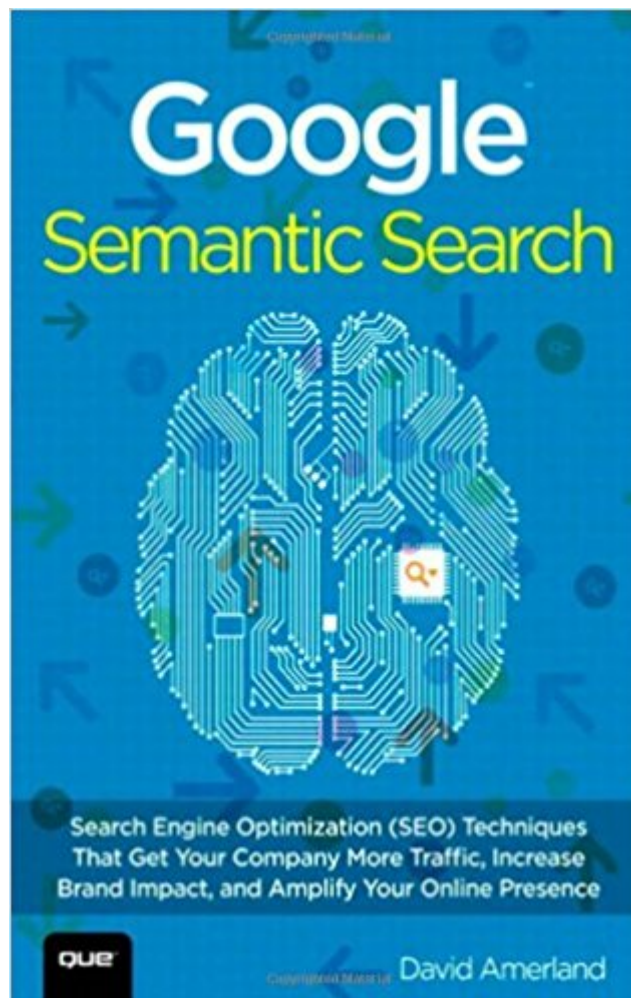


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Google Semantic Search: Search Engine Optimization (SEO) Techniques That Get Your Company More Traffic, Increase Brand Impact, And Amplify Your Online Presence (Que Biz-Tech)





Synopsis

Optimize Your Sites for Today's Radically New Semantic Search – Breakthrough
semantic search techniques are already transforming Google's search results. If you want to be found, yesterday's SEO techniques won't cut it anymore. Google Semantic Search tells you what to do instead in plain English. David Amerland demystifies Knowledge Graph, TrustRank, AuthorityRank, personalized and mobile search, social media activity, and much more. Drawing on deep knowledge of Google's internal workings and newest patents, he also reveals the growing impact of social networks on your SEO performance. Whether you do it yourself or supervise an agency, this is your complete playbook for next-generation SEO! – Learn how Google is delivering answers, not just links – and what it means to you – Profit from Google Now and the fragmented, personalized future of search – Prepare for Knowledge Graph by growing your online reputation, authority, and trust – Stop using 10 common SEO techniques that no longer work – Discover the truth about Trust Ranking and 10 steps to take right now – Go way beyond keywords in today's new era of content marketing – Strengthen the social signal you create on Twitter, Facebook, Google+, and LinkedIn – See why the First Page of Google is rapidly become obsolete – Drive unprecedented business value from your online identity and influence – Learn how Google captures meaning in unstructured data and give it what it wants – Plan for all 4 Vs of semantic search: Volume, Velocity, Variety, and Veracity – Rapidly transition from technical to strategic search optimization – <http://helpmyseo.com/google-semantic-search.html> –

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Customer Reviews

David Amerland's involvement with the Web goes back to the days when the number of websites in existence could fit in a printed 80-page directory and SEO consisted of keyword stuffing and pixel-wide hidden text. Since those less enlightened days he has worked with blue-chip multinationals and individual entrepreneurs alike helping them craft SEO and social media marketing strategies that work with their internal cultures and deliver value to their target audience. He writes for Forbes, HP UK, Social Media Today, and blogs on his own website, HelpmySEO.com. When he is not writing or surfing the Web he spends time giving speeches on how social media is changing everything.

Search, above all else, is marketing, and it is undergoing a massive change, according to David Amerland in this book. If your business is not visible in the results of search engines -- with Google being the main one -- then it is difficult for customers to find you. In the past it was possible to game the system by creating artificial links so that your website rated highly in search results, but artificially promoted results are likely to become a thing of the past with the rise of semantic search. So, what is the new secret of getting customers to find you through the Google search engine? There is no one secret as such, but you can improve your chances by:

- * Generating quality content that delivers value to the end-user
- * Ensuring your website is easy to use and navigate
- * Getting your business talked about on social networks and blogs
- * Getting your content re-shared on social networks
- * Having a strong social component which engages prospective customers
- * Generating fresh content and remaining part of the online conversation
- * Getting into Google+
- * Connecting all of your online activities
- * Authenticating everything with rel=author and rel=publisher tags

Being authoritative

It seems to me after reading the book that the author has provided a range of hints, rather than a clear description of the actions which need to be taken. Most business owners have a limited amount of available time, and it would be helpful to know whether, for example, half an hour spent on polishing a Google+ profile would bring a bigger return than half an hour spent generating new content. The reality is probably that everyone will have to spend at least some time dabbling in everything. The book makes it clear that, whatever line of business you have been in before, you are now in the publishing business, and if you want to thrive in the future you are going to have to devote considerable time and resources to generating content and engaging in social

media. In my view, that is an important message for business owners to hear.

What I love about this book is that it is not a formula for "getting rich quick," or another list of what to do to make people "visit" your site. Instead, it is an extensive description of what is really happening in the real world right now. Semantic search is intentionally difficult to game. Of all the ideas in the book, this is the most salient for me. Google appears to want to make certain that this is NOT a game, that search is connected to ideas that are honest, original and interconnected to those real people who have taken the time to think things through. The takeaway I get from the book is the best thing to do with your business is to make it really great! The intention of Google in all this seems promising and optimistic: they appear to want to ensure that, ongoing, we will have a way of connecting to the best ideas NOT because someone put a million hashtags in the HTML, or because someone PAID for the privilege (Google is very clear about who has paid to be in search results), but because what we find really is what we are looking for (or, actually, BETTER than what we were looking for because semantic search can fill in the blanks and know that we do not yet know that there is something better out there). That's all pretty amazing and very encouraging. Inspiring book if you are interested in what is happening behind the scenes at Google Search.

Who Should Read this Book: For Search Engine Optimization (SEO) consultants, this book outlines just how radically your business will change over the next few short years. If you are involved in SEO work and you don't understand the issues covered in this book, it's unlikely you will be in business in five years from now. It's not just about keeping up with these new technologies; you will need to augment your technical consulting capacity with real business consulting expertise. For marketing professionals, this book explains some critically important changes in the way that the web works. This is far more than a book about search engine strategy; it's a primer on building authority and influence around the network of ideas that surround your products and services. This is the newest wave in marketing and it is a direct consequence of the Internet's shift from being website-centric to people-centric. Forward-thinking business leaders will use the ideas in this book to rethink some of their fundamental assumptions about how they run their business.

What this Book is About: In some ways, this book is mis-titled. I say that not because it fails to adequately cover the issues surrounding semantic search, for it covers them very well. I say it because author David Amerland covers a much wider swath of issues in this book than just semantic search. Really, this book is a book about next-generation marketing. The world of marketing, at least its cutting edge, is

primarily focused online these days. Seventy percent of purchase decisions start with search, so it goes without saying that search is a critical part of any online marketing initiative. Despite that fact, search is often not seen for the centerpiece of marketing strategy that it truly should be. One reason that this has been so is that, until now, Search Engine Optimization (SEO) work has been largely technical in nature. Pick the keywords and then make sure the website does what it needs to do to grab Google's attention for those words. One of the things that this book shows quite clearly is that that world is now going, going, gone. The new SEO will require a much tighter integration into organizational marketing strategy and operations. Marketers need to understand what this new shift looks like, and that is one of the biggest gifts of this book. One of the other reasons that search seems to not get the respect it deserves amongst marketers these days is the sense that the social web - and Facebook in particular - have passed it by. There is no denying that Facebook is an important marketing phenomenon - particularly for consumer marketers - and that is one of the things you won't find in this book. But there are many books out there that tell the story of Facebook and the social web. What this book provides is the little-told story of what Google's take on the social web is - and how it is so intimately connected to the semantic web. That is the focus of this book: how Google is building identity and social connection into the web and how that focus on people connects to a new "knowledge graph" - a network of related ideas, and the meanings behind them. Bridging people and information in this way helps us to understand who knows what about what, as well as who listens to whom about what. This is the next generation of search that Google is now building, one that understands who has authority, trust and influence around which particular topics, and uses that understanding to determine which information rises to the top. If you are a marketer, this is a shift that you really need to understand in today's increasingly noisy world of communications overload. This coming together of information and people is still a story that not people fully understand. This book will give you the big picture along with plenty of practical, pragmatic tips and exercise for taking action - and it will put you a few years ahead of where most people are in understanding this next shift in the field of marketing.

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