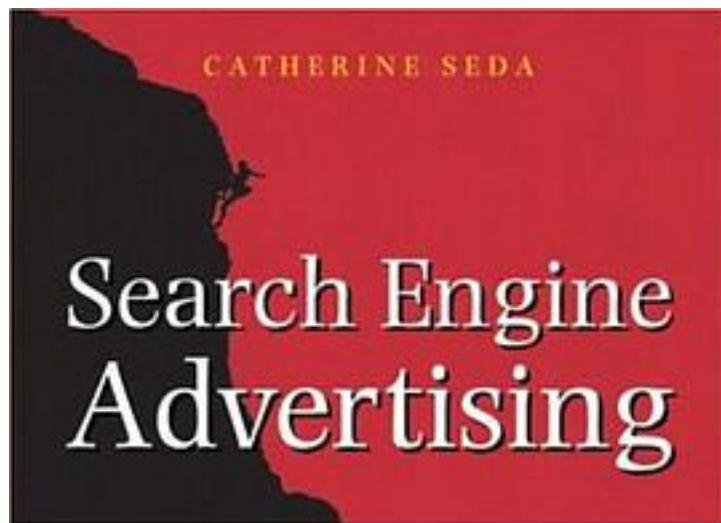


# Search Engine Advertising



## *Buying Your Way to the Top to Increase Sales*



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著者:Catherine Seda

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You don't have to have the biggest name or the most dazzling graphics to lure customers to your Web site. These days, all you really need is prominent search-engine placement. This book shows you how to get it! With searching one of the most popular

Internet activities, a top spot on a major search engine virtually ensures a high volume of visitors--though converting them to buyers is another story. In these pages, top Internet marketer and strategist Catherine Seda tackles both parts of that equation. First, she outlines the strategy involved in buying the specific keyword positions that will lead users directly to the page you want. Then, she describes how you can turn poor-performing ad copy into targeted sales-getters, and how you can evaluate and correct low visitor-to-buyer conversions. Beginning marketers will find the info they need to implement a Web strategy quickly, while advanced marketers will find all kinds of tips for analyzing and improving current results.</P>

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