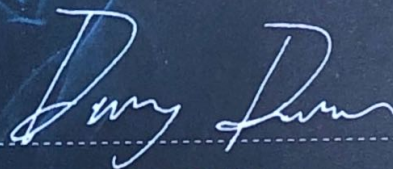



Search Engine Optimization SECRETS

DO WHAT YOU NEVER THOUGHT POSSIBLE WITH SEO



DANNY DOVER

with insights from ERIK DAFFORN

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Search Engine Optimization

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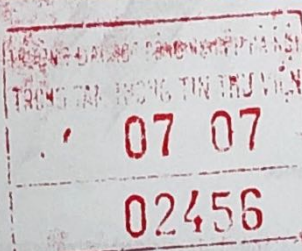
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Danny Dover

with insights from Erik Dafforn



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This book is dedicated to my family
(That's you, Mom, Dad, Jessica, and Josh!) for their
support and encouragement. I love all of you!

It is also dedicated to my fantastic friend Ian Lauth,
(not you Kevin Tower :-p) for his patience and support.
Thanks for putting up with me buddy!

Last but not least, I am dedicating this to all of my
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I don't know what I did to get lucky enough to have all of
you in my life but I appreciate my time with you every day.

—Danny Dover

To my wife and children, who love me even
though I never finish working when I say I will.

—Erik Dafforn

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Danny Dover is a passionate SEO and influential writer. During his tenure at SEOMoz.org (where he was the Lead SEO), he did SEO consulting for many of the world's most popular companies including Facebook, Microsoft, and Comcast. His expertise has been cited in *Time*, *PCWorld*, *Smashing Magazine*, and the *Seattle Post-Intelligencer* and has been translated into Japanese, French, Spanish, Italian, Chinese, German, and Hungarian.

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Tim Buck worked for 15 years as IT Manager for a small software development company. Being the sole source of IT support there, he was responsible for server management, desktop support, web development, and software testing, and he wore many other hats as well. As a result, he learned a little about everything, including the basics of getting his company's website listed in Google's search engine results.

Now Tim works as a web application developer in state government; in this role, he continues to learn a little about everything, supporting legacy applications as well as developing new ones.

Thank you!

—Denny Dover

I would like to acknowledge the help and encouragement of several people who made my contribution to this book possible.

Thanks to Denny Dover for a hard work environment, an excellent collection of content not typically found in SEO books. Contributing to the project has been a learn and a challenge.

Special thanks go to John Jones and Doug Aubrey, co-founders of Infoquest, Inc. for their encouragement during the writing stage, and to James Gurn, who was instrumental long ago in helping me understand fundamental SEO concepts and who continues to be a source of great insight and knowledge today.

Finally, I want to acknowledge the expertise and creative talents of the Wiley technical, editorial, and production staff, including such excellent editors as Sarah Kane, Marybeth Wakefield, and Mary Jones. They are an excellent team.

—Tim Buck

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—Danny Dover

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—Erik Dafforn

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