

The book was found

# Content Is King: How To Use Great SEO Content, Video And Analytics To Put You Ahead Of The Game



## Synopsis

SEO has changed. In this book, online copywriter, lecturer and multimedia journalist Mark Smith (BBC, The Guardian, Mirror Online, Global Trade Review, Very.co.uk) shows you how you can enhance your website or blog's search visibility with a number of simple steps. Brought right up to date to take into account early 2016's Google updates, this book avoids boring jargon and provides insights from a range of industry experts and business owners using direct interviews and case studies, helping you to avoid the pitfalls and understand what content works and what doesn't. These easy techniques include improving SEO content, simple video marketing (you can use YouTube, right?) and basic - and often totally free - analytics packages that let you track how your site or blog is performing online. The web is the great leveller, and this simple guide lets you embrace the simple opportunities in front of you.

## Book Information

File Size: 762 KB

Print Length: 23 pages

Publication Date: April 25, 2016

Sold by:Â Digital Services LLC

Language: English

ASIN: B01ETXWSBC

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #1,884,912 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #97

inÂ Books > Computers & Technology > Web Development & Design > Website Analytics #817

inÂ Books > Business & Money > Marketing & Sales > Search Engine Optimization #1391

inÂ Kindle Store > Kindle Short Reads > 45 minutes (22-32 pages) > Computers & Technology

## Customer Reviews

It's rare to find in today's modern age of jargon an author who can take something as intimidating and jaded like the modern work place and make it understandable for the common bumpkin! A must have for anyone running or hoping to run a small business!

Well written

[Download to continue reading...](#)

Content is King: How to use great SEO content, video and analytics to put you ahead of the game  
BOOST YOUR SEO for 2016 (3 in 1 Bundle): SOCIAL MEDIA SEO BACKLINKING - KEYWORD  
RESEARCH FOR SEO AFFILIATE - RANKING YOUTUBE VIDEOS SEO: How to Get On the First  
Page of Google (Google Analytics, Website Traffic, Adwords, Pay per Click, Website Promotion,  
Search Engine Optimization) (Seo Bible Book 1) SEO: SEO Marketing - Learn 14 Amazing Steps  
To Search Engine Optimization Success On Google! (Google analytics, Webmaster, Website traffic)  
Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business  
Leveraging the Power of Data Analytics, Data Science, ... (Hacking Freedom and Data Driven Book  
2) SEO for WordPress Keyword Research for Search Engine Optimization (2016): Find SEO  
Keywords That Turns Into a Profitable Money Machine Law of Attraction: 7 Secrets to Put in Action  
the Law of Attraction on a Daily Basis and Successfully Manifest Abundance, Confidence, Money,  
Healthy and ... The Law of Attraction, Beliefs, Abraham) Ecommerce Analytics: Analyze and  
Improve the Impact of Your Digital Strategy (FT Press Analytics) Big Data, MapReduce, Hadoop,  
and Spark with Python: Master Big Data Analytics and Data Wrangling with MapReduce  
Fundamentals using Hadoop, Spark, and Python Requirements Elicitation Techniques - Simply  
Put!: Helping Stakeholders Discover and Define Requirements for IT Projects Getting Started with  
Google Analytics: How to Set Up Google Analytics Correctly from the Beginning Prep-Ahead Meals  
From Scratch: Quick & Easy Batch Cooking Techniques and Recipes That Save You Time and  
Money Sleisenger and Fordtran's Gastrointestinal and Liver Disease Review and Assessment  
(Sleisenger and Fordtrans Gastrointestinal and Liver) Die-cutting and Tooling: A guide to the  
manufacture and use of cutting, embossing and foiling dies, anvils and cylinders Diabetes de la A a  
la Z (Diabetes A to Z): Lo que necesita saber sobre la diabetes &#151; en terminos simples (What  
You Need to Know about Diabetes &#151; Simply Put) (Spanish Edition) Put A Stamp On It!:  
Seventy-Seven Sparkling Stories Showcasing How Stamps Have Intercepted Historical Events Put  
Your Heart in Your Mouth: Natural Treatment for Atherosclerosis, Angina, Heart Attack, High Blood  
Pressure, Stroke, Arrhythmia, Peripheral Vascular Disease How To Stream Video Live 2016:  
Expand Your Reach In Minutes With Live Video Through Facebook, YouTube, Periscope,  
Livestream, Meerkat And More - Even If You Hate Being On Camera Dark Age America: Climate  
Change, Cultural Collapse, and the Hard Future Ahead

[Dmca](#)