Mastering Your Website: Insider's Guide to Fully Understanding Your Website, Search Engine Optimization, and Building Your Brand, Volume 1

John Colascione

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This audiobook is designed to be useful to everyone from beginning website owners to intermediate and advanced website developers and marketers. The opening chapters cover the basics, before Colascione dives into the more detailed information that people need to build, market, and maintain a successful website on Google. The progression takes listeners from the starting point of registering their domain name all the way through website editing software, and to search engine optimization for developed sites, including insight into the most sophisticated search engine algorithms, like Google Panda and Google Penguin, which ultimately determine how high websites are ranked.

The first few chapters cover domain names and Web hosting as well as IP's, DNS, website builders, Web-editing software, like Dreamweaver and Photoshop, and how to get a site started. Do not let this initial simplicity fool you. After the basics are out of the way, the book covers search engine optimization specifically for Google and how you should go about building and optimizing a website. There are several chapters on text links, due to the importance they play in search visibility, and what to avoid (Google Penguin), as well as what to go after. After the semi-intermediate topics are out of the way, the listener dives into search algorithms, advanced content marketing, reputation management, social media, some strategic ideas, and most of the new things Google is doing. Finally, together with the author, the listener tears deep into some Google Patents.

The book concludes with advice and predictions from the author for the future. This book is about fully understanding everything to do with your website and what it means to Google. This book is clear, concise, backed up with factual data straight from Google's own patents, and effectively teaches you not just what to do with your site, but exactly why you're doing it in the first place. By truly understanding your website, search engine optimization, social media, and how it all ties into your brand, you can better plan and implement strategies which will save you time, money, and effort, all while helping you avoid easily overlooked mistakes that could wind up costing you your entire online business.

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