



Shopify Empire: Dominate Search Results, Sell More, and Change Your World

Josh Highland Giese

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Is your online store powered by Shopify?

Are you struggling with your search engine rankings?

Do you want to sell more, but lack the know-how?

This empire-building guide gives you the tools to succeed in the competitive Internet marketplace. Starting from the structuring of your online store, this comprehensive book covers Search Engine Optimization (SEO) basics, on-site optimization, off-site optimization, Social Media Optimization (SMO) basics, Pay Per Click (PPC) tips, advanced SEO, SEO troubleshooting, and SEO research techniques.

Learn how to beat your competition in search rankings, gain customers and improve sales.

Written in easy-to-understand language, this book serves as a launching off point for those new to the e-commerce industry, or as a means to fine-tune a more seasoned site.

"If you have a Shopify store now, or want to open one in the future - you really want to give this book a read. It's straight forward and easy to understand." -- Harley Finkelstein, Shopify - Chief Platform Officer

"You need this book. Written by a person with demonstrated SEO success on the Shopify Platform; it's the best guide to SEO I have seen." -- Oisín O'Connor, Bootstrap Heroes - Shopify experts / App developer

"I highly recommend this book for all Shopify users. From beginners to experts - a wealth of information." - Felix Thea, ShopifyMasters.org

Shopify Empire is written by Josh Highland Giese, a certified Shopify Expert and App developer. This book aggregates the most impactful SEO tactics he has used on thousands of Shopify sites.

Now is the time for you to start building your Shopify Empire. Dominate search results. Sell more. Change your world.

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Leta Welter:

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Timothy Grill:

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Nicholas Buchanan:

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