Chapter 2 Competitor Analysis. Step 3: Create or Alter your website with required components to improve visitor engagement by reading Chapter 3 Website Strategy. Organic Promotion Step 7: The best way to make your website listed in Google Search Results for local search queries related to your business is through Google MyBusiness. Do not skip any sections in this Chapter 4 Google MyBusiness. Step 8: The next step is to make your website listed in Google Search Results for any search queries related to your business by following Chapter 5 Search Engine Optimization. Step 9: Google provides priority to informative videos in Google Search. Create few videos about your products & services. Post it in YouTube. We also have few tips for your videos. Follow this Chapter 6 YouTube. Step 10: Social Media is your key for Branding. I would suggest you to start with Google+, Facebook, LinkedIn and Twitter by creating business pages today. As your business page becomes popular, your business page and website get higher ranking in Google Search. We have described these in Chapter 7 Social Media Optimization. Paid Promotion Step 11: If you want to place Ads in Google, read Chapter 8 Google AdWords. Start by creating Simple campaign targeting Google Search as described in this chapter. You may also want to read Google Display Network and YouTube Ads section to promote your Branding. Tracking Your Website Visitors Step 4: To track visitors and leads, you will be asked to update your website with many setup codes. Google Tag Manager makes this process simple by setting up one time setup code on your website. Read Chapter 9 Google Tag Manager to learn more about it. We strongly encourage you to use Google Tag Manager. Step 5: It is important to analyze your

website's visitor statistics to improve your Revenue. Google Analytics is a tool used to track your website visitors. Read Chapter 10 Google Analytics to setup, analyze and improve your website user engagement. Step 6: You should inform Google about your website details to crawl (read) all your webpages. To submit your website details, read Chapter 11 Google Webmaster Tools. Monetize your Website Step 12: Chapter 12 Google AdSense guides you to get started with gaining some money from your active website. If your website is new or just building content, I would suggest you to skip this until you have a website with proper content in place. Editor's Note Getting started with Digital Marketing for your website is quiet easy. Similar to an offline business, being active online is what Google expects from you in order to make your website come up on Google Search. A little bit of effort and time is required in this process. This book will guide you through the process of Digital Marketing in a step by step approach. Who should read this book? 1. Business owners who need to promote their business on their own through Internet. 2. Entrepreneurs who wish to get started with their very own Digital Marketing business. 3. Digital Marketing Agencies who feel the necessity to train their employees on Digital Marketing approach 4. Students who want to learn and perform research on Digital Marketing. 5. Marketing, Sales, Business Development and Advertising Professionals who require a thorough knowledge about Digital Marketing to efficiently plan and manage a team. All the best. Get Started.

Professional Search Engine Optimization with PHP Cristian Darie,Jaimie Sirovich,2007-04-18 Maybe you're a great programmer or IT professional, but marketing isn't your thing. Or perhaps you're a tech-savvy search engine marketer who wants a peek under the hood of a search engine optimized web site. Search engine marketing is a field where technology and marketing are both critical and interdependent, because small changes in the implementation of a web site can make you or break you in search engine rankings. Furthermore, the fusion of technology and marketing know-how can create web site features that attract more visitors. The mission of this book is to help web developers create web sites that rank well with the major search engines, and to teach search engine marketers how to use technology to their advantage. We assert that neither marketing nor IT can exist in a vacuum, and it is essential that they not see themselves as opposing forces in an organization. They must work together. This book aims to educate both sides in that regard.

Technical SEO Handbook Roggie Clark,Raj Clark,2023-10-29 Unlock the Secrets to Technical SEO Mastery with The Technical SEO Handbook! Are you a website owner, marketer, or digital enthusiast looking to boost your online visibility and outshine your competitors? Do you find yourself constantly perplexed by the intricate world of Technical SEO? Look no further, because this comprehensive guide is your roadmap to becoming a Technical SEO expert. In The Technical SEO Handbook, we demystify the often perplexing landscape of Technical SEO and equip you with the knowledge and skills needed to perform professional audits and rectify common technical SEO issues. From optimizing website performance to enhancing crawlability and ensuring that search engines understand and rank your content, this book covers it all. Inside

these pages, you will learn: 1. The Fundamentals of Technical SEO: Lay a solid foundation by understanding the core concepts of Technical SEO, from robots.txt and sitemaps to indexing and canonicalization. 2. In-Depth Website Auditing: Learn how to assess your website's health and pinpoint issues that may be holding you back from higher search engine rankings. 3. Common Technical SEO Problems: Identify and resolve issues such as broken links, duplicate content, and poor mobile-friendliness that can negatively impact your site's performance. 4. Speed Optimization: Discover techniques to speed up your website, improve user experience, and ensure that your site meets search engine speed standards. 5. Schema Markup and Structured Data: Learn how to implement structured data effectively to provide search engines with a deeper understanding of your content, resulting in rich snippets and increased visibility. 6. Mobile Optimization: Navigate the complex world of mobile optimization and make your website responsive and mobile-friendly, catering to the ever-growing mobile audience. 7. Technical SEO Tools and Resources: Discover a range of valuable tools and resources to streamline your technical SEO efforts. With The Technical SEO Handbook in your arsenal, you'll not only understand the nuances of technical SEO, but you'll also be equipped to tackle the most common issues that hinder your website's performance. Don't let your competitors steal the spotlight - gain the knowledge and confidence you need to boost your online presence and drive more organic traffic. Take control of your website's destiny and embark on a journey towards SEO excellence. Whether you're a novice or a seasoned professional, this book is your key to conquering the realm of Technical SEO. Get your copy today and start optimizing your way to the top of the search results! Meet the author: Roggie Clark Roggie (Raj) Clark, is an 8-year SEO professional and owner of the SEO agency; Bounce Rank. Prior to joining the SEO industry, Raj was a web developer and school teacher. It was through creating his own websites, and wanting a career change from teaching, that Raj stumbled across the world of SEO. Since joining the field nearly a decade ago, Raj has worked on a wide range of campaigns, from eCommerce to B2B, to Healthcare, for enterprise companies and marketing agencies in the United States. He is regarded as an expert, and guru by his colleagues, and the SEO industry. Raj currently lives in Maryland with his sister and niece.

Beginning Google Maps Mashups with Mapplets, KML, and GeoRSS Sterling Udell,2008-11-21 Beginning Google Maps Mashups with Mapplets, KML, and GeoRSS is a beginner's guide to creating web mashups using Google mapping technology. Serves as a single–source primer to displaying data on Google Maps Covers both Mapplets and the Google Maps API Provides everything you need to start participating in the geographic Web What you'll learn "Mash up" GeoWeb services onto a Google map Package your mashup as a mapplet and publish it to maps.google.com Enhance your map with driving directions, local search, map advertising, and more Discover common Google–mapping mistakes to avoid Find out how and when to geocode existing data into mappable coordinates Deliver your own data as GeoXML Who this book is for This book is for web designers and developers who have not worked with Google Maps or geographic data before. A working knowledge of HTML is required, and some programming experience is beneficial.

SEO Master Using the Power of Wordpress Konstantinos Kreouzis,2013-02 The ultimate guide to create a Search Engine Optimized (SEO) website using the Power of WordPress. Mastering search engine optimization is one of the hottest topics of the digital age. Ranking on the first results page of Google has never been easier. In just a few weeks you will see your website ranking higher and higher on Google. Covers everything, from basic to more advanced SEO topics. There is no need to know any programming languages, such as PHP, JAVA, CSS or HTML. Programming knowledge is not necessary. The book starts with the basics, walking you through the process of setting up WordPress the SEO way then stepping you though the creation of your search engine optimized website. You will advance from there, mastering all those techniques that will force your website to rank on the first results page of Google, such as Tiles, Tags, Content, Keywords, Page Speed, Page Caching, Meta, Alt Tags, Slugs, CDN, Social Media and so much more. You will master all these SEO techniques used by the most popular websites on the internet. Learn more about this book, download a sample, and find support blogs at the book's website: www.seomasterwordpress.com

HTML, CSS, and JavaScript Mobile Development For Dummies William Harrel,2011-09-13 Master the art of designing web pages for mobile devices--a site for small screens! When designing a web page for mobile devices, the big thing is--think small! Your objective is to provide what the mobile user wants without losing the wow in your website. This book shows you how to do it using three key technologies. Soon you'll be building mobile pages with forms, quizzes, appropriate graphics, shopping carts, and more! Think mobile--consider screen size, lack of a mouse, duel orientation screens, and mobile browsers. Know your audience--understand how people use the mobile web and how their habits differ from those of desktop users Get interactive--optimize multimedia files and develop contact forms that encourage visitors to interact with your site. Latest and greatest--maximize the new features of HTML5 and CSS3, automate your site with JavaScript, and use WebKit Extensions. Be sure they find you--make your mobile site both easily searchable and search engine-friendly. Open the book and find: Why you should know WURFL ; A system for keeping your site up to date ; All about bitmap and vector images ; Easy ways to adjust your site for different devices ; Powerful SEO ideas to get your site noticed ; Tips for creating a mobile shopping cart ; How to take your blog theme mobile ; Ten mobile CSS-friendly apps and widgets Learn to: Use standard web tools to build sites for iPhone, iPad, BlackBerry, and Android platforms ; Optimize sites for all mobile devices ; Accommodate different mobile browsers and security features ; Take advantage of HTML5--back cover.

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