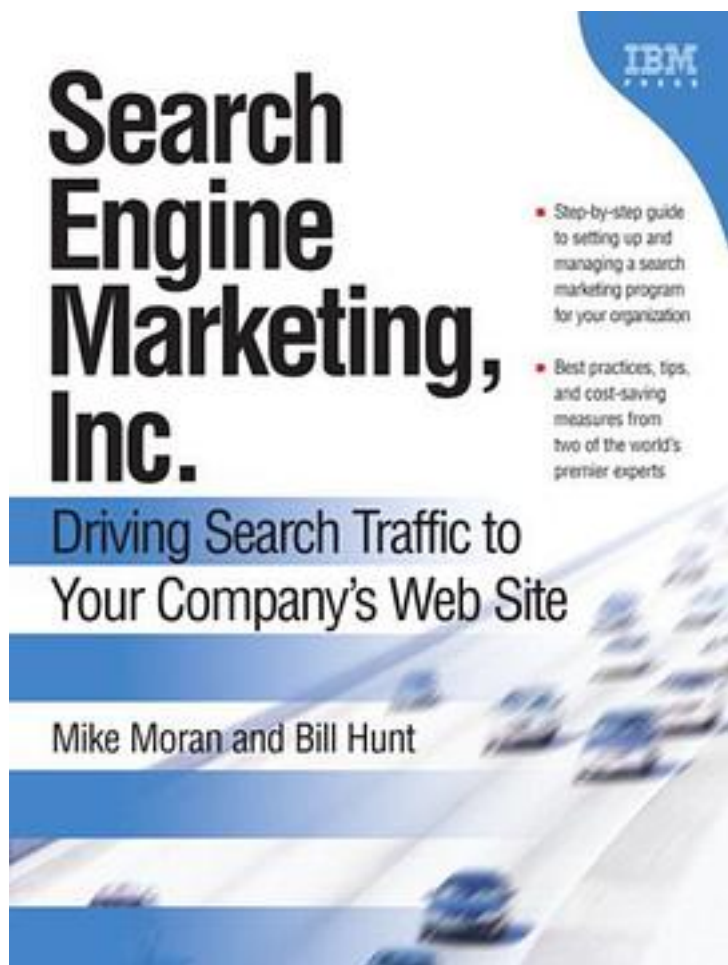


Search Engine Marketing, Inc.



[Search Engine Marketing, Inc. 下载链接1](#)

著者:Mike Moran

出版者:IBM Press

出版时间:2008-9-29

装帧:Paperback

isbn:9780136068686

The #1 Step-by-Step Guide to Search Marketing Success...Now Completely Updated with New Techniques, Tools, Best Practices, and Value-Packed Bonus DVD! "My copy of the first edition of Search Engine Marketing, Inc. is ratty and dog-eared from extensive

use. It's full of coffee stains and my own scribbled notes. Because it so effectively demystifies search engine marketing and provides such practical advice for success, I turn to it again and again and recommend it to audiences worldwide. This book is not academic blather or geeky techno-speak; it's an approachable and digestible guide chock-full of real-life examples." -David Meerman Scott, Bestselling Author of *The New Rules of Marketing and PR* "Keeping pace with the rapidly changing search marketing landscape, the latest edition of Bill Hunt and Mike Moran's search industry bible, *Search Engine Marketing, Inc.*, incorporates informative and enlightening sections on optimizing multimedia, improving Web site search, and the emergence of social media and what it really means to the search marketer. There is valuable information in this book to help inform at every level from the beginner who is curious about search to the advanced enterprise search marketer. Taking a very complicated, technical, and data-driven industry and making it easily understandable and actionable is no small task, and *Search Engine Marketing, Inc.* succeeds on every level. If you only read one book on search marketing principles and best practices, this is the one." -Jay Middleton Senior Manager, WW Search Marketing, Adobe Systems, Inc. "With *Search Engine Marketing, Inc.*, Bill Hunt and Mike Moran have successfully updated what is already known in the industry as "The Search Marketing Bible." With new content, examples, and insight including social media and Web site search, this is a must read book for marketers at companies of all sizes from startups to the Fortune 100." -Lee Odden CEO of TopRank Online Marketing and Author of Online Marketing Blog In this book, two world-class experts present today's best practices, step-by-step techniques, and hard-won tips for using search engine marketing to achieve your sales and marketing goals, whatever they are. Mike Moran and Bill Hunt thoroughly cover both the business and technical aspects of contemporary search engine marketing, walking beginners through all the basics while providing reliable, up-to-the-minute insights for experienced professionals. Thoroughly updated to fully reflect today's latest search engine marketing opportunities, this book guides you through profiting from social media marketing, site search, advanced keyword tools, hybrid paid search auctions, and much more. You'll walk step-by-step through every facet of creating an effective program: projecting business value, selling stakeholders and executives, building teams, choosing strategy, implementing metrics, and above all, execution. **BONUS DVD** Packed with Tools and Resources DVD includes over 2 hours of exclusive how-to video presentations, plus audio interviews and white papers on cutting-edge search engine marketing topics The authors systematically address every issue you're likely to encounter, while helping you implement timeless strategies for delivering superior long-term results. You'll learn how to

- * Identify and leverage new search engine marketing opportunities arising from social media
- * Align search engine marketing with your company's evolving strategic and tactical goals
- * Implement programs that drive sustainable improvements- not counterproductive quick fixes
- * Systematically optimize your existing Web site search programs
- * Manage the unique marketing challenges associated with large sites
- * Create monthly scorecards and use them to drive improvement
- * Provide effective guidance to content developers and designers in language they'll understand
- * Automate checking and reporting for every page on your site
- * Choose effective target keywords, optimize your content, and attract links
- * Make the most of Google, Yahoo!, Live Search, and the latest specialized and local search tools
- * Measure site-wide success rates across multiple systems and technologies
- * Hire the right SEO consultant-and avoid the wrong ones

Whether you're a marketing, Web, or IT professional, product manager, or content specialist, *Search Engine Marketing, Inc.*, Second Edition will help you define your SEO/SEM goals, craft a best-practices program for achieving them, and implement it flawlessly. Foreword xxv Preface xxvii Acknowledgments xxi Part 1: The Basics of Search Marketing 1 Chapter 1: Why Search Marketing Is Important...and Difficult 3 Chapter 2: How Search Engines Work 31 Chapter 3: How Search Marketing Works 57 Chapter 4: How Searchers Work 81 Part 2:

Develop Your Search Marketing Program 101 Chapter 5: Identify Your Web Site's Goals 103 Chapter 6: Measure Your Web Site's Success 119 Chapter 7: Measure Your Search Marketing Success 143 Chapter 8: Define Your Search Marketing Strategy 171 Chapter 9: Sell Your Search Marketing Proposal 199 Part 3: Execute Your Search Marketing Program 227 Chapter 10: Get Your Site Indexed 229 Chapter 11: Choose Your Target Keywords 267 Chapter 12: Optimize Your Content 293 Chapter 13: Attract Links to Your Site 337 Chapter 14: Optimize Your Paid Search Program 383 Chapter 15: Make Search Marketing Operational 447 Part 4: Beyond Search Marketing 477 Chapter 16: Explore New Media and Social Media 479 Chapter 17: Optimize Your Web Site Search 505 Chapter 18: What's Next? 533 Glossary 551 Index 583

作者介绍:

目录:

[Search Engine Marketing, Inc. 下载链接1](#)

标签

搜索引擎营销

营销

搜索

Markting

seo

新营销

推广

a

评论

初级

[Search Engine Marketing, Inc. 下载链接1](#)

书评

花了2个月读这本书，是IBM Press的第二版，书的内容很全面，基本涵盖了目前搜索引擎营销的方方面面，对于做Marketing的人来说，看完此书，对SEM基本也就有了个比较全面的认识。书内的内容也比较新，也提到了包括SNS等近2年才涌现出来的热点话题。不过，此书对于已经在搜索引...

真的是挺全面的一本书，尤其是对于我这种菜鸟而言，能够有一个快速入门的作用，当然，如果要进行深入研究的话，还是有很多内容可以加入的。我主要是看了第一，三，四三个部分，因为第二个部分对我来说不是很重要

第二版很多地方做了更新，我的感觉是；市场的构架变化不大，理论体系、技术思路变化都不大。但市场里面的人变了很多，出现了很多新的工具、新的公司和新人。

[Search Engine Marketing, Inc. 下载链接1](#)