



SEO Fitness Workbook: 2016 Edition: The Seven Steps to Search Engine Optimization Success on Google

Jason McDonald Ph.D.

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SEO in PLAIN ENGLISH: let Jason guide you in SIMPLE language to the top of Google, Bing, and Yahoo

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It's PRACTICAL. It doesn't just go on and on in esoteric nerd-speak mumbo jumbo. It explains SEO in **PLAIN ENGLISH** giving practical TODOs and DELIVERABLES in each chapter. It's a **WORKBOOK** not a book - it's a DO-IT-NOW and GET-IT-DONE guide to search engine optimization 2016 rather than a speak MUMBO-JUMBO and INTIMIDATE YOU INTO *analysis paralysis*.

- Got questions? Google Jason McDonald and send an email. Heck, go crazy and call him on the phone!
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- Getting to the top of GOOGLE and BING will save you tons of money vs. AdWords or advertising on BING or YAHOO. There's nothing better than free is there? Well, YES THERE IS: free SEO tools as part of the companion *SEO Toolbook*.

The author, Jason McDonald, has instructed thousands of people in his classes in the San Francisco Bay Area, including Stanford Continuing Studies, as well as online. Jason speaks in simple English and uses the metaphor of "The Seven Steps to SEO Fitness" to explain to you how to 'get SEO fit.'

Check out the other **SEO Books** - *SEO For Dummies*, *SEO an Hour a Day*, etc., - they're great, they're good, but they don't include powerful step-by-step worksheets, links to online videos, and the free *SEO Toolbook* with hundreds of free tools for search engine optimization 2016.

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