

SEO Help: 20 Semantic Search Steps that Will Help Your Business Grow

David Amerland

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following review helpful. SEO Book for Every Business By Mary Stovall A well written, easy to understand book regardless of where you are in your internet learning adventure. This book teaches you in a step by step fashion with questions at the end of each chapter that guide you to really consider your business and the decisions you are making. I've had the Kindle version for a while and found it so valuable I now carry the paperback with me. The book has become a guide for helping clients understand how SEO has changed, what Semantic Search is and how to incorporate it into their marketing and business plan. I've taken to giving it to clients at the beginning of our relationship to help them understand the path we are walking together. It's a great start to a solid relationship!

Search has changed. Search marketing now works differently. Semantic search is disrupting many of the practices associated with traditional search engine optimization techniques. David Amerland takes the complex subject of semantic search optimization and reduces it into twenty manageable steps anyone can apply. Using some of the most advanced semantic SEO techniques, in plain English, he shows you how you can:

- Make quick SEO gains for your website
- Take your search marketing to the next level
- Use search in your branding efforts
- Define the uniqueness of your business
- Create trust and authenticity on the web
- Make use of current promotional techniques
- Integrate video and images in search marketing
- Shape your digital identity
- Form clear brand values
- Future-proof your SEO

Start using semantic search techniques from the very first moment. Designed for the busy webmaster, business leader and entrepreneur, each chapter can be read alone, or in sequence. A comprehensive list of 200 questions, presented at the end of each chapter in tranches of ten allows you to reshape the entire way you approach digital marketing and search, irrespective of the size of your business or the budget available. Immensely practical, easy to read with each chapter standing alone this is the down to Earth aid to semantic search that you have been looking for.

From the Author David Amerland's involvement with the Web goes back to the days when the number of websites in existence could fit in a printed 80-page directory and SEO consisted of keyword stuffing and pixel-wide hidden text. Since those less enlightened days he has worked with blue-chip multinationals and individual entrepreneurs alike helping them craft SEO and social media marketing strategies that work with their internal cultures and deliver value to their target audience. He writes for Forbes, HP UK, Social Media Today, and blogs on his own website, davidamerland.com. When he is not writing or surfing the Web he spends time giving speeches on how social media is changing everything.

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