

Drupal 8 SEO: The Visual, Step-By-Step Guide to Drupal Search Engine Optimization

Ben Finklea

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Drupal 8 SEO: The Visual, Step-By-Step Guide to Drupal **Search Engine Optimization**

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Drupal 8 SEO: The Visual, Step-By-Step Guide to Drupal Search Engine Optimization Ben Finklea Drupal 8 is great for SEO...if you know which modules to install and exactly how to configure them. That's where Drupal 8 SEO comes in. With over 150 images to guide you every step of the way, this book delivers the knowledge you need to get your site listed and ranking high in the search engines. Learn how to Search Engine Optimize your Drupal 8 website with this visual, step-by-step guide. Get the exact modules, settings, and configurations your site needs to get the best possible rankings in Google and other search engines. Drupal 8 SEO is a brand new offering from Ben Finklea that will teach marketers and developers what's needed to make Drupal 8 deliver perfectly optimized web pages. Generate traffic, leads, and revenue like never before with Drupal. Created to accompany the Drupal 8 SEO Checklist module, this book takes you through the exact steps that Ben has used for years to get top results for both national brands and small companies. It explains the SEO process created by the experts at Drupal SEO agency, Volacci, and how it can be used by any organization large or small to grow traffic, leads, and revenues. The process covers: • Drupal 8 SEO Checklist • Tools to do SEO faster • Redirects • URLs and paths • Title tags and Metatags • XML Sitemaps • Setting up Google Analytics the right way • Schema.org for enhanced Google listings • Better internal linking • Validating HTML and CSS • Fixing broken incoming links • Page-by-page keyword optimization • Figuring out what worked in Google • How to secure and speed up Drupal for higher rankings • Mobile ranking with AMP • Social link building with AddToAny • ...and more! Heavy on how-to and light on long explanations, this book is for the marketer or site owner who wants to hit the ground running without a lot of reading or time spent learning SEO basics. With over 150 images to guide you every step of the way, Drupal 8 SEO delivers the knowledge you need to get your site listed and ranking high in the search engines. Reviews of Ben Finklea's previous book: "4.9 out of 5 stars." -Amazon.com "You don't need to be a programmer or SEO specialist to follow the steps outlined in the book and get results. It's very easy to understand and implement." "The book is a perfect guide to optimize your Drupal site for the search engines. It reviews modules, techniques, and suggests lots of tips for the best SEO implementations and configurations." "My site went from invisible to getting rankings in Google, Yahoo and Bing as soon as it was indexed. Wa-pow! Awesome!" "Best place to find Drupal-specific SEO advice" "Ben explains SEO in a very easy to understand manner." "I had tried several SEO websites and tools, but this book explains everything so well, and clears up much of what I had read about SEO or watched on YouTube." "I was really impressed with the practical and helpful "how to" approach of this book. A lot of authors (myself included) can't help but get preachy at times. But Ben manages to avoid that trap and stays laser-focused on his topic and providing concrete guidance for exactly how to optimize your site." Praise for Ben's work at Volacci: "Ben's SEO Checklist module helped me and thousands of developers navigate the vast module ecosystem and configure our websites for optimum search ranking and conversions. His [previous] book...taught us to go beyond configuration to help our customers craft effective SEO strategies." -- Travis Carden, Acquia (via Linkedin) "Ben is THE expert when it comes to Drupal SEO. He literally wrote the book. He is constantly researching and testing new techniques. In the seven years that we worked together, we built dozens of highly successful marketing campaigns for companies of all sizes." -- Eric Wagner, FFW (via Linkedin) Ben's SEO knowledge is outstanding. He understands the many aspects of SEO and knows how to make all of them work together to achieve the results you want. -- Eric Mandel, Blackmesh

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