

PHASE 1 PLANNING AND PREPARATION		PHASE 2 THE SEO CAMPAIGN				PHASE 3 ONGOING MAINTENANCE
Step 1 Phrases that pay	Step 2 Courting the crawl	Step 3 Priming your pages	Step 4 Landing the links	Step 5 Paying for position	Step 6 Making the map	Step 7 Tracking and tuning
1.1 Proposition development	2.1 How Google finds	3.1 How Google stores	4.1 How Google ranks	5.1 Match driver selection	6.1 Language optimization	7.1 Google Analytics
1.2 Keyword discovery	2.2 Setting up a new site	3.2 On-page optimization	4.2 Off-page optimization	5.2 Ad text optimization	6.2 Geographical optimization	7.2 Google Webmaster Tools
1.3 Keyword analysis	2.3 Managing an existing site	3.3 Asset optimization	4.3 What's new in Web 2.0	5.3 Landing page optimization	6.3 Google Earth and Maps	7.3 Other useful tools
1.4 Keyword deployment	2.4 Site structure and navigation	3.4 SERPs and snippets	4.4 Avoiding penalties	5.4 Campaign management	6.4 Priming for local search	7.4 Tuning the campaign