



# SEO White Book: The Organic Guide to Google Search Engine Optimization (The SEO Series)

*R L Adams*

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## **The Organic Guide to Google SEO**

*Learn the Proven Organic Search Engine Optimization Methods and Techniques*

The SEO industry and the rules for ranking on Google have completely changed in the past couple of years. It's changed due to a new set of rules that have emerged in the wake of Google's World Wide Web War that it waged in the silent digital abyss of Cyberspace. This war that Google waged was against spammers and other Websites that were bending and breaking the SEO rules to bully their ways to the top of search engine results pages (SERPs).

In waging this war, Google dropped some atomic bombs in the form of changes to its algorithms (search formulas) that have completely transformed many of the strategies and techniques for ranking a Website today. Gone are the easy days of instituting link schemes, keyword stuffing, and content cloaking, just to name a few of the ill-used techniques that led to this war.

Today, the name of the game is relevancy. If Google doesn't think you're relevant, then not matter what techniques you use for search engine optimization from whatever SEO book you find them in, they won't work.

### **Why should you Care about all this?**

Now that the digital dust has settled, it's important for you to understand the new set of rules for ranking Websites, that now dominate the Web. Without the very important information contained in this SEO book, ranking today for any competitive keywords will be incredibly difficult. If you are going to make lasting changes on Google's SERPs, then you have to have the knowledge and know-how of what works today and what doesn't.

**This SEO book is part of a four-part series called The SEO Series, which features the following books:**

- *The SEO Black Book – A Guide to the Industry's Secrets*
- *SEO Simplified – Learn Search Engine Optimization Strategies and Principles for Beginners*
- *SEO White Book – The Organic Guide to Google Search Engine Optimization*
- *SEO for Bloggers – Learn How to Rank your Blog Posts at the Top of Google's Search Results*

### **Why the SEO White Book?**

The SEO White Book contains White-Hat SEO techniques – the acceptable techniques according to Google – for long term ranking on Google's SERPs.

**After you buy this book, you will come to understand and appreciate what it takes to successfully rank**

**a site with SEO on Google today.**

This book is the culmination of over a decade of experience that I have being professionally involved in the SEO field in one way or another. I understand what works and what doesn't and in this third SEO book in the series I set out to help unravel some of the mysteries of the trade for you. Scroll up and BUY IT NOW. You don't want to miss out on the incredibly valuable information in this SEO book.

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