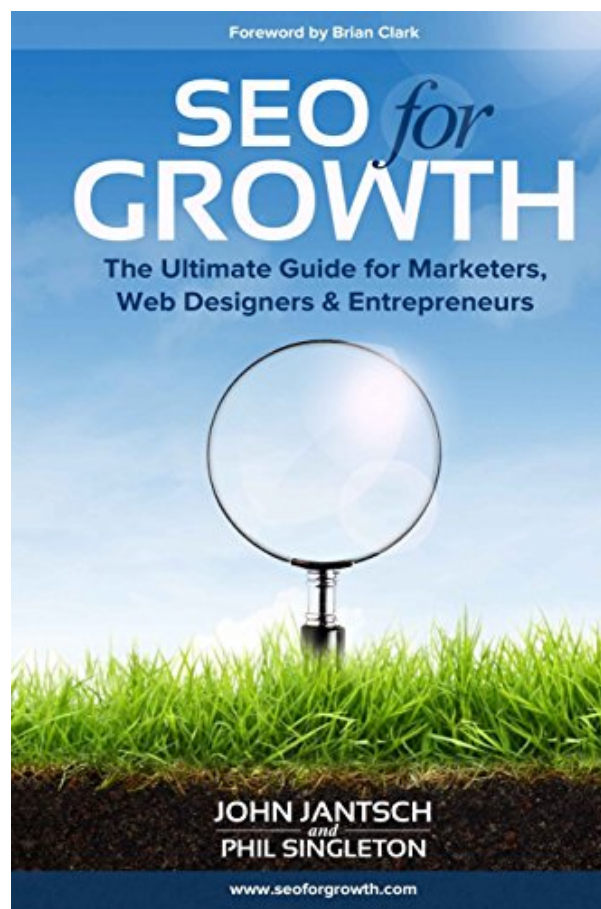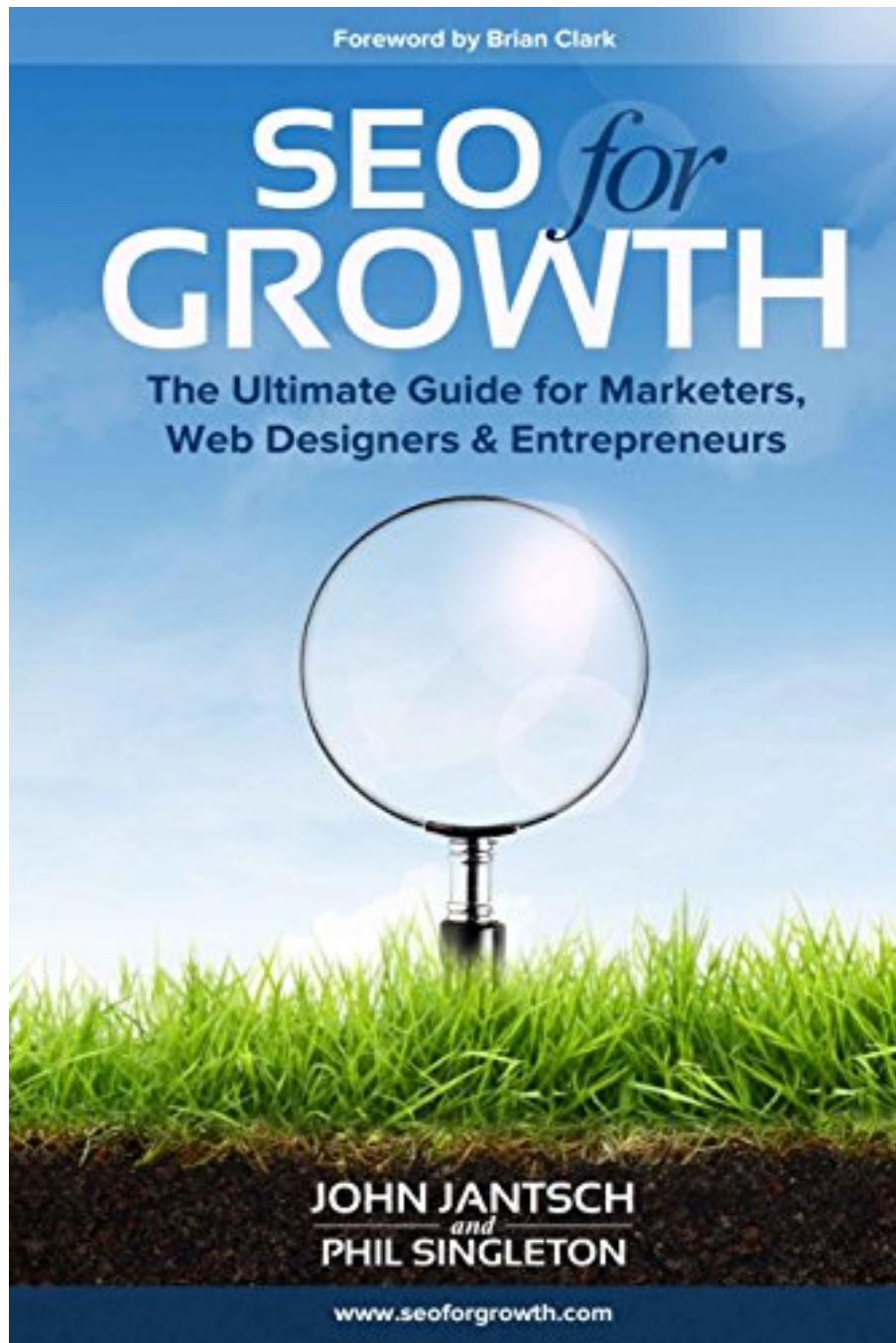# SEO FOR GROWTH: THE ULTIMATE GUIDE FOR MARKETERS, WEB DESIGNERS & ENTREPRENEURS BY JOHN JANTSCH, PHIL SINGLETON

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Search Engine Optimization, also known as SEO, is how people search and find your website on the Internet.

(NOTE: Dozens of renowned marketing, SEO and social media experts have endorsed this SEO book. You can read these expert testimonials and claim the free bonus offers that come with this book at SEOforGrowth.com)

SEO is a key growth channel for your business, but the rules of SEO have changed dramatically in recent years.

To grow your business in today's economy, you need a strong online presence. But what does that entail exactly?

Marketing is no longer about mass-market advertising and outbound sales; it's about capturing demand — grabbing the attention of people already looking to make a purchase or acquire specific knowledge. To do that, your content needs to be at the top of Internet search results.

Many businesses and marketers toss up a brochure-style website, do a little social media and blog posting (if any), and think they're "doing SEO" — but that's not what it takes to get those coveted first page Google rankings.

No longer just another tactic, search engine optimization has become a full-blown channel on par with PR and advertising — one you can't afford to ignore. From website designers to business owners, marketers to entrepreneurs, everyone can benefit from understanding and applying SEO best practices.

John Jantsch, author of the best-selling Duct Tape Marketing and creator of the Duct Tape Marketing System™, and Phil Singleton, an experienced SEO consultant with years of experience at the local, regional, and national levels, have teamed up to provide you with the only Internet marketing guide you need. In SEO for Growth, they teach you how to leverage the new rules of search engine optimization to make sure your website gets found online. Jantsch and Singleton harness the knowledge they've acquired through years of experience and extensive research, explaining SEO in a direct and accessible manner, to help you navigate this complex technical terrain with purpose and ease.

SEO for Growth is Your One-Stop Digital Marketing Guide

The first part of the book provides an in-depth overview of search engines, algorithms, and design changes, so you can understand the way that Google "thinks." The book then takes you through the mindset and strategy you need to get SEO right and provides specific techniques that you can use at each stage of a new business: from finding the perfect match between the ideal customer and the market message (traction), to retaining customers and building relationships for growth (expansion); and leveraging the assets you build

for payoff (conversion).

From this book, you'll learn how to:

- create and re-purpose content and plan an editorial calendar
- use different social media channels to generate engagement with your content
- build and manage your online reputation, plus handle negative reviews
- do quality link building without resorting to the shady practices Google now penalizes
- conduct keyword research to optimize your website and all of your content
- use pay-per-click advertising in the most cost-efficient way to get the biggest bang for your buck
- build a revenue generating website that will help power your company's growth for years to come

Whether you want to adapt your small business to the digital age or you're a marketer figuring out how to help your clients online, this indispensable guide has everything you need to plan and implement the right SEO strategy for your business.

After you buy this book, be sure to visit the SEO for Growth website (SEOforGrowth.com) to claim and download the 3-eBook bonus pack on Local SEO, Traffic Generation Tactics, and WordPress Website Optimization, as well as special offers and discounts on various SEO tools, webinars and services.

- Sales Rank: #62388 in Books
- Published on: 2016-09-11
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- Dimensions: 9.00" h x .54" w x 6.00" l,
- Binding: Paperback
- 238 pages

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Most helpful customer reviews

7 of 7 people found the following review helpful.
Powerful Reference Book with Useful, Actionable Tips
By Kelley Schepper
This is a solid resource on how to use SEO to grow your business. While I have a basic understanding of SEO, this book was a great supplement to the knowledge I already had. I think it is the ideal resource and reference guide for any and everyone – from those just starting out in SEO and marketing, to seasoned

experts who want to fine-tune their knowledge.

In the past, I have found it more than difficult to find a resource that puts everything together in a simple, easy-to-read format. I truly feel like this book covers the "inner workings" of SEO, Google and overall business growth.

Prior to purchasing this book, I did quite a bit of research. After all, there are more than a few options out there to choose from, and I wanted to make sure I got the best. This extensive amount of research definitely paid off!

The authors make even the most difficult concepts easy to understand. They touch on basic and advanced tactics so that readers of every level will walk away with new ideas, methods and tactics for growing their business with SEO.

One of the main features I noticed right away that set this book apart from all the others out there was the level of detail present. It is extremely detailed and offers usable tips for SEO, rather than just being filled with big-words and industry jargon. The authors did a great job of tackling difficult topics and narrowing them down to the essentials, all while presenting the information in a conversational and casual style so it is easy to understand.

Another interesting feature that I loved was the many industry experts that were not only highlighted in the book, but that also gave advice and information about the various topics being discussed.

I would highly recommend this book to anyone – business owners, blog owners or anyone else who wants to utilize SEO to grow their business.

4 of 4 people found the following review helpful.
Most SEO Books are "All Hat, No Cattle"! John and Phil Knocked It Outta The Park!
By Greg Martin
When I saw the title and John's name attached, I knew this book would be good. Too many books are long on theory and short on actionable advice. That is never the case with John Jantsch. I've not interacted with Phil in the past, but I will be in the future. His insights provide insider information from someone "in the trenches". The combination of these two gentlemen is powerful, indeed.

I bought this on a Friday and made the mistake of letting my team greet the UPS man instead of receiving the shipment myself. As a result, it was nearly a week before I finally got my hands on it. They all read it before I got the chance.

Do yourself a favor. Pick up this book and pay attention to the near continuous stream of content and Podcast wisdom coming from both Phil and John. You'll be glad you did.

3 of 3 people found the following review helpful.
this book is as much about developing a well-rounded marketing strategy as it is about getting better Google rankings for your w
By Toni Taylor
While the title highlights SEO, this book is as much about developing a well-rounded marketing strategy as it is about getting better Google rankings for your website. As a web designer myself, I understand what the authors are saying about how websites have evolved from digital brochures to marketing platforms, but also how a lot of the web design industry still treats web design as a creative and development exercise – so there can be a lot of missed opportunity if marketing, SEO and lead generation aren't included in the process. This book is great for business owners, it gives you a peak under the hood without getting too technical, and it will show you how to get a lot more out of your website. It's a must read!!

See all 33 customer reviews...

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