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Reviews

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SEO MARKETING TIPS: THE BUSINESS OWNER S GUIDE TO SEARCH ENGINE OPTIMIZATION (PAPERBACK)



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Esioh Internet Marketing, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. SEO Marketing Tips is a book aimed at the small business owner looking to expand their customer base by improving their web presence. It s also intended for those businesspeople who may or may not be - how do we put this - not the most savvy internet users out there. Even if right now you hardly know a link from Linux, by the time you have finished reading this book, you II have a competent grasp over all the basics of SEO, and you II be ready to either create an optimized website or at least hire someone who won t be able to sell you a bunch of digital snake oil! SEO Marketing Tips explains the lingo of the trade and it gives step-by-step explanations for various SEO processes. The language is clear and concise and easy for folks at any level of computer literacy to process. And hey, you might just find it fun to read, too! SEO is short for Search Engine Optimization, and it s the single greatest way to drive online traffic to your website. In other words, it is the superior way to get potential customers thinking about your business. A properly optimized site is much easier for web browsers to find when folks go searching for things online; if a website is like a net hanging out in a river, the better your SEO, the bigger your net! And it s as simple as that. But it ain t easy! Having a website with pages properly optimized for browsers (that s Google, Yahoo, Bing, etc. by the way) means a whole heckofalot more than just a site that looks nice. It means...

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