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# SEO Fitness Workbook: 2016 Edition: The Seven Steps To Search Engine Optimization Success On Google



## Synopsis

\*\*\* UPDATED: September, 2016 \*\*\* SEO Made EASY: Step-by-step Directions to the Top of Google  
The best-selling SEO book on - consistently ranks as one of the best selling, and best reviewed books on SEO for 2016 on . Check out the other SEO books, read their reviews, browse their 'inside peeks,' and you'll find that the SEO FITNESS WORKBOOK is the best SEO book of 2016.  
Updated Edition: September 2016 - up-to-date coverage of Google's Penguin, Panda, Semantic Search, Mobile and even Local algorithm updates  
FREE SEO Tools - includes access to Jason's SEO Toolbook - a \$29.99 value!  
Worksheets and Videos - more than just a book, the SEO Fitness Workbook includes worksheets and videos to guide you from SEO novice to SEO expert. It's not just about 'learning' SEO; it's about 'doing' SEO and 'succeeding at' SEO!  
Contents - coverage of 'On Page' and 'Off Page' SEO, the 'new' content marketing, blogging, link-building, social media SEO (including REVIEW MARKETING on GOOGLE and YELP) and every other esoteric technical tactic in PLAIN ENGLISH for MERE MORTALS such as GOOGLE SEARCH CONSOLE and GOOGLE ANALYTICS.  
SEO in PLAIN ENGLISH: let Jason guide you in SIMPLE language to the top of Google, Bing, and Yahoo!  
More on the SEO FITNESS WORKBOOK, 2016 Edition  
While many books on SEO sell for \$2.99 or are even free, the SEO FITNESS WORKBOOK is priced at \$39.99. It's not cheap. It's worth it. Here's why - Please 'Look inside' other books on SEO on , and PLEASE read the reviews! Compare the reviews of those books with the reviews of the SEO FITNESS WORKBOOK. Many of the books on , unfortunately, are just junk put up quickly to make a quick buck. The SEO Fitness Workbook, in contrast, is built upon years of real experience, and the teaching methodology of Jason McDonald, used in his classes in the San Francisco Bay Area, including Stanford University's Continuing Studies program. It's in-depth, up-to-date for 2016 as of September, 2016, and supported by facts and real experience. 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! Simple STEP-BY-STEP instructions PLUS free tools PLUS worksheets PLUS videos makes the SEO FITNESS WORKBOOK worth \$50 or even \$75 dollars, easily. 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. Buy the 'free' or .99 cent books on search engine optimization, and compare them with the SEO FITNESS WORKBOOK. You get what

## Book Information

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## Customer Reviews

SEO is not new. However, like everything else in the technical world, new acronyms, new terms, new "names" are coined for the same old stuff every day. Which is why Jason McDonald is correct when he says that the basics of SEO are the same as they always have been. Why buy this workbook? Because it's a cookbook for "doing" SEO. You can grab a bunch of ingredients and try to cook a soufflé. With perseverance you might one day be invited to compete on Master Chef. However, unless you know what ingredients go into a soufflé you will be wasting lots of money and throwing away tons of inedible creations. I grew up with computers in the days of the mainframe. My

father worked in the "military industrial complex". Eventually, I became a software engineer myself, built my own desktop computers down to the board level. I also established my own bulletin board system (BBS). When the Internet came along, I was there. I did not invent it, but I read the industry journals and jumped on the bandwagon. SEO was not called SEO back then. I don't remember calling it anything in particular back then. It was just what one did to get the search engines to find and index your website pages. This book, IMHO, is not just adequate or good but GREAT for several reasons. Mr. McDonald is encouraging. He knows that SEO is something everyone can do. He's entertaining and makes you laugh and relax your way through the process of "doing" SEO; it's virtually impossible to make progress in any endeavor when you are tied up in knots, and feeling overwhelmed, helpless and inadequate to the task. In addition to all the information in the book itself, he has links to the worksheets on his website.

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