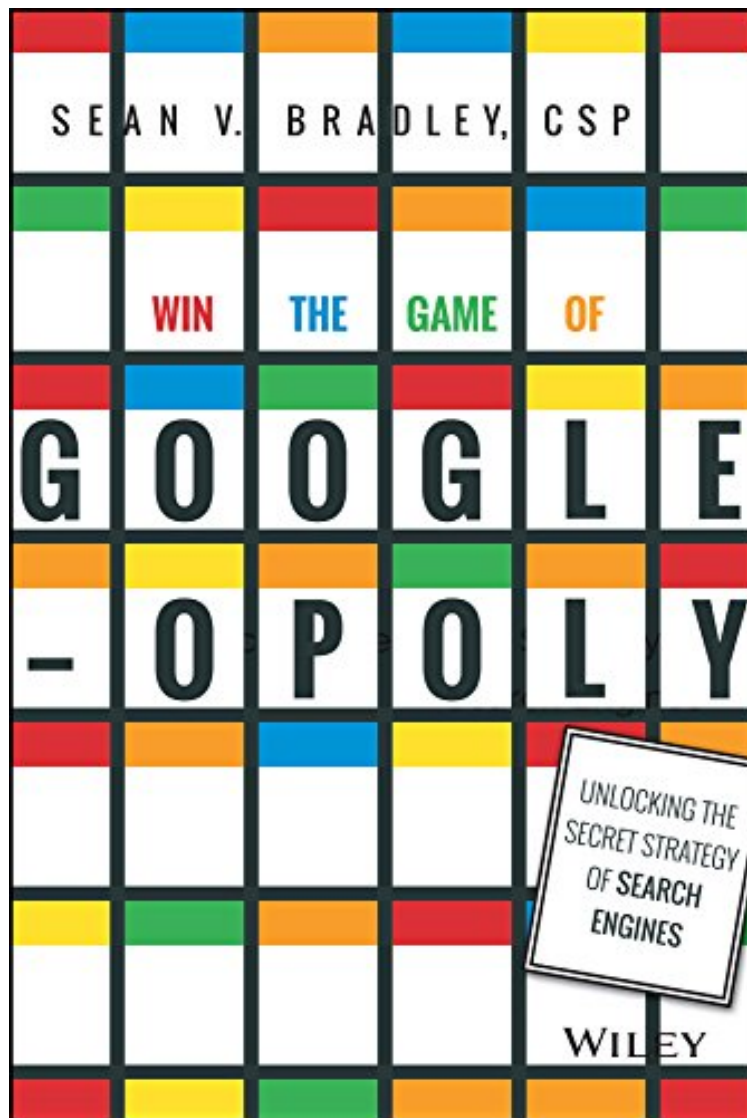


# Win the Game of Googleopoly: Unlocking the Secret Strategy of Search Engines

Sean V. Bradley

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Rank higher in search results with this guide to SEO and content building supremacy Google is not only the number one search engine in the world, it is also the number one website in the world. Only 5 percent of site visitors search past the first page of Google, so if you're not in those top ten results, you are essentially invisible. Winning the Game of Googleopoly is the ultimate roadmap to Page One Domination. The POD strategy is what gets you on that super-critical first page of Google results by increasing your page views. You'll learn how to shape your online presence for Search Engine Optimization, effectively speaking Google's language to become one of the top results returned for relevant queries. This invaluable resource provides a plan that is universal to any business in any industry, and provides expert guidance on tailoring the strategy to best suit your organization. Coverage includes an explanation of the mechanics of a search, and how to tie your website, paid ads, online reputation, social media, content, images, and video into a winning SEO strategy that pushes you to the front of the line. The Page One Domination strategy incorporates all the ways in which you can beef up your Internet presence and online reputation. This book is a clear, straightforward guide that will knock down the silos of the Internet and teach you exactly how to integrate all aspects of content creation into a synergistic, SEO strategy. Understand how search engines return results Design an effective, all-encompassing SEO strategy Create the content that gets page views and improves rank Optimize social media and video as part of an overall SEO plan The rules of SEO are always changing, and following outdated rules can actually work against you, burying you at the bottom of the pile. This book will spark a paradigm shift in how you think about SEO and gives you the tools you need to craft a strategy tailored to your specific market. To be successful, you need to be on page one of Google, and Winning the Game of Googleopoly can show you how to get there.

From the Inside FlapGoogle is the number one search engine in the world and the world's top website.However, only 5 percent of Google visitors search past the site's first page. If you are not in the Google's top ten results, you are essentially invisible. Win the Game of Googleopoly is filled with the information needed to move and keep your site on the first page of Google's search results. In this vital resource, Internet expert Sean V. Bradley maps out The Page One Domination (POD) strategy that gets you on that critical first page of Google results by increasing your page views. Bradley includes the tools needed to shape your online presence for maximum Search Engine Optimization (SEO). The book gives a full breakdown of what Google is looking for and shows how to dominate Google's search algorithm. By adopting the detailed instructions in Win the Game of Googleopoly, you will become one of the top results in every relevant query. This proven POD strategy incorporates all the ways in which you can enhance your Internet presence and online reputation. Step by step, Bradley explains the mechanics of a search, and reveals how to tie your website, paid ads, online reputation, social media, content, images, and video into a comprehensive, winning SEO approach that brings you to the top of the list. By following the plan spelled out in Win the Game of Googleopoly, you will have access to potential customers actively seeking products, ideas, or services in your field. The rules of SEO are always changing, and following outdated rules can actually work against you, burying you at the bottom of the pile. This book will completely change how you think about SEO and show you how to tailor your strategy to your specific market. Win the Game of Googleopoly is a straightforward guide that will free your site from obscurity and teach you exactly how to integrate all aspects of content creation into a synergistic, SEO strategy.From the Back CoverPRAISE FOR WIN THE GAME OF GOOGLEOPOLY "Sean drives it home. You cannot dominate Google with a single approach. Sean's comprehensive approach, combining Onsite SEO, Social Media, Video SEO, Online Reputation, and Mobile collectively, to dominate page one of Google is brilliant." mdash;Scott Pechstein, Vice President, Autobytel "In today's sales and marketing, Google is the battlefield with hundreds of competitors scratching, clawing and climbing all over each other competing for the ten positions on the first page of organic search. In the Google galaxy of cyberspace, if you and your business do not appear on the first page of any search, you are invisible. Sean V. Bradley is the ultimate virtual gladiator. His competitive spirit in search marketing is crush or be crushed: virtual domination. In short, if you're in the game and, if you intend to win, this book is your secret strategymdash;your virtual battle plan." mdash;Jim Ziegler, CSP, HSG, producer of The Internet Battle Plan "Win the Game of Googleopoly is a must read for anyone that wants to completely dominate Google. There are so many factors to consider when working with search engines. This resource includes all of the information you will need to make whatever you do online a huge success. Inside you will find extremely detailed strategies about a variety of search engine and online marketing topics that will empower you to reach new heights of profitability and exposure." mdash;Michael Cirillo, President of FlexDealer "Drawing from a lifetime of success on the web, Sean V. Bradley has created a myriad of proven techniques for exploding profits by harnessing the power of the Internet. A master at leveraging video and creating incredible visibility in Google search and across the web, Sean is a passionate, guiding light that can help any business succeed online. Win the Game of Googleopoly is a brilliant step-by-step guide that

resonates with professionals and is written in plain language that everyone can understand and use to start thriving online today." —Christian Jorn, President of Remora Inc. "Mr. Bradley's book is really quite timely. While there are certainly plenty of right-now strategies, what stands out to me are the evergreen foundational principles that transcend the typical 'trick of the month' other books tend to trade on only to be outdated by the time of publication. Moreover, many of the strategies in this book speak directly toward what's next, making this a must have for today's business owners seeking a true competitive edge." —Timothy Martell, President and founder, Wikimotive LLC "I have worked with Sean for 16 years in the digital advertising industry and have found him to be an innovative visionary in the space. Sean is vigilant about identifying opportunities, and then conceptualizing the process to follow that can absolutely be replicated. There is an art to teaching, and Sean brings a passion, energy, and enthusiasm to his clients that match up well with a depth of knowledge that lends to his profound credibility in digital advertising." —Todd Dearborn, VP, Internet Brands (Carsdirect.com)

**About the Author** SEAN V. BRADLEY, CSP, an international speaker, consultant, trainer, and entrepreneur, is the founder and CEO of Dealer Synergy Inc., the leading Internet sales, business development and digital marketing firm in the automotive sales industry. Sean has personally trained over 10,000 automotive sales professionals. In addition to being hired by approximately 1,000 multi-million dollar automotive dealerships, Sean's clients include publicly traded corporations like Autobyte Inc. and TrueCar, as well as billion dollar corporations like Internet Brands (Carsdirect.com). Sean's clients outside the automotive sales industry include major label recording artists and professional athletes. Sean has earned the National Speaker's Association's highest accreditation, the CSP designation.