

- ✧ Whether you have a new website or a long-established internet presence, there will be much in this book to challenge your thinking: not just how to promote your business but the very nature of your proposition online. The book is designed to be accessible for the beginner but comprehensive enough for the skilled marketer. You will be guided but not patronized.
- ✧ Throughout the book I use a case study to illustrate the seven steps. This helps you check your understanding and more readily apply the techniques to your own business. I also throw in six months of free membership to my SEO Expert Forum, so you can ask me questions and get direct help if you are struggling.
- ✧ I have set out to write the most complete and up-to-date guide to SEO on the market today. Unlike other, earlier books on the subject, this guide covers the emerging fields of Web 2.0 optimization, local search optimization, and the future of search itself (including emerging competitors to Google and alternative search models).

## The SEO Expert website

One of the key issues with any book on search engine optimization is that the industry is changing rapidly and thus advice can become out of date before the ink is dry. The most successful techniques evolve over time and the tools available to the optimizer are improved, deleted, or replaced by others.

Consequently, I have made two commitments to readers of this book. The first is that new editions of the book will fully reflect and tackle developments in the search market generally and the Google algorithm in particular. The second commitment is that I will make available regular updates on search and SEO via my personal blog and business website.