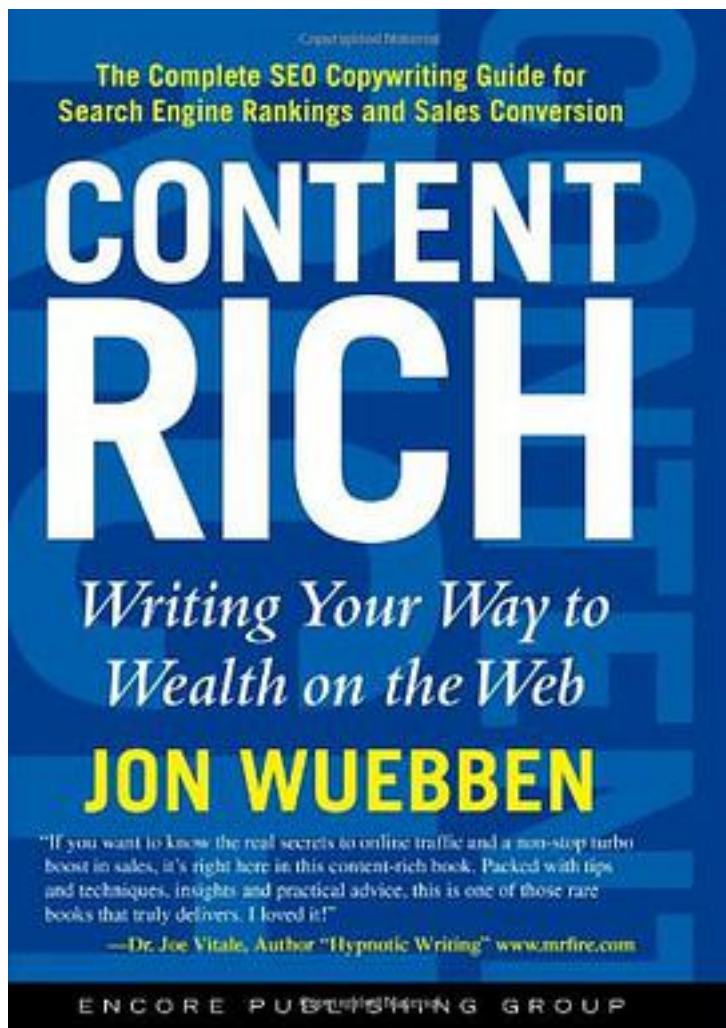


Content Rich



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Content Rich: Writing Your Way to Wealth on the Web is the definitive Search Engine

Optimization (SEO) copywriting guide for search engine rankings and sales conversion. As the first book to cover the entire spectrum of web copy, it introduces new ways of looking at online content and provides key illustrations that show how copy influences search engine rankings and sales conversion in unique ways. If you are a small to medium sized business looking for a way to maximize online marketing activities, Content Rich will show you how it can be performed for a fraction of the traditional cost and in ways most companies never consider. Overwhelmingly acclaimed by business leaders, Internet gurus, best selling marketing authors, top copywriters and the search marketing industry, Content Rich redefines the importance and use of copywriting for the web in a time of shrinking corporate budgets.

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