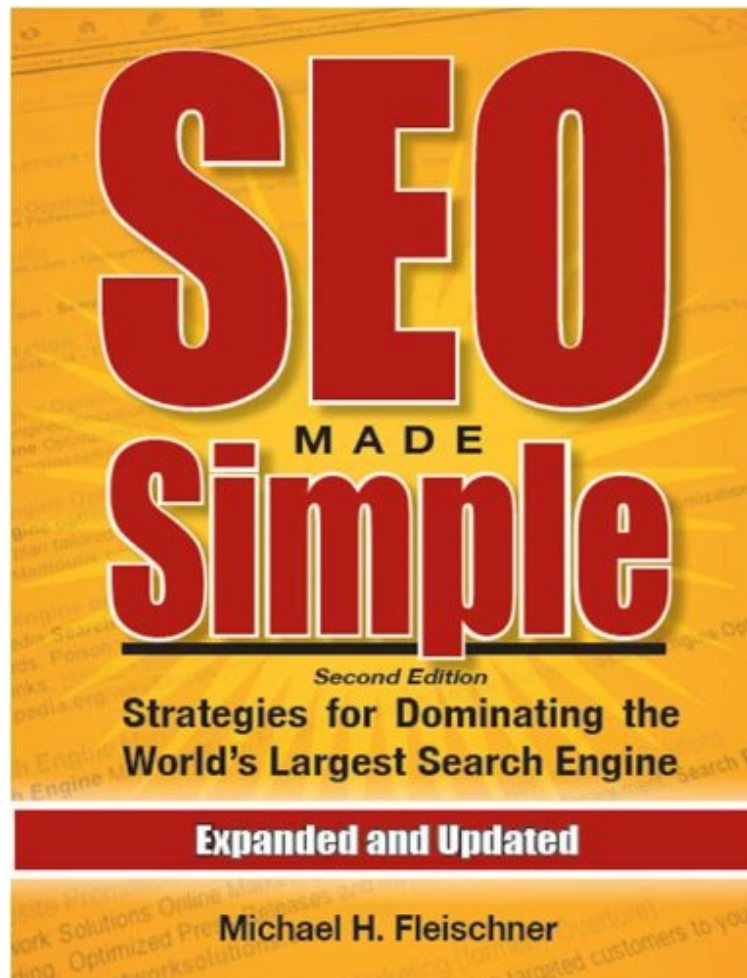


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SEO Made Simple (second edition): Search Engine Optimization Strategies For Dominating The World's Largest Search Engine (English Edition)

Von Michael Fleischner

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ber den Autor und weitere Mitwirkende Michael Fleischner is a search engine optimization (SEO) and Internet marketing expert with more than 15 years of online marketing experience. He has appeared on ABC World News, the TODAY Show, Bloomberg Radio, and other major media. Michael is also an author and Founder of Big Fin Solutions, a leading search engine optimization and reputation management company. In 1993, Michael graduated Rutgers College Business School with top honors and a degree in marketing. Two years later, Michael received a Masters degree in Integrated Marketing Communications from Northwestern University, located in Evanston Illinois. At that time, he worked for United States Gypsum corporation (USG) in a strategic marketing role and later teamed up with the former owner of Evelyn Wood Reading Dynamics to sell reading programs to students and universities. Just a short while later, Michael was back in NJ practicing marketing and managing operations for Caliper, a human resource management company located in Princeton NJ. Michael honed his marketing and management skills before moving to Peterson's in 2000. In a business development and marketing role, Michael developed key relationships with ETS,

Yahoo!, AOL, and other leading companies. By the age of 30, Michael had aggressively moved the Peterson's organization into online marketing and promotion. Since that time, Michael has held numerous roles in online marketing and business development for Fortune 1000 companies. While serving the role of business leader, Michael also pursued other interests in the area of online marketing. In 2004, Michael launched his first web site MarketingScoop.com to provide free resources to marketing professionals. Since that time, his Marketing Blog has gained International recognition and provides leading commentary on marketing, Internet marketing, and Search Engine Optimization. Michael's first book was published in 2008 under the title, SEO Made Simple is now in its fifth edition and is today's top-selling SEO guide. Since the publication, Michael has presented at leading companies and provided SEO consulting through his search engine optimization consulting company, Big Fin Solutions and continues to deliver online training, programs, and search engine optimization related services. Today Michael helps companies all over the world improve organic rankings and online reputation with his company Big Fin Solutions at <http://www.bigfinsolutions.com>