

IttyBiz

**WE BUILD BUSINESSES.
(EVEN LITTLE ONES.)**

SEO

SCHOOL

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Welcome To SEO School

SEO seems ridiculously complicated. That's partially because it is.

Google sets up a page ranking system, spammers game the system, and Google changes the system. Then everyone has to scramble to re-do their SEO.

You hear about sites dropping in PageRank overnight when these changes happen. Stories of traffic going down 50% instantly aren't that rare.

Combine that with all of the technical jargon and tomfoolery you have to do to get your SEO "done right," and SEO becomes yet another thing you'll get to one day. (And really, who can blame you?)

Serious SEO can be complicated and extremely time consuming.

But serious SEO isn't necessarily what you need. And that's a good thing.

Think about it:

- Because SEO seems like such a royal pain, 95% of people don't do it at all.
- On a scale of 1 to 10, that means almost everyone is a 1.
- It stands to reason that if you put some basic SEO in place, you'll rank higher than all those 95%.

You don't need to rank #1 in Google to get a lot more traffic to your site.

You just need to outperform 95% of the competition.

That 95% is doing nothing for their own SEO.

We're going to show you some very simple ways to get your SEO house in order.

You're going to learn how to patch the glaring SEO holes on your site.

You're going to learn how to spruce up the content you already have.
You're going to learn how to make sure your future content comes out SEO-ready from the get-go.

And we're going to make it easy.

Turn the page to find out how.

This Book Will Be Easy To Use. Here's Why.

We know the main reasons people don't get their sites optimized is because it seems complicated and it feels like it will take too long.

Well, if you're trying to rank #1 on Google for everything, yes, that will be complicated.

But you're not trying to rank #1. You just want to rank a whole lot better than you are right now, for as small a time investment as possible.

We're going to help that happen.

Here's what you'll find as you read this book:

Your SEO Crash Course

Here, you'll learn the very basics of SEO – how you need to structure things in general to get Google to love you like their very own.

It will take the confusion out of SEO in general. It will show you specifically why certain SEO factors work in your favor.

(You can skip this part if you already know it.)

The Only Moving Parts You Need To Pay Attention To

Next, you'll learn what you need to know about the different moving parts that make your site SEO optimized. There aren't too many, so it won't be overwhelming.

We'll describe it all in simple, plain English so it all makes sense.

Getting Your Keywords Figured Out

After that, you'll learn how to do some quick keyword research that will help you bring more of the right people (read: buyers) to your site. It's a quick-and-dirty

way to get your feet wet in keyword research without having to learn too much about it.

Again, we'll describe it all in simple, plain English so it all makes sense.

Easy Action Tracks (or, how to never feel overwhelmed)

Finally, you'll find Easy Action Tracks that break down the work of optimizing your site into little chunks that won't take too long.

If it's not simple and easy, you're unlikely to make time for it. We've made it simple and easy, so you will. The idea here is that you'll be able to do a little SEO work here and there, at the pace that works for you, and always be making solid progress.

That's all there is to it. Let's begin.