**Marketing Monster Resource Page**

What Search Engines Like

<http://moz.com/search-ranking-factors/survey>

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What is Link Baiting

<http://blog.hubspot.com/blog/tabid/6307/bid/33393/The-Marketer-s-Ultimate-Guide-to-Link-Bait.aspx>

Rich Snippets

<https://support.google.com/webmasters/answer/2722261?hl=en>

Link Authorship to Google + page

<http://www.guavabox.com/blog/how-to-add-google-authorship-to-your-website>

Article on Semantic Markup

<http://www.socialmediaexaminer.com/semantic-markup/>

Great webpage on SEO in general, categories, tags and so forth

https://managewp.com/wordpress-categories-tags-seo?utm\_source=guestpost&utm\_medium=guestpost&utm\_campaign=wordtracker

Must read on how the internet is tracking user activity to sell advertising

<https://www.privacyrights.org/online-privacy-using-internet-safely>

Article on how Facebook tracks your activity

<http://www.businessinsider.com/this-is-how-facebook-is-tracking-your-internet-activity-2012-9?op=1>

Tool and advocacy group that stops advertisers from tracking your online presence

<http://www.abine.com/about.html>

How facebook tracks if you are pregnant

<http://www.businessinsider.com/how-advertisers-use-facebook-to-figure-out-when-youre-pregnant-2012-9>

How are ads targeted to a webpage

<https://support.google.com/adsense/answer/9713?hl=en>

How to know who is tracking your online activity

<http://www.cnet.com/how-to/how-to-know-who-is-tracking-your-web-activities/>