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Seo 2016: Search Engine Optimization Rank at the Top of Google (SEO 2016, Search Engine Optimization, SEO Books, Seo for Google, How to Rank in Google, Local SEO, Search Engine Traffic)

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Your website is like the front door to your business. Many of your potential clients are going to come through via the internet, and if your website is lacking, or isn't highly ranked on most search engines, you are going to lose out on many clients. A Guide to SEO in 2016 is the only guide you need to learn about SEO during 2016 so you can get your website ranked and bring in the traffic.

Websites are ranked based on their quality and how much they can help the potential customer. Search engines are in constant competition to ensure searchers use them and not a competitor. This competition leads them to make new formulas and pick new factors that will decide whether your page will rank high or not. While the search engine isn't going to give you a list of requirements (or everyone would cheat), there are some easy steps you can take to help rank your website as number 1!

So why is ranking so important? If you have a website, shouldn't that be enough? No! In fact, if you aren't ranked at least on the first page of results, most customers will never find you. That can mean thousands of dollars leaving your business and heading over to the competitor who knows how to use SEO better than you.

Even if you have done SEO on your website before, it is important to re-evaluate your website again. Google, Bing and other search engines are constantly making changes. If you don't keep up, your website is going to go way down in the rankings. Take the Google Panda update just a few years ago. Some well-established websites that had great rankings for years fell into oblivion in just a few minutes once this software was updated because of a few simple mistakes. Oblivion means less sales; not good for a growing business.

How do you keep up with all the changes that come with SEO and working with search engines. You provide quality content. Through all the changes, through all the updates, and through the evolution of the Internet, only those who had great content for their potential customers and who didn't try to game the system were the ones who were always able to stay on top.

While many SEO techniques from 2015 and before are still in play in 2016, there are some big differences that can make or break your website. This guidebook is the perfect guide to help you learn those differences.

This guidebook has everything that you need to know about SEO in the coming year. Some of the things that you can learn to help your website get a leg up on the competition include:

• What SEO is and why it is so important to your company in terms of views and potential income.

• How search engines operate to find the best websites and how you can use this to your advantage to bring in more customers.

• How search engines interact with your clients to bring them the best search results.

• Why it is so important to use SEO and how forgetting all about it can make your business less successful.

• The importance of keyword research to match your website up with the right customers who will actually make purchases.

• Factors that you might not think about when it comes to SEO and how these can actually harm your business.

• The proper way to use links to avoid being penalized and actually see them work for you.

• Myths that used to be true about SEO, but now will get your page ranked last or even removed.

• How trying to spam or game the system is going to ruin all your SEO efforts.

• How to track your SEO efforts to see what is working and what needs changed.

• The top tips that you can use to get the most out of your SEO efforts in 2016 to bring in more revenue than ever before.

• How to get the most customers in the door of your website and get the most profit out of your work when the SEO does its job.

When you are ready to get started on seeing amazing results with your SEO work, get a Guide to SEO in 2016 and get going today!

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