

# Search Earned Marketing: A common sense approach to Search Engine Marketing



It has never been more important to rank on Google when people are searching, and it has never been more important to be sought after. As a result, SEO consultants around the world are in high demand. That being the case, I want to challenge how we look at SEO, and hopefully inspire you to think about SEO in a new way. I am proposing a new SEO philosophy, or mindset if you like. It would be misleading to call it search engine optimization or search engine marketing, since for myself and many other SEO specialists, that term is dying. What I want to talk about is called Search Earned Marketing. This book contains three parts: An introduction of the cultural climate around search marketing Five cases that prove the hypothesis 12 insights to work with Search Earned Marketing My mission is to show you that a Search Earned Marketing strategy makes better business sense than chasing loopholes and searching in vain for optimization opportunities over and over. I want to show you that the reality of search marketing is very different from the idea most people have in their heads, and that the truth is very different from what most SEO consultants preach. Who should read this book? This books is written to marketing managers, digital consultants, CEOs, entrepreneurs, communication and marketing students. The future of SEO belongs to you, not the SEO experts. All of you have the important skills necessary to rank in Google you just dont know it. With this book, Im giving you all the essentials you need to know, so that no SEO ninja can ever trick you again. If this is your first book about search marketing, reading it will give you a healthy and sustainable foundation to build on, and hopefully push you in the right direction from the start. Its not necessary to be an experienced search marketing consultant to understand this book. One group of people this book is definitely not written for are the SEO

professionals. In fact, most will probably hate it. Why? Because this is the book that most SEO consultants don't want you to read. However, to any SEO dinosaurs or Google dominators who do want to change who feel stuck in the old unethical patterns and need inspiration for a new era, one that will be dominated by a Search Earned Marketing mindset, who knows? Maybe this book can be your way out.

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