



## SEO Fitness Workbook, 2016 Edition: The Seven Steps to Search Engine Optimization Success on Google

*By Jason McDonald Ph.D.*

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#### **About the Author**

Author Jason McDonald has been active on the Internet since 1994 and has taught SEO, AdWords, and Social Media since 2009 – online, at Stanford University Continuing Studies, at both AcademyX and the Bay Area Video Coalition in San Francisco, at workshops, and in corporate trainings across these United States. His passion is to take complex marketing topics such as search engine optimization and make them easy-to-understand for small business owners and marketers. His style is practical, hands-on, and fun. He received his Ph.D. in 1992 from the University of California, Berkeley, and his B.A. from Harvard University in 1985. Learn more about Jason at <https://www.jasonmcdonald.org/>.

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