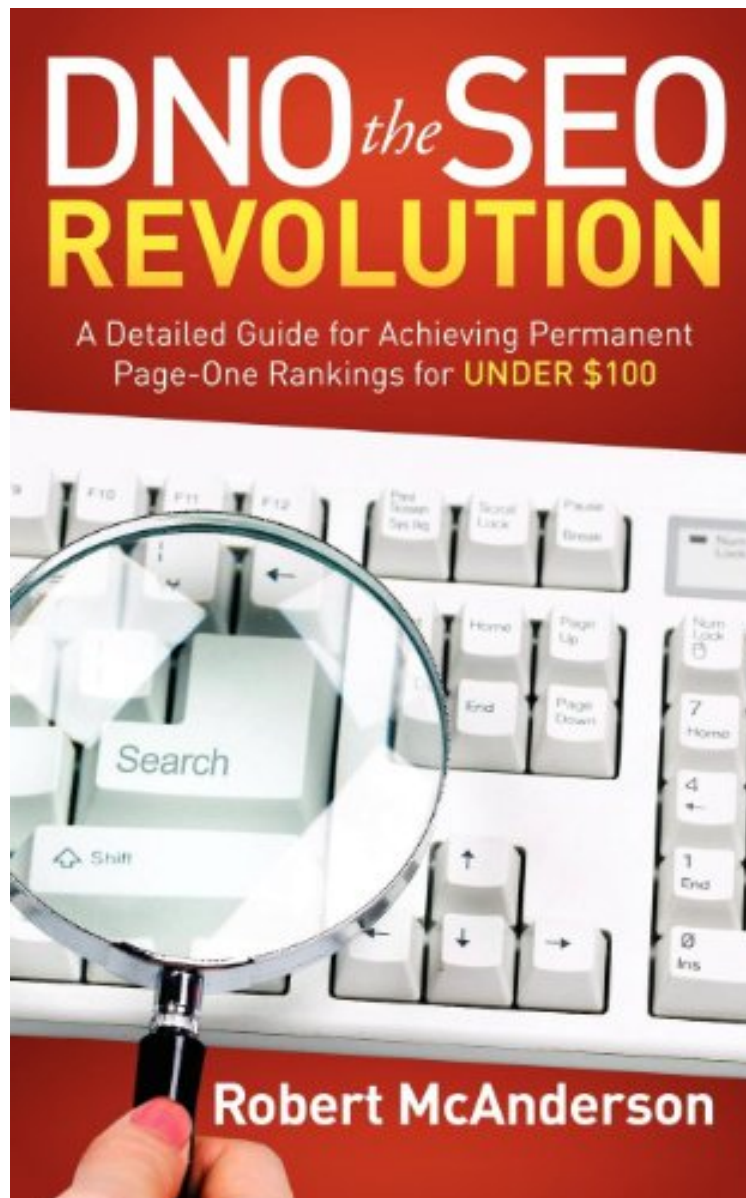


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DNO the SEO Revolution: A Detailed Guide for Achieving Permanent Page-One Rankings for Under \$100

Robert McAnderson

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Robert McAnderson : DNO the SEO Revolution: A Detailed Guide for Achieving Permanent Page-One Rankings for Under \$100 before purchasing it in order to gage whether or not it would be worth my time, and all praised DNO the SEO Revolution: A Detailed Guide for Achieving Permanent Page-One Rankings for Under \$100:

6 of 7 people found the following review helpful. Waste \$100 By Being Foolish By Walter F. Thiessen That's what Robert McAnderson should have called his book, rather than calling it a guide for achieving permanent page one rankings for under \$100. Here is why. McAnderson never actually defines his term "DNO". He uses it once in the introduction, but that's it. He even has a Glossary section at the end that conveniently omits inclusion of the term "DNO". So what does it stand for? Based on his description in the book of his "revolutionary" trick, it most likely stands for "Domain Name Ownership". Why domain names? Because McAnderson is advocating the return of using doorway pages to get your site great rankings. Fellow industry insiders who read this will be rolling their eyes, just as I have done. Yes, that's right, McAnderson claims that the way to achieve top rankings is by using the long-discredited technique that search engines love to hate: doorway pages. Specifically, he is advocating buying up domain names that contain keyword phrases for which you want your site to rank, duplicating the home page of your site as a standalone page for each new domain name's site, hosting the new one-page site on a different server, optimizing the text content of the new one-page site for the keywords contained in the domain name, and making sure all the links on the new one-page site go to your main "money" site. That's it. A doorway page, for the uninitiated, is (usually) a single-page site that redirects to another site when clicked upon. Its sole purpose in life is to be rich with keywords for the purpose of scoring well in searches for those keywords, so that traffic to it can be redirected to another page (the main page of your "money" web site). Sadly, doorway pages, cloaking, and other unethical practices are making a resurgence of late. In fact, SEO Braintrust's Leslie Rhode and Dan Thies recently prophesied that cloaking and the like are already dominating Adwords advertising and will likely re-enter organic search results within the next few years. If so, it's a very sad thing. The only reason I gave this book two stars instead of one is that it actually has some decent advice for general on-page SEO, although some of it is also off the mark. For those who enjoy such things, it also lays out the mathematics of PageRank, although the book neglects to mention the most important thing about PageRank...that PageRank building is an arms race based on link accumulation and site page building. This is not a book I would recommend to anyone, least of all an SEO neophyte. Following this book's advice to the letter will get you in trouble with Google and Bing in the long run. For intermediate and advanced SEO folks, I don't recommend it to you either, but at least you'll get a laugh out of it if you do buy it. UPDATE: For myself, I just contacted , and they were very good about refunding the price I paid and promised to contact the publisher about the concerns I've raised here.

0 of 1 people found the following review helpful. Breaks it down for the rest of us By Harry Search engine optimisation is made to look like almost a voodoo art that is unfathomable for mere mortals. This book breaks it down into easy and understandable bites that are practical.

The total number of searches conducted across all search engines in 2011, will exceed 300 Billion and will cost companies competing for these page-one listings in excess of 50 Billion Dollars. DNO the SEO Revolution is a how-to-guide for achieving Permanent page-one rankings for under \$100. This one extraordinarily simple idea will shatter traditional SEO concepts allowing every reader the opportunity to gain multiple Page One Rankings. I know because I have achieved multiple rankings for my own company and a select number of customers who participated in our trials. Achieving the top three listings on Page One of Google for under \$100 is an amazing accomplishment but for them to be permanently listed and not be under threat from competitors who are prepared to pay more for the ranked position is extraordinary. The use of SEO, PPC and SEM to achieve a Page One Google Ranking are expensive but more importantly they offer no permanency. Keyword auctions that encourage competitors to pay a higher price for the number one ranked position are insane and it is time to do things differently. Remember Einstein said, "The definition of insanity is doing the same thing over and over again and expecting a different result."

From the Author One of the first questions I am asked about the book DNO the SEO Revolution is, what does DNO stand for and why is it a revolution. The answer is simple, DNO stands for Domain Name Optimization and it's a revolution because the DNO approach is superior to the SEO methodology in the following ways. The cost of achieving a Page-One ranking is very low, less than \$100. Page-One Rankings can be achieved quickly, usually less than two weeks. The results are permanent and are not subject to attack from competitive SEO efforts. The strategy is capable of delivering multiple Page-One Rankings. The strategy can be implemented by following simple step-by-step instructions. You don't need to be an IT guru to use the strategy, just follow the simple instructions. The strategy works for existing websites and new websites in development. The strategy will allow you to dominate competitors regardless of their size/budget.

From the Back Cover The total number of searches conducted on Google, Yahoo, MSN, Ask and AOL in 2011, will exceed 300 Billion and will cost companies, competing for a Page One ranking on these search engines in excess of 50 Billion Dollars. DNO the SEO Revolution does not use traditional SEO, PPC or SEM techniques but one extraordinarily simple idea that will provide every reader the opportunity to gain multiple Page One Rankings. I know because I have achieved multiple rankings for my own company and a select number of customers who participated in our trials. Achieving the top three listings on Page One of Google for under \$100 is an amazing accomplishment but to OWN these listing and not be under threat from competitors who are prepared to pay more for the ranked position is extraordinary. The use of SEO, PPC and SEM to achieve a Page One Google Ranking

are expensive but more importantly they offer no permanency. Keyword auctions that encourage competitors to pay a higher price for the number one ranked position are insane and it is time to do things differently. Remember Einstein said, "The definition of insanity is doing the same thing over and over again and expecting a different result." Act now before your competitor does or face the consequences of their domination over you.

About the Author Robert is a senior partner in a small marketing services company located in Sydney, Australia, specializing in outsourced marketing services and strategy development for SME (small medium enterprise) businesses. Robert has over 35 years' sales and marketing experience in software and IT solutions with companies such as 3M Australia, Canon and Grace Imaging Solutions and is no stranger to innovative thinking. In 1987 he developed a campaign providing hardware free of charge conditional on the customer agreeing to a prescribed service for a contractual period. This is the same strategy used today, with some variations, by all mobile phone companies in Australia. In 2001, he was delivering cloud based document imaging solutions for a large Australian food retailer and a mobile phone carrier, a decade before cloud technology was offered to market as a workable solution. His latest innovation came from developing internet solutions for SME clients with limited marketing budgets. While investigating the search engine visibility of thousands of websites he established website owners, developers, copywriters, graphic designers and SEO and SEM experts in the great majority of instances either are incapable of working together cohesively to build websites that achieve the website owner's objective. This knowledge led Robert to develop a unique internet strategy, DNO the SEO Revolution that will make current SEO and SEM techniques obsolete by delivering sustainable page-one search engine rankings for less than \$100. Robert has won a number of prestigious awards, Australian Sales Manager, Silver Direct Marketing Award and Fellow of AIIM (Association for Information and Image Management) in recognition of his creativity and visionary approach to sales and marketing solutions.