

The Ultimate Guide to Search Engine Marketing



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出版者:Atlantic Publishing Company (FL)

出版时间:2007-06-20

装帧:Paperback

isbn:9780910627993

This groundbreaking and exhaustively researched new book will provide everything you need to know to get you started on generating high-volume, high quality leads to your Web site. This new book will teach you the six steps to a successful campaign: Keyword Research, Copy Editing, Set-up and Implementation, Bid Management, Performance Analysis, Return on Investment, and Reporting and Avoiding PPC Fraud. In addition, we spent thousands of hours interviewing hundreds of today's most successful PPC masters. This book is a compilation of their secrets and proven successful ideas. Additionally, we give you hundreds of tips and tricks to ensure your Web site is optimised for maximum search engine effectiveness to drive business to your web site and increase sales and profits. In this book you will find actual case studies from companies who have used our techniques and achieved unprecedented success. If you are interested in learning hundreds of hints, tricks, and secrets on how to implement Pay Per Click advertising, optimise your Web site for maximum search engine effectiveness, develop a cost-effective marketing campaign, and ultimately earn enormous profits, then this book is for you.

作者介绍:

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