

SEO And Search Marketing In A Week: Search Engine Optimization And Search Engine Marketing Made Easy In Seven Simple Steps (Paperback)



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Reviews

It in a of my personal favorite book. It really is filled with wisdom and knowledge Your daily life period will likely be enhance the instant you total looking at this pdf.
(Mr. Rocio Schroeder Sr.)

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Hodder Stoughton General Division, United Kingdom, 2016. Paperback. Condition: New. Revised, Updated. Language: English . Brand New Book. SEO and Search Marketing In A Week is a simple and straightforward guide to mastering the basics, giving you everything you really need to know in just seven short chapters. From stripping away the mystique from SEO and SEM, to uncovering the meaning of jargon and acronyms such as pay-per-click advertising (PPC), backlinking, social signals and algorithms, you ll discover how to structure your website to deliver what the search engines are looking for and to promote it to the world. This book distils the most practical search engine optimization (SEO) and search engine marketing (SEM) insights into easy-to-digest bite-sized chunks, giving you a basic knowledge and understanding of the key concepts, together with practical and thought-provoking exercises. Whether you choose to read it in a week or in a single sitting, SEO And Search Marketing In A Week is your fastest route to success:- Sunday: An introduction to search engines and SEO- Monday: Keyword research- Tuesday: On-page optimization- Wednesday: Off-page optimization- Thursday: Getting other traffic sources to your website- Friday: Pay-per-click traffic: making it work for you- Saturday: Monitoring and managing your progress

ABOUT THE SERIES In A Week books are for managers, leaders, and business executives who want to succeed at work. From negotiating and content marketing to finance and social media, the In A Week series covers the business topics that really matter and that will help you make a difference today. Written in straightforward English, each book is structured as a seven-day course so that with just a little work each day, you will quickly master the subject. In a fast-changing world, this series enables readers not just to get up to speed, but to get ahead.



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