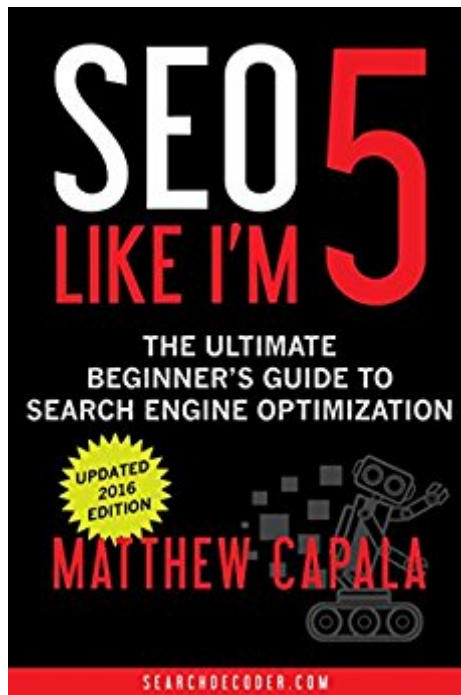


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# SEO Like I'm 5: The Ultimate Beginner's Guide To Search Engine Optimization (Like I'm 5 Book 1)



## Synopsis

2016 UPDATED 3RD EDITION: 30% NEW CONTENT + EXCLUSIVE SEO TEMPLATES

Matthew Capala provides something different and necessary: an overview of the SEO essentials suitable for any reader, even those without a strong technical background.\*\*\*\*\* Dorie Clark, HBR Writer and Author of *Stand Out* • (Portfolio) There are a multitude of resources available to inform marketers and business owners of how to stay up to date with online marketing, but one that's well worth reading is *SEO Like I'm 5* • by Matthew Capala.\*\*\*\*\* Brian Honigman on THE HUFFINGTON POST Matthew's book got me to act, and if you read it, you will certainly start acting. I know *SEO Like I'm 5* • is one of those books I will be reading daily, a page here, another page there.\*\*\*\*\* Claudia Azula Altucher, Author of *Become an Idea Machine* •\*\*\*\*\* Top 10 SEO Books to Read in 2016 BrightEdge Blog *SEO Like I'm 5* • is written in a way that is accessible to anyone who is curious about how SEO really works without spending a lot of time on theory. \*\*\*\*\* Linda Gharib, SVP, Digital Marketing at Citigroup While SEO has gotten harder than ever, Matt explains it in a way that will help you get in the game with a winning playbook.\*\*\*\*\* Michael King, Founder of iPullRank Make no mistake; this is no *SEO for dummies*.<sup>TM</sup> Rather, *SEO Like I'm 5* <sup>TM</sup> is the ultimate beginner's training system for forward-thinking businesses and entrepreneurs that will get you found on Google, Bing, social media, and blogs. You will also learn how to attract followers and leads like a magnet by building a vibrant community around your content, which both users and search engines will love, and leveraging untapped, high-growth platforms and social networks. In addition to taking you through the strategic process of building and optimizing your online presence, *SEO Like I'm 5* • features hundreds of free tools, *under-the-hood* <sup>TM</sup> hacks, case studies, and actionable tips. Lastly, to help you put your new knowledge into action, we've included five SEO templates to jumpstart your SEO efforts. These templates will let you gather enough data to prioritize efforts and develop a strategic online visibility action plan. They will also help you audit your site, develop effective content, prospect bloggers, and track your progress.

**Why Read this Book?** There is an overload of information on the topic of SEO, much of it misguided or outdated, coming from self-proclaimed gurus. Contrary to common knowledge, the *art of SEO* <sup>TM</sup> is not defined by your ability to write code or hack Google's <sup>TM</sup> algorithm. The truth is that today, online success has more to do with your ability to create amazing content, establish a strong social media presence, and build relationships with bloggers than writing lines of code or stuffing keywords into your meta data. *SEO Like I'm 5* <sup>TM</sup> takes you through an action-oriented, workshop-style, pain-free process to plan, build, and optimize your online presence, including:

- Where to start your SEO efforts
- Which free platforms and tools to use

How to build a search-friendly website “ How to improve your website technical performance “  
How to build a killer content strategy “ How to become a “rock star” • blogger “ How to find  
“golden nugget” • keyword opportunities “ How to attract backlinks to your content “ How to  
build relationships with bloggers and influencers “ How to build a winning social media strategy “  
How to make money online Who is this Book for? “ Entrepreneurs and startups “ Bloggers and  
content creators “ Small business owners “ Marketing professionals “ Students and faculty “  
Authors, artists, and celebrities “ PR professionals and communicators “ Developers The cool  
thing about “SEO Like I’m 5” is that it offers more than just text. It comes with hundreds of  
screenshots and step-by-step instructions you can actually use while reading it. My hope is that you  
will find the book entertaining as well.

## Book Information

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## Customer Reviews

SEO Like I’m 5 is actionable, entertaining, and easy to read. SEO may seem like a very complex  
and difficult to understand topic, but Matthew does a great job of distilling it down in easy to  
understand language and format. Not only was it actionable and easy to understand, it is also quite  
entertaining and inspiring. In the year 2014 if you are not developing your online presence with

content and search marketing, you may be completely missing the boat. The author is clearly an expert on the topic, so I highly recommend this book!

This is well written for the "new" individual joining the SEO/Blogging world. If you need a way to understand the basic principles, techniques, and tools used to improve your SEO and Blog, this is the book for you. This is the "Clear and Easy to Understand Beginner's Guide" to getting yourself found on Social Media, Blogs, and search engines. This is written in a way that it comes across like a friend explaining his complex job to me so that it is clear what he does.

Awesome book. Awesome, awesome, awesome!!! highlighted over 50 pages I still reference every day. Just a great read for people in all walks of SEO. Even if you are an expert, refine some of your tactics using this. Great book. Should be so much more money. Unbelievable!!

Matthew Capala has a way of explaining things in the most simple terms that make you go... duh! Why did I think it was ever hard? SEO Like I'm 5 gets out of the fly by night tactics that so many marketers tout and gets straight to the heart of the matter. SEO=Marketing. His detailed recommendations, insights from industry friends and entertaining manner make this a quick page turner that will help you understand fundamentally where SEO has been, and what it's growing up to be.

As a business marketing professional, I've read lots of SEO books and when I discovered SEO Like I'm 5, I thought, "not another theoretical SEO book!" But this book really delivers clear and actionable content. Furthermore, there are personal examples and herds of helpful links to free and reasonable resources. I tried a few of Matthew's tips after reading just a few chapters and watched my AdSense revenue grow, almost overnight. Simple tips like how to find keyword search terms using Google's search bar have improved web hits and increased customer engagement. His tips have helped me look like a rockstar when showing clients my company's capabilities; providing easily accessible and tangible value. Since completing, SEO Like I'm 5, I continue to reference this book as a resource for creating blog posts and my follower engagement continues to grow. This book paid for itself in the first week.

OK - I'm a grumpy OLD guy. Haven't yet formed an opinion about the usefulness of the content, but a few early observations. Whoever printed the book chopped the last sentence or two off of many

pages. Really? The illustrations (screen prints) are too small to be readable. Useless. There are constant, and I mean CONSTANT invitations to Tweet praise for some statement or the other. Hallelujah, brother! Very distracting. I will write more once I finish reading and have a chance to try to put the content to use. Finished it last night. This book seems to be directed to others of the same ilk as the author. If you are a self help author or aspiring writer, etc, there may well be useful content here. In other words, if you believe you can create on-going content that others will want to follow, there are hints and tools to use. If, on the other hand, your business is more static, or your clients are companies that are easily 1000 times your size (as mine are, hence unlikely to link to my site), there ain't much here. I've gotta say, reading this book reminded me of watching a bunch of teenage girls hanging out together. They twitter and giggle and have their own vernacular and inside jokes and don't understand that there is a world outside of their own. Again, I'm an old guy. Maybe I just don't get it.

I've read a couple of e-books about SEO, and none of them come close to SEO Like I'm 5. It's not that the other SEO books I tried reading were not educational, it's the way they were written. I got bored or overwhelmed easily reading other SEO guides, but this book really spoke to me and got me act. There are a lot of case studies, walk throughs and images, which helped me replicate the SEO strategies mentioned in the book. The added bonus is that SEO Like I am 5 is fun to read, entertaining, and authentic (the author shared a couple of interesting stories about SEO and his tricks and tips). I recommend it.

This is one of the best SEO books I have come across. Chock full of latest information, with actionable strategies and techniques to help build a web presence starting from scratch. Matt does a great job of breaking down the complex field of SEO into small pieces that are easy to understand and act on. While great for beginners, this book will also reveal awesome tactics for the seasoned veteran. I highly recommend it!

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