



# Search Engine Optimization: The Lies and Secrets Exposed

*Mr Nathan James Neil*

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# Search Engine Optimization: The Lies and Secrets Exposed

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## **Search Engine Optimization: The Lies and Secrets Exposed** Mr Nathan James Neil

Search Engine Optimization. There is a lot of misinformation and lies out there! This book serves as a guide to uncover the bull, while providing relevant information to boost your page rank. After reading several books I realized that most of them are nothing but a sales pitch. My goal in writing this book is to call out the lies that Buzzword SEO companies provide and then provide information on what really matters to boosting your sites relevance in search. We uncover the top ten lies you might have been told and why they are not true with facts directly from Google, who is responsible for nearly 70% of all searches. We put together an interview guide for those considering to hire an SEO professional to make sure they know what they are talking about. Additionally this book outlines good practices and an overview of the top factors that Google and other search engines actually consider. Want to do some self-auditing? Then you need to read this book! It outlines free tools that you can do to research areas that may need improved so that you can either correct them yourself or go into a meeting with an SEO professional with a good understanding of what you need. In the later chapters of the book, we uncover the top five mistakes that companies make in their SEO strategy. No mater what industry you are in, this book remains neutral so that you can use its advise to benefit your efforts and have a strong understanding of what search optimization actually is.

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