

Marketing Through Search Optimization - , Ben Salter

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Marketing Through Search Optimization, Second Edition, is the step-by-step marketer's guide to improving your web ranking in search engines and getting your site listed effectively in online directories. Search engine placement has become a key task for those engaged in website marketing because good positioning in search engines and directories dramatically increases visitor traffic. Optimizing search engine ranking will be the most important and cost-effective way of marketing your website, and customers use search engines more than any other method to locate websites. Submitting to search engines is only part of the challenge. It is also vital to prepare a website through "search engine optimization," ensuring that your web pages are accessible and focused in ways that drive traffic to your site. Author: Michael, Alex Author: Salter, Ben Publisher: Routledge Illustration: N Language: ENG Title: Marketing Through Search Optimization Pages: 00256 (Encrypted EPUB) / 00256 (Encrypted PDF) On Sale: 2012-06-25 SKU-13/ISBN: 9780750683470 Category: Business & Economics : Marketing - General Category: Business & Economics : Management - General

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