



# SEO Boot Camp: Boost your Search Engine Rankings with Fundamentals and Advanced SEO Techniques

*Tom Treanor*

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## **SEO Boot Camp: Boost your Search Engine Rankings with Fundamentals and Advanced SEO Techniques** Tom Treanor

Providing a broad SEO 101 experience, this is the easiest way for busy people to learn about search engine optimization techniques as well as SEO tools, the tie with Social Media, content development tips, how to use a Google Adwords to help your SEO and more. This course is designed for small businesses, individuals and corporate SEOs. Whether you run a small business or work for a large corporation or non-profit organization, it's important that your website show up in the search engines for the right keywords. While this has been true for several years (especially since the meteoric growth of Google's search engine), the tactics for getting found have evolved over time. Learn the latest tactics, including "on-page SEO" musts, "off-page SEO" strategies, how to create the right content for your site, how to leverage Social Media and how to learn from pay-per-click campaigns. Get ready for the Boot Camp that will boost your business!

**\*\*This edition is rich, full color - see also the black and white (2nd edition) which has almost identical content\*\***

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