

INTRODUCING

THE ART OF SEARCH

*The SEO management strategy
2,500 years in the making.*

If, because of the regular algorithm updates introduced by Google, you think that a book on SEO would cease to be relevant by the time it was published then you're only thinking tactically...

It's now time you started thinking about SEO strategically.



THE SEO MANAGEMENT STRATEGY

This book will bring the subject of SEO (search engine optimisation) back where it belongs, under the control of business leaders like you. It will urge you to consider what it's like to rank #1 in the minds of your Customers and show you how to move closer to the Customer than you ever thought possible - so close, in fact, that you will be able to hear them think.

The online frontline

Founded upon proven and trusted ancient strategic wisdom, this book argues the case for recruiting and appointing a **Search Commander**, a human agent tasked with building a website that fights for you on many fronts and brings frontline market intelligence back to the boardroom table.

A question of ownership

The argument for the appointment of **Search Commander** is one that's set to ignite a debate about who 'owns' the website. Traditionally, Marketing or IT assume ownership yet *The Art of Search* argues that putting both Search and the Customer at the heart of a business calls-out for a new kind of business leader, one able to free the website from its traditional bonds.

THE ART OF WAR

The Art of Search is an SEO management strategy written for business leaders in plain business English, the book explores and simplifies SEO through a direct comparison to strategic warfare based upon the 2,500 year old military treatise The Art of War

Free from jargon and wholly strategic

Steve Whiting's writing style litters the book with wonderful quirks and references to bring life and colour to an otherwise sterile topic. The reinterpretation of the writings of Sun Tzu results in a non-technical SEO management strategy and, edited by Zara Brownless, the book gathers pace by finding many insightful SEO similes from here on Earth, from way up in the heavens and then out into space.

A book written to challenge and dispel SEO myth, *The Art of Search* offers a thorough grounding in SEO that accelerates the reader through space and time, drawing influence and energy from many sources whilst never losing strategic focus.

Powerfully illustrated with 13 original frontispieces by Ty Harris, the book addresses The Art of War's 13 Chapters to progressively build the argument for the strategic creation of the role of **Search Commander** but not before uniquely exploring the SEO landscape with a vividly creative opening discussion:

- I. The Author, The Book & The Author's Book
- II. Hacktion, Aardvarks & Dating
- III. Astronauts, Atoms & Jung
- IV. Librarians, Crawlers & Feet
- V. Enigma, Heaven & Maths
(or The Art of Search compressed into a 10 min read)
- VI. Greeks, Marquis & Bees



THE FIVE CONSTANTS

The Art of Search is governed by five constant factors. These factors are to be taken into account to determine whether an organisational culture exists that will allow the Search Commander to secure #1 search engine rankings.

These five heads should be familiar to every general: he who knows them will be victorious; he who knows them not will fail.

These 5 constants are:

The Moral Law

the organisation's brand and business model;

Heaven

Google and her algorithms;

Earth

Customer motivation, beliefs, search queries, location and the competition;

The Commander

a free radical empowered with the sovereign brief to champion Search;

Method and Discipline

the authority and ability to manoeuvre the online fighting force.



THE FIVE ESSENTIALS FOR VICTORY

Thus we may know that there are five essentials for victory:

1. He will win who knows when to fight and when not to fight.
2. He will win who knows how to handle both superior and inferior forces.
3. He will win whose army is animated by the same spirit throughout all its ranks.
4. He will win who, prepared himself, waits to take the enemy unprepared.
5. He will win who has military capacity and is not interfered with by the sovereign.

Hence the saying:

If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle.

“Like all the best things in life, this is so blindingly obvious that of course no one else has thought of it! Steve hits the nail firmly and squarely upon its head!”

Guy Keen

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Edited by Zara Brownless

Illustrated by Ty Harris

Designed by Eliot Hill

Learn more and purchase
the paperback at:

www.theartofsearch.co.uk

Download the eBook from
major bookstores.

