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Seo: 2016: Search Engine Optimization, Internet Marketing Strategies Content Marketing (Paperback)

By J P Richardson

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.To become a successful online business it is essential to have a good understanding of Search Engine Optimization (SEO) and the best way to produce a marketing strategy which will appeal to your target audience. It is possible to pass this job over to a third party for them to look after your business needs; however, if you are to understand what they are doing and what they are trying to achieve you must understand the basic concepts. You will also realize that no one else cares for your business as much as you; it is for this reason that you can do a better job of marketing your business online than anyone else can. This book has been designed to give you an insight into what SEO is and how it works. Although it is not possible to know the exact algorithms which the main search engines use; it is possible to predict the best patterns and strategies to ensure your business is noted by the search engines and exposed to potential customers. Of...



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