



## Successful SEO and Search Marketing in a Week: Teach Yourself

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By Nick Smith

Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, Successful SEO and Search Marketing in a Week: Teach Yourself, Nick Smith, Sunday: Understand the functions of the major search engines and what SEO and Search Marketing are and what they do Monday: Learn about your competition and target audience, and organize your website's structure Tuesday: Discover the importance of keywords, and how to generate your keyword list and find the best low-cost research tools Wednesday: Learn how to make changes to the pages on your site to increase the chance of ranking Thursday: Ensure all of your links are found and indexed by search engines and generate backlinks Friday: Monitor and manage your progress through tools such as Analytics, Webmaster and shortened URLs Saturday: Increase your online presence with search marketing.



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