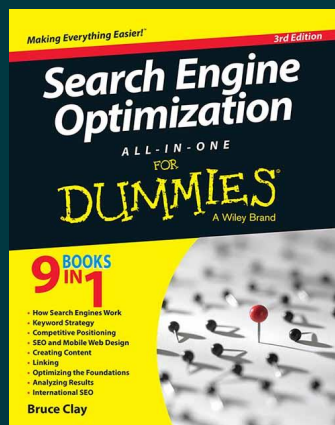




Search Engine Optimization All-In-One for Dummies, 3ed

By [Bruce Clay](#)

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Description

In Search Engine Optimization All-in-One For Dummies, 3rd Edition, Bruce Clay—whose search engine consultancy predates Google—shares everything you need to know about SEO. In minibooks that cover the entire topic, you'll discover how search engines work, how to apply effective keyword strategies, ways to use SEO to position yourself competitively, the latest on international SEO practices and more. If SEO makes your head spin, this no-nonsense guide makes it easier. You'll get the lowdown on how to use search engine optimization to improve the quality and volume of traffic on your website via search engine results.

About the Author

Bruce Clay

Bruce Clay is a professional search engine optimization consultant. He was interviewed by Wired Magazine in their feature "The Complete Guide to Googlemania!" and cited by USA Today in their article "Gunning for search engines."

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