



How to Write Great Website Content in 2017 (Paperback)

By Dr Andy Williams

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Use the Power of LSI and Themes to Boost Website Traffic with Visitor-Grabbing, Google-Loving Web Content Previously called Creating Fat Content, How to Write Great Website Content in 2017 has been fully updated with the latest information on creating the type of content that search engines like to rank. As I was updating the book, one thing became clear. Despite numerous algorithm changes, one thing has not changed. Google STILL wants to show the best web pages to its users. But what constitutes the best ? The answer is quite simple - the best content is the content that the visitors want to see. Not very helpful? This book is packed with practical and actionable advice on what Google actually wants, and how you can deliver it with a simple mindset shift - by thinking in terms of share-bait and link bait. Share bait is content that your visitors want to share with their friends, family and followers. Link bait is the type of content that other webmasters, who have the power to link out to other content, will want to...



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