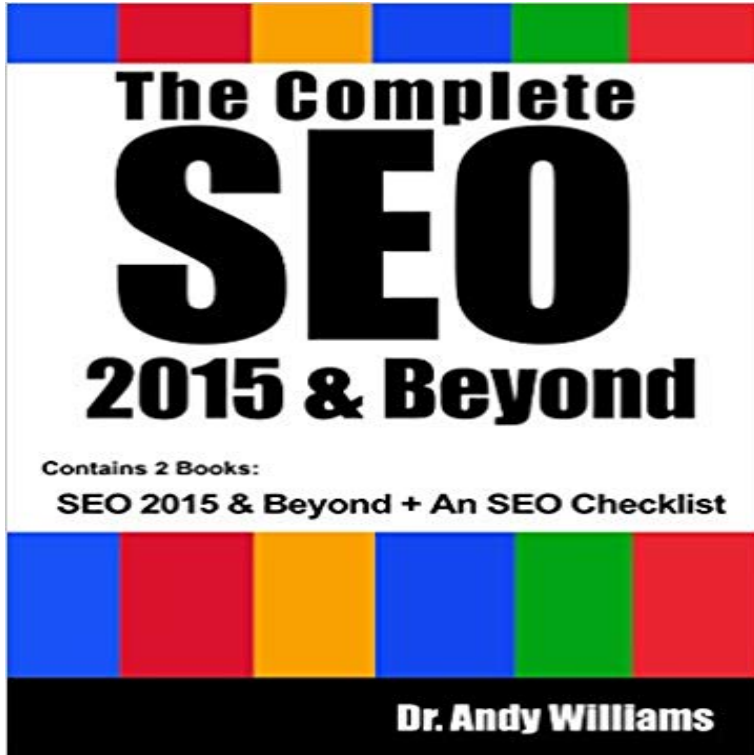


The Complete SEO 2015 & Beyond: SEO 2015 & Beyond + An SEO Checklist



The book contains the 4th Edition of my SEO book, SEO 2015 & Beyond as well as An SEO Checklist book. SEO 2015 & Beyond - Search engine optimization will never be the same again. If the SEO book/course you are putting your faith into was written even 1 year ago, then you could be following advice that will get your site penalized, or even removed from Google. Google made massive changes in 2011, but even more aggressive changes in 2012 & 2013. 2014 was also stressful for SEOs. Strategies taught as best principles just one year ago are now considered black hat or just plain risky in today. SEO 2015 & Beyond will tell you what you can do and what you cannot. On February 11th, 2011, Google dropped a bombshell on the SEO community when they released the Panda update. Then, on 24th April 2012, Google went in for the kill when they released the Penguin update. Few webmasters could believe the carnage that this update caused or the fact that Google dared to release it. On September 28th 2012, Google released a new algorithm update targeting exact match domains (EMDs). We also had another Panda update (27th September 2012) and another Penguin update (5th October 2012). On 22nd May 2013, Google unleashed Penguin 2.0 which went far deeper than the original Penguin algorithm, and its only going to get tougher. In August 2013, Google released a new Algorithm, called Hummingbird. This was a major change in the way Google sorts through the indexed pages. We probably havent seen such a major update like this in over a decade, though chances are it has less affect on your traffic than Panda. In July 2014 we saw the Pigeon update. In October 2014 Penguin 3.0 was released, followed by Pirate 2.0. later that month. Just about everything you have been taught about SEO in the last 10 years can be thrown out the Window. In this book, I want to share

with you the new SEO. The SEO for 2015 & Beyond. SEO Checklist - A step-by-step plan for fixing SEO problems with your web site Pre-Panda and pre-Penguin, Google tolerated certain activities. Post-Panda and post-Penguin, they dont. As a result, they are now enforcing their Webmaster Guidelines which is something that SEOs never really believed Google would do! Essentially, Google have become far less tolerant of activities that they see as rank manipulation. As webmasters, we have been given a choice. Stick to Googles rules, or lose out on free traffic from the worlds biggest search engine. Those that had abused the rules in the past got a massive shock. Their website, which may have been at the top of Google for several years, dropped like a stone. Rankings gone, overnight! To have any chance of recovery, you MUST clean up that site, but for many, trying to untangle the SEO mess that was built up over several years is not always easy. Where do you start? Thats why this book was written. It provides a step-by-step plan to fix a broken site and contains detailed checklists with an explanation of why those things are important. These checklists are based on the SEO that I use on a daily basis. Its the SEO I teach my students, and its the SEO that I know works. For those that embrace the recent changes, SEO has actually become easier as we no longer have to battle against other sites whose SEO was done 24/7 by an automated tool or an army of cheap labor. Those sites have largely been removed, and that levels the playing field. If you have a site that lost rankings, then this book is for you! Who am I? If you want to learn more about me and why I am qualified to talk about SEO, visit my website at <http://ezseonews.com>. Read some of the stuff Ive written, and read some of the stuff my readers have written about me.

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