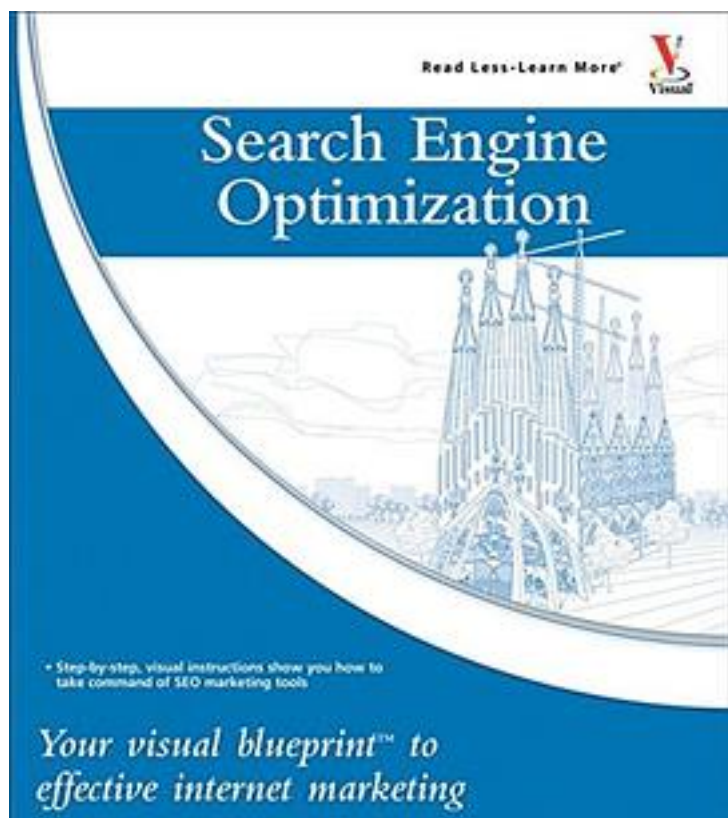


# Search Engine Optimization



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著者:Kristopher B. Jones

出版者:John Wiley & Sons

出版时间:2008-4-4

装帧:Paperback

isbn:9780470224489

Welcome to the only guidebook series that takes a visual approach to professional-level computer topics. Open the book and you'll discover step-by-step screen shots that demonstrate over 140 key search engine optimization techniques, including analyzing your competition, researching and analyzing keywords, developing your link building skills, and setting up blogs and communities. Succinct explanations will walk you through using Google Analytics, networking with Facebook and MySpace,

setting up pay-per-click campaigns, and much more.

From the Back Cover

Welcome to the only guidebook series that takes a visual approach to professional-level computer topics. Open the book and you'll discover step-by-step screen shots that demonstrate over 140 key search engine optimization techniques, including:

- \*Analyzing your competition
- \*Researching and analyzing keywords
- \*Developing your link building skills
- \*Setting up blogs and communities
- \*Using Google Analytics
- \*Networking with Facebook® and MySpace
- \*Boosting traffic with Digg and StumbleUpon
- \*Setting up pay-per-click campaigns
- \*Discovering ways to monetize Web traffic
- \*Installing valuable SEO plug-ins

Extra Apply It

- \*"Apply It" and "Extra" sidebars highlight useful tips
- \*High-resolution screen shots demonstrate each task
- \*Succinct explanations walk you through step by step
- \*Two-page lessons break big topics into bite-sized modules

作者介绍:

Kristopher B. Jones is considered one of the top internet marketing experts in the world. A true pioneer and leading voice of the industry, Kristopher is a prominent speaker and moderator at leading national and international marketing conferences, including Search-Engine Strategies (SES), Affiliate Summit, Electronic Retailing Association (ERA), and eTail, among others.

As President and CEO of Pepperjam, a full-service internet marketing agency, Kristopher is looked to by thousands of businesses worldwide as one of a small group of pure internet marketing experts. Among numerous other notable achievements, Pepperjam has been recognized for the past two consecutive years by Inc. Magazine as one of the fastest growing companies in the United States of America.

Kristopher recently finished a book on internet marketing for Wiley Publishing due out in bookstores across America in early 2008.

Kristopher was recognized in 2005 as an Entrepreneur of the Year by Bank of America and as one of the "Top 20" Business Leaders in Northeastern, Pennsylvania under the age of 40.

Kristopher participates on numerous technology, educational and non-profit Board of Directors and Advisory Committees, including the Great Valley Technology Alliance, Penn State University (WB) - Department of Information Science and Technology, Albany Law School Alumni Association, Pennsylvania Keystone Innovation Zone (KIZ), CAN BE Business Incubator, Luzerne Foundation Millenium Circle, and the United Way, among others.

Kristopher received a Bachelor of Arts from the Pennsylvania State University, a Master of Science from Villanova University, and a Juris Doctorate from Albany Law School.

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标签

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## 评论

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## 书评

本书虽然对SEO没有很多特别新颖的内容。但是还是可以一读。  
特别是该书的英文我觉得是我读过的英文技术书籍中最浅显易懂的。  
读起来真的是一点障碍都没有。就凭这点。也是蛮有价值  
鄙视豆瓣。写了这么多了。居然还说”抱歉，你的评论太短了”  
小样。你现在有点用户就牛逼了？

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