

Why I Wrote This Book

Since 2003, when I first got into SEO (by accident), much has changed in the practice of SEO. The ingredients were lesser known even though much of the focus was on getting backlinks, be they reciprocal, one-way links or from private networks (which are still being used in the gaming space). Other ingredients include transitioning to becoming a recognized brand, producing high-quality content which is valuable to users, a delightful user experience, producing and organizing content by search intent, and, for now and tomorrow, optimizing the search journey.

Many of the ingredients are now well known and are more complicated with the advent of mobile, social media, and voice and the increasing sophistication of search engines.

Now more than ever, the devil is in the details. There is more data being generated than ever before from ever more third-party data sources and tools. Spreadsheets alone won't hack it. You need a sharper blade, and data science (combined with your SEO knowledge) is your best friend.

I created this book for you, to make your SEO data driven and therefore the best it can be.

And why now in 2023? Because COVID-19 happened which gave me time to think about how I could add value to the world and in particular the niche world of SEO.

Even more presciently, there are lots of conversations on Twitter and LinkedIn about SEOs and the use of Python in SEO. So we felt the timing is right as the SEO industry has the appetite and we have knowledge to share.

I wish you the very best in your new adventure as a data-driven SEO specialist!

Who This Book Is For

We wrote this book to help you get ahead in your career as an SEO specialist. Whether you work in-house for a brand, an advertising agency, a consultant, or someone else (please write to us and introduce yourself!), this book will help you see SEO from a different angle and probably in a whole new way. Our goals for you are as follows: