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# SEO 2016 & Beyond: Search Engine Optimization Will Never Be The Same. (Webmaster Series)



## Synopsis

SEO 2016 & Beyond - Higher Rankings, More Traffic AND with Google's Blessing? SEO 2016 is a complete SEO strategy. Includes a comprehensive SEO troubleshooting plan. Now in it's 5th major version. Fully updated and expanded for 2016 This book follows on from the hugely successful line including the best-selling SEO 2012 & Beyond, SEO 2013 & Beyond, SEO 2014 & Beyond and SEO 2015 & Beyond. In SEO 2016 & Beyond, veteran SEO Andy Williams, with more than a decade of SEO experience, guides you through a search engine optimization strategy that will get you higher rankings and increased traffic without having to worry about Google slaps. SEO 2016 & Beyond now also includes my "SEO Checklist" which was previously sold as a separate book. This checklist is the same one that I use to identify problems with websites that may be causing penalties and lost rankings. The techniques and strategies I teach in this book are as safe as you can get in modern SEO. Stop worrying about a Google slap, and start working with Google to get better rankings and more traffic. Let SEO 2016 & Beyond be your guide. Who am I? My name is Andy Williams and I've been an SEO professional for more than a decade. During that time, I've not only used my SEO strategies to build my business, but I've taught white hat SEO to my free newsletter group on <http://ezseonews.com>.

## Book Information

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## Customer Reviews

I was provided an electronic copy for review. I have taken Andy Williams's online SEO course. I'm not an expert at SEO, but like many desire to more effectively structure my websites so that they are good for human visitors but also good for positioning in search engines. Andy takes a "white hat" approach to SEO, effectively separating his recommendations from the "black hatters" that are out there. For me, this is of crucial importance. Morally and ethically, I do not believe in misleading, lying, or cheating my way through bumping my websites rankings. As a user of Google/Bing et al, I have often times been so disgusted at "bait click" sites coming up in the top ten ranks when trying to find legitimate information online. Try to find good web hosting reviews without being directed to one of the many bogus affiliate sites who's only goal is to NOT provide you the information you need to understand web hosting providers, but find nothing but an affiliate link stuffed page by an author who's desire is to make money through affiliate programs. I desire to learn how to use SEO to ensure that I am following ethical approaches towards ensuring I have quality content, authored for my potential visitors, that is also properly structured for maximum effect in rankings. The thing is, in today's SEO world, it is a war: Google vs. Black Hatters and SEO manipulators. Google is definitely changing the logic of their search engines to weed out the manipulators, the black hatters, and those who use tricks to mislead Google's users from finding relevant search results. As a user, I am happy that google is doing this. as a web master, I still desire to ensure that my site ranks appropriately and can be found among the weeds that are out there. Dr.

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