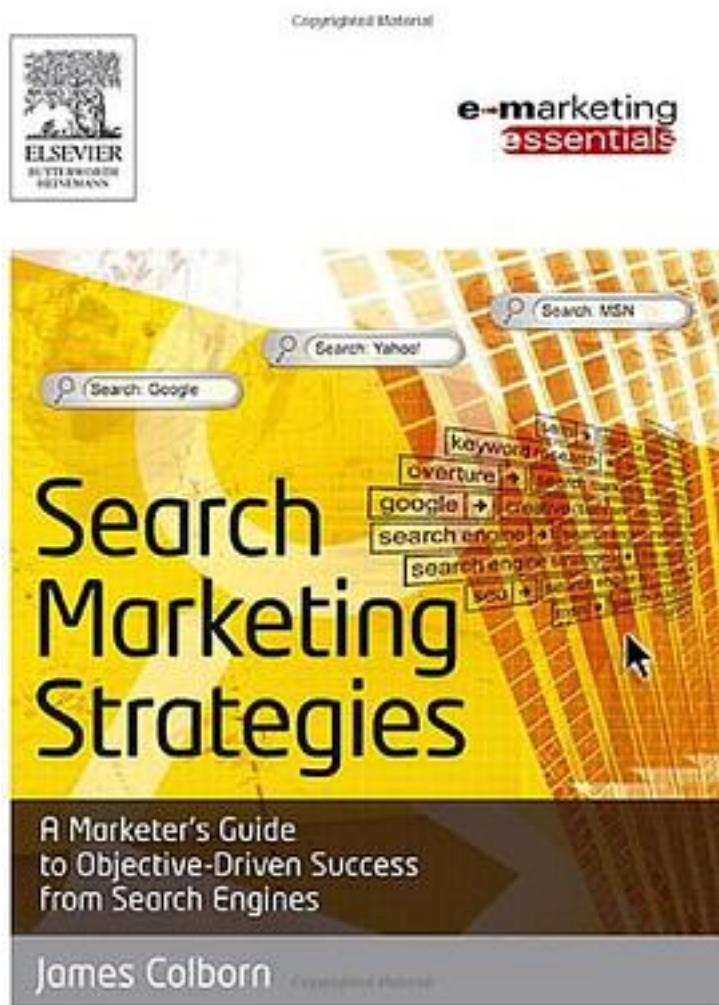


Search Marketing Strategies



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著者:Colborn, James

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"Search Marketing Strategies" focuses on how to make the most from the search

engine industry. Concentrating on the strategic element rather than the procedural approach, the author demonstrates how to adapt the tactical techniques, such as paid search, site side optimization and analytics packages, into search strategies in order to achieve marketing or corporate objectives such as branding, sales and customer acquisition. It focuses on search marketing strategy rather than search optimization. It acts as a toolkit for adapting tactical techniques into search strategies. It is written for marketers, therefore the consideration of the topic of search is wholly relevant for the marketing function.

作者介绍:

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