

Contents

Foreword	1
<i>Setting the scene</i>	5
The size of the prize	7
The seven-step approach	9
The Get to the Top on Google case study	17
<i>Step 1: Phrases that pay</i>	21
Proposition development	21
Keyword discovery	27
Keyword attractiveness	39
Keyword deployment	47
<i>Step 2: Courting the crawl</i>	55
How Google finds sites and pages	55
Setting up a new site	66
Managing an existing site	79
Site structure and navigation	86
<i>Step 3: Priming your pages</i>	92
How Google stores information	92
On-page optimization	97
Asset optimization	115
Manipulating snippets and SERPs	118
<i>Step 4: Landing the links</i>	128
How Google ranks	128
Off-page optimization	132
What's new in Web 2.0	166
Avoiding penalties	178