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SEO and Search Marketing in a Week

By Nick Smith

Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, SEO and Search Marketing in a Week, Nick Smith, Understand SEO and Search marketing fast, without cutting corners Understanding the principles of SEO and search marketing is essential for anyone who wants to be discovered online. In this short, accessible book, Nick Smith shares a lifetime of hard-earned wisdom and practical advice, giving you, in straightforward language, all the SEO and search marketing expertise you need to increase your online visibility. The 'in a week' structure explains the essentials of search engine optimization over just 7 days: Sunday: Understand the functions of the major search engines and what SEO and Search Marketing are and what they do Monday: Learn about your competition and target audience, and organize your website's structure Tuesday: Discover the importance of keywords, and how to generate your keyword list and find the best low-cost research tools Wednesday: Learn how to make changes to the pages on your site to increase the chance of ranking Thursday: Ensure all of your links are found and indexed by search engines and generate backlinks Friday: Monitor and manage your progress through tools such as Analytics, Webmaster and shortened URLs...



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