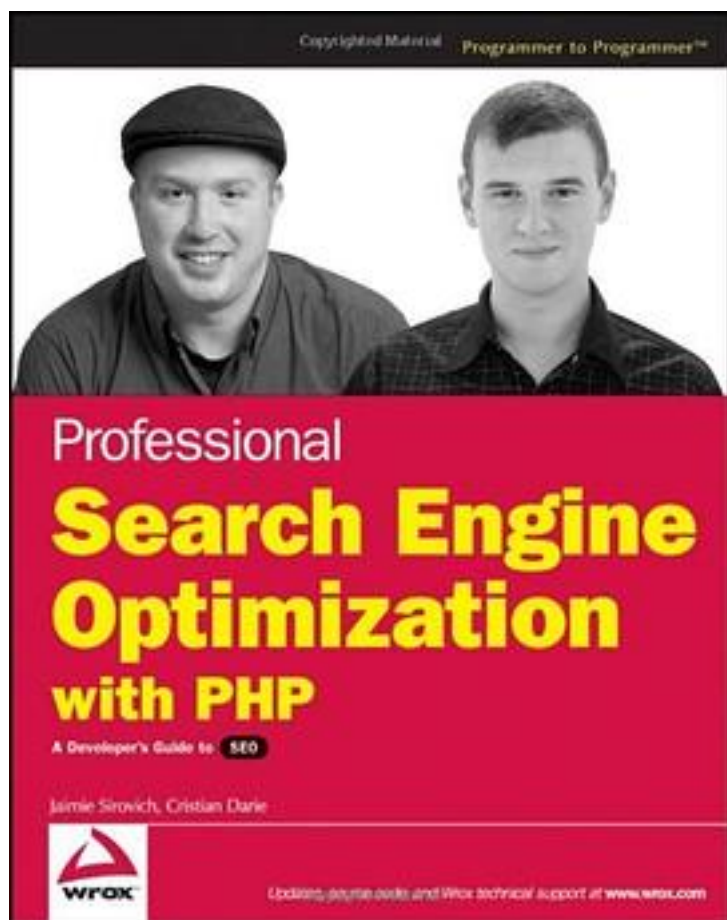


Professional Search Engine Optimization with PHP



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Maybe you're a great programmer or IT professional, but marketing isn't your thing. Or perhaps you're a tech-savvy search engine marketer who wants a peek under the hood of a search engine optimized web site. Search engine marketing is a field where technology and marketing are both critical and interdependent, because small

changes in the implementation of a web site can make you or break you in search engine rankings. Furthermore, the fusion of technology and marketing know-how can create web site features that attract more visitors. The mission of this book is to help web developers create web sites that rank well with the major search engines, and to teach search engine marketers how to use technology to their advantage. We assert that neither marketing nor IT can exist in a vacuum, and it is essential that they not see themselves as opposing forces in an organization. They must work together. This book aims to educate both sides in that regard.

作者介绍:

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评论

书评

如果你想研究SEO方面的东东，还是买本书看看比较好，能够更全面一些了解SEO的基础知识。而且这本书的很多编程方面的内容对与开发人员的操作更方便一些。不过大部分内容还是过于简单的肤浅了。里面比较有用的就是url rewrite的一些技巧了302的一些技巧，还提供了很多工具和blog...

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