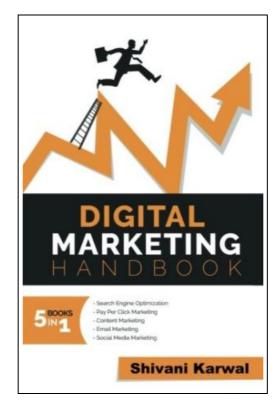
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## Reviews

Thorough manual! Its this sort of good read through. it absolutely was writtern very flawlessly and helpful. I am just easily will get a delight of studying a created publication.

(Abdiel Stiedemann Sr.)

# DIGITAL MARKETING HANDBOOK: A GUIDE TO SEARCH ENGINE OPTIMIZATION, PAY PER CLICK MARKETING, EMAIL MARKETING, CONTENT MARKETING, SOCIAL MEDIA MARKETING (PAPERBACK)



Createspace Independent Publishing Platform, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Having a strong digital presence is crucial for every business today! The Digital Marketing Handbook is an easy to follow, step-by-step guide to marketing using the internet. This book is packed with information and examples to help you succeed. If you re looking for a book that gets straight to the point without any fluff or filler content and explains digital marketing techniques in a simple manner without the filter of complexity we re all so used to, then this book is for you. This book breaks the huge topic of digital marketing strategy into manageable chunks through 5 mini digital marketing books on: 1. Search Engine Optimization 2. Pay Per Click Marketing 3. Email Marketing 4. Content Marketing 5. Social Media Marketing So prepare to enter a new and successful phase of marketing your business! Some digital marketing essentials you Il find in this book: Section 1: Introduction to Digital Marketing Introduction and Setting Up Everything What is Online Marketing Characteristics of a Good Domain Name Examples of Different TLDs and Who Uses The Subdomain vs Subdirectory Choosing the Right TLD Do TLDs Affect Rankings Website Design: DIY or Hire Someone? Types of Site Design: Page Layouts Different Methods of Digital Marketing Helpful Sites and Wordpress Plugins Digital Marketing FAQs Section 2: Search Engine Optimization Introduction to SEO On-Page SEO Off-Page SEO Local SEO Steps Involved: On-Page SEO Site Structure How to Have a Good Site Structure How to Create a Sitemap How to Create a Robots.txt File Dealing With Not Found Pages and Redirects: 301s, 302s, 404s Conducting Keyword Research Optimizing Your Site Content Link Building Process 100+ Link Building Ideas Importance of Link Anchor Text Nofollow vs Dofollow...

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