Creating Fat Content: Boost Website Traffic With Visitor-Grabbing, Google-Loving Web Content

Synopsis

Back in 2007 I released a course called "Creating Fat Content". It went on to become my most popular course ever. This book evolved from that original course, but has been fully updated to reflect the huge changes made by Google in recent years. Despite these changes, one thing has not changed over the years. Google STILL want to show the best web pages to their users. But what constitutes the "best"? The answer is quite simple - the best content is the content that the visitors want to see. Not very helpful? Then read this book. It's packed with advice on what Google actually want, and how you can deliver it with a simple mindset shift - by thinking in terms of "share-bait". That is, content that your visitors want to share with their friends, family and followers. Share-bait will put you on the right path to delivering content that keeps your visitors and search engines happy. It will give you an unfair advantage as your content has a better chance of not only ranking well, but sticking in the search engines. Creating Fat Content is a book packed with ideas, tips and strategies, for creating the most captivating, inspiring and fascinating content for your web site. By keeping your visitors happy, you won't have to worry about search engine algorithm changes, or Google slaps. The search engines will want to show your content to their users. About the author:Andy Williams has been teaching search engine optimization and content creation for over 10 years. In 2008, he was teaching his own students methods for creating "future-proof" content that is only now becoming mainstream with SEOs and webmasters who know their stuff.

Book Information

File Size: 3327 KB

Print Length: 160 pages

Publisher: http://ezseonews.com; 1.3 edition (August 11, 2014)

Publication Date: August 11, 2014

Sold by:Â Digital Services LLC

Language: English

ASIN: B00LTZMERM

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #334,116 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #127

Customer Reviews

This book written by Dr. Andy Williams is wonderful! As your reading this book, you can really tell that Andy has the passion to teach his readers. I learned so much! But I'll mention a few. He talks about the history of Google algorithms from 2003 - 2014. He taught me some technical techniques on my pc that I never new existed, including how to type words and phrases in particular fashion to bring up unique words and phrases from the Google top 10 sites. The differences between traditional SEO and SEO today - how NOT to write for your keywords and Google, but to write for your readers, meaning theme your content for your Niche (Niche Vocabulary) and not for your keyword. How to get free tools and paid tools to assist you in writing "FAT" Content. He talks about plugins and Social Media. Well I can go on and on. But hopefully you get some idea. I will definitely be coming back to this book time and time again as a use in reference as I write up my sites. I feel that Newbies and experienced webmasters can definitely learn from this book and I highly recommend it!

Dr. Andy Williams delivers again. He does an excellent job of describing good content and compares to content that does not meet the standard. He leads the reader through researching and developing useful information and then shows how it meets the Search Engine Optimization (SEO) evaluation. His focus is improving content, by focusing on the customer and not the ranking. In other words, good content will get the page rankings.

I love the diversity of ideas in here. There are many ways to look at how to create content. If you're looking for black hat tricks to get you to the top of Google, you won't find them in here, just solid ideas on creating great content.I've read about latent semantic indexing before and do believe it's where Google is spending its resources ranking content. It was good to get some info on theming content and LSI.One irritant: the author continually refers to Google in plural form... as in "Google do this because..." it's such a travesty in writing because the content does pull you in, then every time I'd hit another sentence with the word Google in it, it'd pull me out of the rabbit hole because I would end up rereading the sentence involuntarily to digest it.I just told myself he's not a native English speaker so it's forgiven. The content really is that good, you can overlook it. Hopefully his

proofreader reads this review and begins to refer to the company in singular form so you can enjoy reading his work more without stopping to wonder why it was written like that.But folks, a lot to get out of this book... more than expected for a cheap kindle book. You can see the work he put into organizing the work for you and he knows his stuff. I'm usually disappointed with a lack of actionable steps... this book is full of takeaways.

Amazing! Dr. Williams did it again. He takes the complex and makes it profoundly simple. Creating Web Content is the first easy to read explanation I've found that shows me how to create great content pleasing both the search engines and my audience as well.This book reviews the history of changes at Google and how to navigate through them in order to continually achieve high rankings with great, fresh, and relevant content.Pay particular attention to the sections on theming your content as outlined in the book. It's straight forward, no games involved and no trying to cheat the system. It works!Anyone, looking to become an authority in their niche should buy, consume, digest and do what Dr. Andy says. If you do it, you'll reap the benefits for years to come.Thanks Andy for another winner . . .

I had purchased (and used) the original course upon which this material is based. That was four or five years ago. This book is an update and major expansion of that course and should be required reading for anyone writing content for websites that want organic traffic. Andy has been a lone beacon in preaching "theming", a method which permits the creation of web content that is subject "natural" and not spammy . Even other current authors writing about "content creation" miss this very important point.This book is an update to that original course and covers more territory including theming, an in depth review of the mechanics of the google search engine along with related tools (free and paid). Dr. Andy's writing style makes the book an easy read.I purchased the Kindle version. I should have purchased the paper back edition as I like to make notes and refer back to important topics as I plan my content.

I have been buying Andy's products for a long time. I was hoping he would write this book. Creating web content is a great book if you want to learn how to write content that search engines like. And people read and click on your affiliate links and buy. This book and his product,Web Content Studio will help you write great content. That is what we all want,right? I am ranking on the top pages of Google for a lot of my content. I think this book is the best one he has wrote.

Creating Fat Content: Boost Website Traffic with Visitor-Grabbing, Google-Loving Web Content Google Classroom: The 2016 Google Classroom Guide (Google Classroom, Google Guide, Google Classrooms, Google Drive) SEO: How to Get On the First Page of Google (Google Analytics, Website Traffic, Adwords, Pay per Click, Website Promotion, Search Engine Optimization) (Seo Bible Book 1) SEO: SEO Marketing - Learn 14 Amazing Steps To Search Engine Optimization Success On Google! (Google analytics, Webmaster, Website traffic) 42 Rules for Applying Google Analytics: A practical guide for understanding web traffic, visitors and analytics so you can improve the performance of your website Your Google Game Plan for Success: Increasing Your Web Presence with Google AdWords, Analytics and Website Optimizer 7X YOUR BLOG TRAFFIC 2016: A beginners guide on how to increase your blog traffic,get website visitors and make more money online WordPress: WordPress Guide to Create a Website or Blog From Scratch, Development, Design, and Step-by-Step (Wordpress,Wordpress Guide, Website, Steb-by-Steb, Web Design Book 1) Belly Fat: Blowout Belly Fat Clean Eating Guide to Lose Belly Fat Fast No Diet Healthy Eating (Eating Clean, Healthy Living, Gluten, Wheat Free, Low Fat, Grain Free Diet, Detox) (Live Fit Book 1) Belly Fat: The Healthy Eating Guide to Lose That Stubborn Belly Fat - No Exercise Required (Belly Fat, Healthy eating, weight loss for women, low fat, ... wheat, detox, grain free, gluten free) How To Create A Website Using Wordpress: The Beginner's Blueprint for Building a Professional Website in Less Than 60 Minutes BAM! How To Create A Website In Under One Hour: How to build a wordpress website for a blog or a business on a budget, including advice on plugins, domain name and more Flat Belly Tea Cleanse: A Fast and Easy Approach on How to Lose Inches Off Your Waist, Boost Metabolism and Burn Excess Body Fat (7 day,tea cleanse,belly fat,diet,weight loss,lose,detox Book 1) Website Insight: A guide to understanding Google Analytics for every small business Always Be Testing: The Complete Guide to Google Website Optimizer Jane's Air Traffic Control 2005-06 (Jane's Air Traffic Control) How to Prepare for the Air Traffic Controller Exam (Barron's How to Prepare for the Air Traffic Controller) Jane's Air Traffic Control (Jane's Air Traffic Control) Texas Criminal and Traffic Law Manual 2011-2012: With Statutory Amendments Through the 82nd Legislative First Called Session, 2011 (Gould's Texas Traffic Laws) Texas Criminal and Traffic Law Manual, Softcover Edition (2013-2014) (Gould's Texas Traffic Laws)