



# Fifty SEO Ideas: Free Tips, Secrets, and Ideas for Search Engine Optimization

*Jason McDonald Ph.D.*

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# Fifty SEO Ideas: Free Tips, Secrets, and Ideas for Search Engine Optimization

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**Fifty SEO Ideas: Free Tips, Secrets, and Ideas for Search Engine Optimization** Jason McDonald Ph.D. Welcome to Fifty SEO Ideas! SEO, of course, stands for Search Engine Optimization, the art and science of getting your company to the top of Google's free results, for free, using free SEO tips, tools, and techniques. While SEO certainly sounds wonderful, getting your company to the top of Google can seem overwhelming. Why do some companies show up on page one of Google, while others are buried pages deep? What are the technical tips and tricks that propel a product or service to the top of the search engines? And why do so many people talk about SEO yet so few seem to actually know anything concrete about how to get it done? Fifty SEO Ideas aims to make SEO easy by giving you a playbook of simple, practical SEO to-do's. Great cooks like Julia Child taught cooking one recipe at a time, while great coaches like Vince Lombardi taught football one play at a time. Fifty SEO Ideas helps you understand SEO one idea at a time. That said, Fifty SEO Ideas is not a step-by-step guide to SEO! It is an ideabook: a book of ideas, in no particular order. It is meant to spur your own thinking, for you to read a suggestion and say to yourself, "Yes, that's for me!" or "No, that doesn't really apply to my needs." For a systematic step-by-step system of SEO, please refer to my SEO Fitness Workbook on Amazon or my online classes at JM-SEO.org. Fifty SEO Ideas is meant to get your juices flowing, and to break SEO down into easy-to-understand, easy-to-implement doable ideas.

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