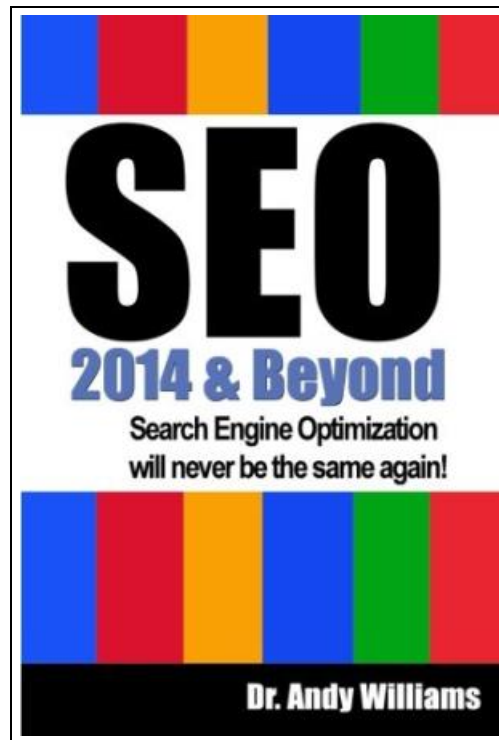


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CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 124 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. If the SEO bookcourse you are putting your faith into was written before September 2012, then you could be following advice that will get your site penalized, or even removed from Google. Google made massive changes in 2011, but even more significant changes in 2012. Strategies taught as best principles in early 2012 are now considered black hat or just plain risky in 2013. SEO 2013 and Beyond will tell you what you can do and what you cannot. Lets look at what happened. On February 11th, 2011, Google dropped a bombshell on the SEO community when they released the Panda update. Panda was designed to remove low quality content from the search engine results pages. The surprise to many were some of the big name casualties that were taken out by the update. On 24th April 2012, Google went in for the kill when they released the Penguin update. Few SEOs that had been in the business for any length of time could believe the carnage that this update caused. If Googles Panda was a 1 on the Richter scale of updates, Penguin was surely a 10. It completely changed the way we need to think about SEO. On September 28th 2012, Google released a new algorithm update targeting exact match domains (EMDs). I have updated this book to let you know the consequences of owning EMDs and added my own advice on choosing domain names. While I have never been a huge fan of exact match domains anyway, many other SEO books and courses teach you to use them. Ill tell you why I think those other courses and books are wrong. The EMD update was sandwiched in...



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