



50 Ways to Make Google Love Your Web Site

Steve Johnston

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Google is now responsible for delivering a majority of searchers to websites, and guides 50% of all would-be online purchasers. Added to this, research shows that the top ten results from an online search enjoy the overwhelming majority of referred visits. Therefore, understanding how it works and how to make the most of it is essential for anyone building a website — whether for business or for fun. **50 Ways to Make Google Love Your Web Site** shows you how to make sure your website stands out over the thousands out there.

In the first section of this practical guide Steve Johnston explains in simple language how Google actually works, and the way in which it sifts through the relevant and the irrelevant while searching through the eight billion pages of information its index contains. In the second section, he shows you how to improve the performance of your own website in Google, with specific detailing of the priorities to be addressed.

The result is a superbly practical and readable guide that will be invaluable to web designers and, indeed, anyone who uses the internet on a regular basis.

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