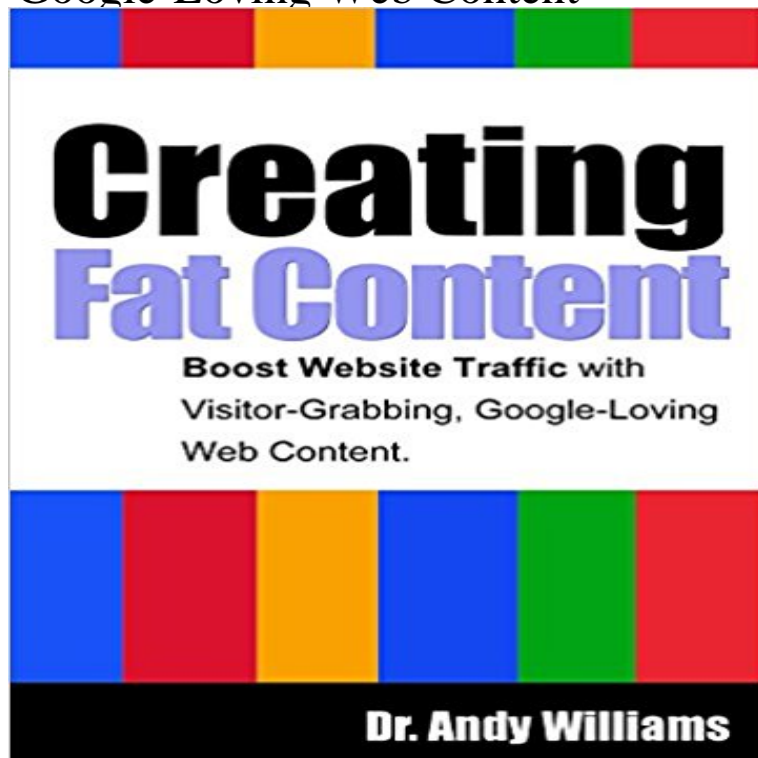


## Creating Fat Content: Boost Website Traffic with Visitor-Grabbing, Google-Loving Web Content



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. Its 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 wont 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.

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