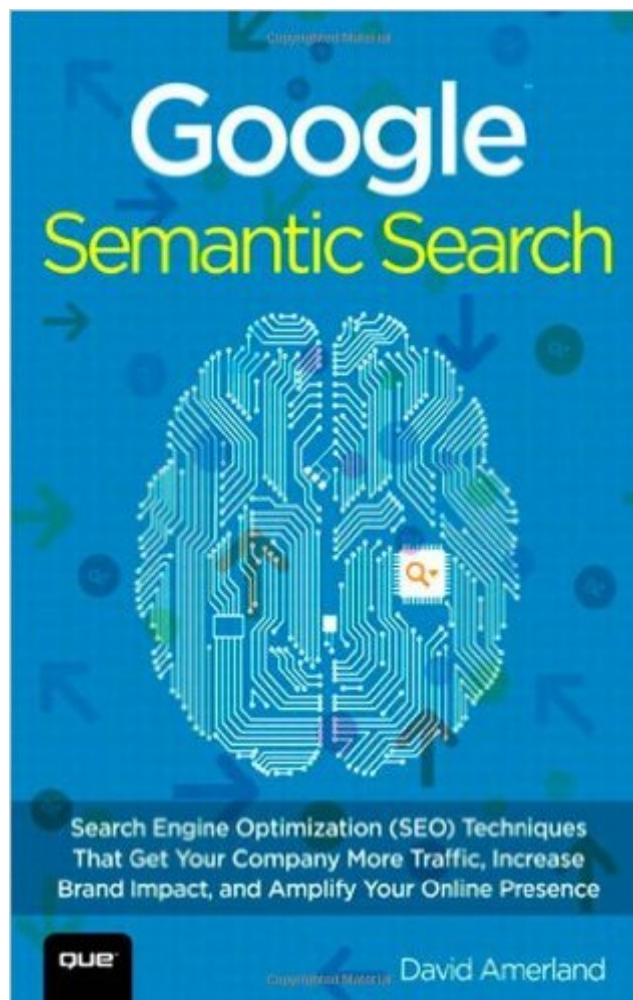


The book was found

Google Semantic Search: Search Engine Optimization (SEO) Techniques That Get Your Company More Traffic, Increase Brand Impact, And Amplify Your Online Presence (Que Biz-Tech)





Synopsis

Optimize Your Sites for Today's Radically New Semantic Search – Breakthrough
semantic search techniques are already transforming Google's search results. If you want to be found, yesterday's SEO techniques won't cut it anymore. Google Semantic Search tells you what to do instead—in plain English. David Amerland demystifies Knowledge Graph, TrustRank, AuthorityRank, personalized and mobile search, social media activity, and much more. Drawing on deep knowledge of Google's internal workings and newest patents, he also reveals the growing impact of social networks on your SEO performance. Whether you do it yourself or supervise an agency, this is your complete playbook for next-generation SEO! • Learn how Google is delivering answers, not just links—and what it means to you • Profit from Google Now and the fragmented, personalized future of search • Prepare for Knowledge Graph by growing your online reputation, authority, and trust • Stop using 10 common SEO techniques that no longer work • Discover the truth about Trust Ranking—and 10 steps to take right now • Go way beyond keywords in today's new era of content marketing • Strengthen the social signal you create on Twitter, Facebook, Google+, and LinkedIn • See why the First Page of Google is rapidly become obsolete • Drive unprecedented business value from your online identity and influence • Learn how Google captures meaning in unstructured data—and give it what it wants • Plan for all 4 Vs of semantic search: Volume, Velocity, Variety, and Veracity • Rapidly transition from technical to strategic search optimization • <http://helpmyseo.com/google-semantic-search.html> •

Book Information

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Customer Reviews

Search, above all else, is marketing, and it is undergoing a massive change, according to David Amerland in this book. If your business is not visible in the results of search engines -- with Google being the main one -- then it is difficult for customers to find you. In the past it was possible to game the system by creating artificial links so that your website rated highly in search results, but artificially promoted results are likely to become a thing of the past with the rise of semantic search. So, what is the new secret of getting customers to find you through the Google search engine? There is no one secret as such, but you can improve your chances by:

- * Generating quality content that delivers value to the end-user
- * Ensuring your website is easy to use and navigate
- * Getting your business talked about on social networks and blogs
- * Getting your content re-shared on social networks
- * Having a strong social component which engages prospective customers
- * Generating fresh content and remaining part of the online conversation
- * Getting into Google+
- * Connecting all of your online activities
- * Authenticating everything with rel=author and rel=publisher tags
- * Being authoritative

It seems to me after reading the book that the author has provided a range of hints, rather than a clear description of the actions which need to be taken. Most business owners have a limited amount of available time, and it would be helpful to know whether, for example, half an hour spent on polishing a Google+ profile would bring a bigger return than half an hour spent generating new content. The reality is probably that everyone will have to spend at least some time dabbling in everything.

Who Should Read this Book: For Search Engine Optimization (SEO) consultants, this book outlines just how radically your business will change over the next few short years. If you are involved in SEO work and you don't understand the issues covered in this book, it's unlikely you will be in business in five years from now. It's not just about keeping up with these new technologies; you will need to augment your technical consulting capacity with real business consulting expertise. For marketing professionals, this book explains some critically important changes in the way that the web works. This is far more than a book about search engine strategy; it's a primer on building authority and influence around the network of ideas that surround your products and services. This is the newest wave in marketing and it is a direct consequence of the Internet's shift from being website-centric to people-centric. Forward-thinking business leaders will use the ideas in this book to

rethink some of their fundamental assumptions about how they run their business. What this Book is About: In some ways, this book is mis-titled. I say that not because it fails to adequately cover the issues surrounding semantic search, for it covers them very well. I say it because author David Amerland covers a much wider swath of issues in this book than just semantic search. Really, this book is a book about next-generation marketing. The world of marketing, at least its cutting edge, is primarily focused online these days. Seventy percent of purchase decisions start with search, so it goes without saying that search is a critical part of any online marketing initiative.

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