# SEO Marketing Tips The Business Owners Guide to Search Engine Optimization



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(Florence Batz IV)

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ESIOH Internet Marketing. Paperback. Book Condition: New. Paperback. 36 pages. Dimensions: 9.0in. x 6.0in. x 0.1in.SEO Marketing Tips is a book aimed at the small business owner looking to expand their customer base by improving their web presence. Its also intended for those businesspeople who may or may not be how do we put this not the most savvy internet users out there. Even if right now you hardly know a link from Linux, by the time you have finished reading this book, youll have a competent grasp over all the basics of SEO, and youll be ready to either create an optimized website or at least hire someone who wont be able to sell you a bunch of digital snake oil! SEO Marketing Tips explains the lingo of the trade and it gives step-by-step explanations for various SEO processes. The language is clear and concise and easy for folks at any level of computer literacy to process. And hey, you might just find it fun to read, too! SEO is short for Search Engine Optimization, and its the single greatest way to drive online traffic to your website. In other words, it is the superior way to get potential customers thinking about your business. A properly optimized site is much easier for web browsers to find when folks go searching for things online; if a website is like a net hanging out in a river, the better your SEO, the bigger your net! And its as simple as that. But it aint easy! Having a website with pages properly optimized for browsers (thats Google, Yahoo, Bing, etc. by the way) means a whole heckofalot more than just a site that looks nice. It means great content, proper keyword placement, superlative navigability, and great ranking. If all that is essentially...



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