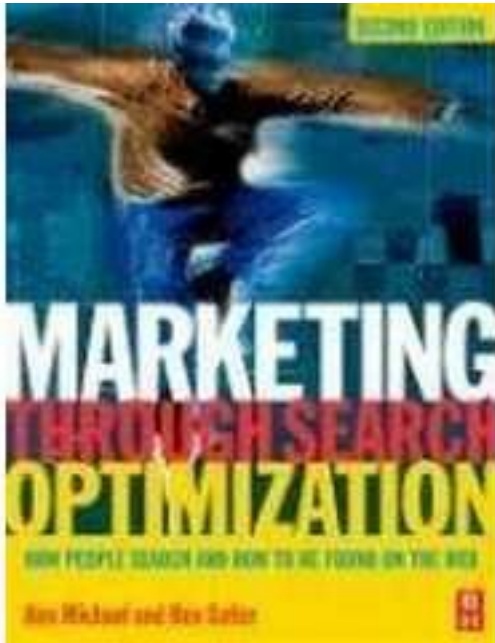


Marketing Through Search Optimization, Second Edition



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This book guides readers through proven techniques for achieving and measuring success in search engine marketing (i.e. how to be the top of the rank), along with a review of the most important search engines and directories.

. Explains why and how marketers can and must optimize their sites for searchability from the outset

. Describes how to optimize, for both local and international users using tutorials and walkthroughs to demonstrate how to steadily improve your site rankings

. Completely revised and updated this new edition focuses on the key aspects of how people search, the mobile Internet and pay per click advertising

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