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SEO: The Essential Guide

By Stephanie Clarke

Need2Know. Paperback. Book Condition: new. BRAND NEW, SEO: The Essential Guide, Stephanie Clarke, The world continues to become more dependent on technology and the Internet for business, marketing and on-line sales. Search engine optimisation is a key element in creating strong Internet business. Throughout this guide you will learn the steps that are needed in order to optimise where your website appears in search engine results. This guide discusses how to start from the bottom, guiding on how to build and organise your website in order to be better listed in the databases of search engines such as Google, Yahoo! and Bing. It will also look into the importance of choosing keywords to attract your target audience, as well as creating high-quality content and user experience to match the needs of the audience. There are a number of aspects that need to be considered when trying to create a search engine optimisation campaign, including learning to build links, improving on-page optimisation and learning how to measure the effectiveness of the campaign. This guide is a way to not only learn about these different aspects, but to be able to easily understand and implement these methods in your business.



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