

[PDF] Outsmarting Google: SEO Secrets To Winning New Business (Que Biz-Tech)

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Description:

About the Author

Evan Bailyn is an Internet entrepreneur, speaker, and child advocate. He is best known for being an expert at search engine optimization, having used his ability to rank at the top of Google to build and sell five businesses, including one of the largest children's websites online. His Facebook page,

which provides daily inspirational thoughts, has more than 100,000 “likes,” making it one of the most popular noncelebrity pages on Facebook.

He has been interviewed on ABC and Fox News and featured in *The New York Times*, *The Wall Street Journal*, *The New York Post*, *The International Business Times*, and *Crain’s New York Business Daily*. He is a frequent speaker and television guest.

In 2010, Evan established The Evan Bailyn Foundation, which awards grants to groups that promote emotional awareness in children.

Bradley Bailyn is an Internet marketing expert and co-founder of First Page Sage. He tracks Google’s algorithm on a daily basis, ensuring that clients’ websites remain optimized for maximum exposure on Google. He also helps clients tune their websites to convert as many visitors as possible into buyers—a science known as conversion optimization.

Bradley graduated from New York University’s Stern School of Business, where he studied accounting, and then went on to Brooklyn Law School, where he did legal work for various government and international agencies, including the United Nations and United States Agency for International Development. He briefly ran his own law practice, and then left to join forces with Evan and pursue a shared dream of building a business that made a real difference in people’s lives. He has been profiled in *The New York Times*, *Crain’s New York Business Daily*, and *The Daily News*.

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