

Search Engine Marketing Basics

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[The Complete Idiot's Guide to Search Engine Optimization](#) Createyourrealityllc
Digital marketing is a top skill for getting hired. Learn search engine optimization from friendly top-rated expert Dr. Todd Kelsey, PhD. Easy to understand, conversational language. This book is part of the CASA series: (C)Content/SEO (A)Adwords/Search Engine Marketing (S)Social Media Marketing (A)Analytics. CASA is a focused, integrated approach that has helped thousands of learners better understand digital marketing, strengthen their current jobs, and be competitive in getting interviews and seeking work. The goal of the CASA series is to make it as easy and enjoyable as possible to explore digital marketing topics, and to focus on getting maximum return on investment. The style of writing is conversational, with a focus on fun, wherever possible. Book Overview: An easy to understand introduction to the most important aspects of search engine optimization, including understanding basic concepts like keywords, the importance of quality content, as well as tips and strategies to help you hit the ground running. There's also an introduction on how to pursue SEO-related certifications, including a special \$750 discount on an industry leading SEO certification, which can strengthen your current career, or help you get an interview and a job! What this book is not: in-depth, comprehensive, or trying to cover every tool or platform (an impossible task). What this book is: easy to understand introduction to the most important tools and skills in search engine optimization. Each chapter discusses helpful resources and important issues to keep in mind, to help you hit the ground running. --CH1 - Introduction - general introduction SEO and resources to help you get acquainted CH2 - Skillbox - Content - a look at several tools and ways to try "hands on" content development as part of learning SEO, including Blogger and Google Sites, free easy to use tools. CH3 - SEO Basics - The basics of search engine optimization and their relative importance. CH4 - Keyword Research - An introduction to keywords, and how to do research for SEO purposes. CH5 - Try SEO - Several hands on exercises for trying different aspects of SEO. CH6 - Analyze How Things Are Going - an introduction to methods of measuring the impact of SEO, including fun ways to check search rank, hunt for duplicate content, and a look at Google Analytics. CH7 - Explore Webmaster Tools/Search Console - a look at a commonly used, core tool for SEO. CH8 - Keeping Up With Changes - discussion of the importance of "learning how to learn" and an

introduction to several industry resources. CH9 - Exploring SEO Certification - discussion of several options for seeking SEO certification, including a deep discount on a leading industry certification. Mastering Search Engine Marketing Toktok9ja Multimedia Ltd
Learn the basics of SEO and Learn Them Well. Master Search Engine Optimization and drive more traffic with this comprehensive guide. Do you want to rank higher in the Google Search Engine, but believe it'll be too difficult for you? Or perhaps you've exhausted other marketing channels and now want a consistent, reliable acquisition channel for gaining more users to your website? This book is for you. You no longer have to waste your time and money learning about SEO through confusing articles, expensive SEO "experts" or lengthy online courses. SEO for Beginners Complex topics are broken down into simple steps to ensure that you can easily master Search Engine Optimization of your website, even if you currently have little or no users. Learn The Most Critical Optimization Techniques Fast Concepts are presented with only the most important and relevant information to help you build a solid SEO strategy. With this book, you can learn SEO in just one day and see a notable difference in your organic presence in Google after just a few days. How is this book different... The best way to optimize for the Google Search Engine is to play by the rules, but to also be unique. This book includes a number of solid, proven methods that will help you to follow Google's very own guidelines for ranking in their Search Engine, as well as several others that will significantly boost rankings. Working through this book will help you retain the knowledge of SEO so that you can continue to recall it and apply it to your website in future. What you'll learn: - What exactly is SEO? - Why Is SEO Important? - What Is On-Page Optimization? - Why is OPO so important? - Interlinking and Keyword Optimization - How to use Site Wide Optimization - The 6 steps to effective Keyword Research - Why is Keyword Research so Important? - How To Write SEO Friendly Content - What Is Link Building? - How To Build A High, Quality Back-Links Strategy - How to use the Webmaster Tool - SEO Dangers to Avoid .. and more... Finally, you'll be able to discover how to rank highly on Google to gain more users and more engagement with your website. Click the BUY button now to start learning SEO 101. Learn it fast and learn it well. Search Engine Marketing, Inc.
The #1 Step-by-Step Guide to Search Marketing Success... Now Updated and Reorganized to Help You Drive Even More Value For years, Search Engine Marketing, Inc. has been the definitive practical guide to driving value from search. Now, Mike Moran and Bill Hunt have completely rewritten their best-seller to present valuable new strategies, best practices, and lessons from experience. Their revamped and reorganized Third Edition introduces a holistic approach that integrates organic and paid search, and complements them both with social media. This new approach can transform the way you think about search, plan it, and profit from it. Moran and Hunt address every business, writing, and technical element of successful search engine marketing. Whatever your background, they help you fill your skills gaps and leverage the experience you already have. You ' ll learn how search engines and search marketing work today, and how to segment searchers based on their behavior, successfully anticipating what they ' re looking for. You ' ll walk through formulating your custom program: identifying goals, assessing where you stand, estimating costs, choosing strategy, and gaining buy-in. Next, you ' ll focus on execution: identifying challenges, diagnosing and fixing problems, measuring performance, and continually improving your program. You ' ll learn how to Focus relentlessly on business value, not tactics Overcome the obstacles that make search marketing so challenging Get into

your searcher's mind, and discover how her behavior may change based on situation or device Understand what happens technically when a user searches—and make the most of that knowledge Create a focused program that can earn the support it will need to succeed Clarify your goals and link them to specific measurements Craft search terms and copy that attracts your best prospects and customers Optimize content by getting writers and tech people working together Address the critical challenges of quality in both paid and organic search Avoid overly clever tricks that can destroy your effectiveness Identify and resolve problems as soon as they emerge Redesign day-to-day operating procedures to optimize search performance Whether you're a marketer, tech professional, product manager, or content specialist, this guide will help you define realistic goals, craft a best-practices program for achieving them, and implement it flawlessly. NEW COMPANION WEBSITE PACKED WITH TOOLS AND RESOURCES SEMincBook.com includes exclusive tools, deeper explorations of key search management techniques, and updates on emerging trends in the field mikemoran.com whunt.com SEMincBook.com

Search Engine Marketing, Inc. John Wiley & Sons

SEO: Discover the Secret Tool to Bring Your Business to the Next Level Have you always wondered how to boost your rankings in Google and other search engines but simply found it too confusing or complicated? Have you been frustrated by the level of difficulty posed in competing with other established websites for the those coveted first-page listings? If you've ever tried to use search engine optimization (SEO), but failed to get the web traffic your web content deserves, then you know that learning SEO is confusing, if not outright daunting. There is so much information out there - where to start? A lot of the advice given on SEO is out-of date, hard to understand or implement for those new to SEO, or simply WRONG! SEO 2016 is your Comprehensive, Must-Have guide on how to optimize your marketing efforts to produce the greatest outcome, great for those relatively new to SEO, and a great resource for more advanced SEO strategies as well. BONUS Included Right After Conclusion - HURRY before it's gone! Publisher's Note: This expanded edition of SEO 2016 includes FRESH NEW CONTENT to bring you up to date with the most current and effective techniques on the market. In easy-to-follow, plain English tutorials you'll learn: SEO Basics & Fundamentals Simple Content Marketing Strategies to Grab Attract Visitors from Search Engines Understand How to Generate Money-Making, Traffic-Generating Keywords Optimize Google's Algorithms - Panda, Hummingbird, Penguin and Mobilegeddon Utilize Google Adwords, Google Now and Personalized Search Best Ways to Use Social Media Marketing to Boost Your Audience Easy Techniques to Use SEO to Optimize Your Website to Reach Maximum Traffic How to Create Content that Attracts both Readers and Search Engines Dozens of Proven, Insider SEO Tips Find out which Social Network is More Powerful than Any Other for SEO Discover new Powerful Link Building Techniques Much, much more! Check out How Others Have Benefited: "After searching different blogs / Youtube videos for the past month to learn how to boost my new companies site on Google and other search engines I decided I needed something that includes everything in a much more structured process to follow and this book delivered my just that and has been very easy to learn from so far. I now know how to effectively choose keywords and have thrown away some of the ones I now realize were no good to be using in the first place! I have been able to format my content much better and optimize it more effectively so I am targeting precisely and creating accessible/ unique content. The book also explains how to use social media to improve SEO which is the next step for me now my content is ready :) A great book overall and I really hope to be able to purchase a 2nd book from Kenneth Lewis soon to take me through the more advanced levels of SEO.." - Dean, October 2015 Do you want to generate the web traffic your content deserves? " You CAN! Get SEO 2016 while the strategies are fresh! LIMITED TIME BONUS OFFER: A sneak preview of Bestselling book 'Facebook Marketing' included for FREE. Why wait? Click on the orange 'Buy Now with One Click' button on the top right hand corner of the page to download your discounted copy

today! Risk Free! Offer includes a 30-day Money-Back Guarantee - no questions asked.

Pay-per-click Search Engine Marketing Handbook Apress

Up relevance scores, improve page speed, optimize voice search questions, and more! Search Engine Optimization For Dummies shows website owners, developers, and search engine optimizers (SEOs) how to create a website that ranks at the top of search engines and has high-volume traffic, while answering the essential question of "how do I get people to visit my site?" By understanding search engine basics (what are they, which ones are important, how to get started), building a search engine-friendly site, registering your site with directories and indexes, using analysis tools to track results and link popularity to boost rankings, and advertising your site by using pay-per-click options, you can use the tricks of SEO masters to drive traffic to your site. You'll also discover how to write effective content, use social media to boost your profile, and manage your platform and reputation to positively impact your search engine rankings. Develop a search strategy and use new SERP features Maximize the effects of personalized search Analyze results with improved analytics tools Optimize voice search strategies There's no time like the present to create a website that ranks at the top of search engines and drives traffic to your site with these tips, tricks, and secrets.

Basic SEO Explained Que Publishing

Overview of the book "Successfully mastering digital marketing" The book "Mastering Digital Marketing Successfully" offers a comprehensive guide for anyone who wants to improve their marketing strategies in the digital world. This book explains the basics of digital marketing and presents various techniques and strategies to succeed in online marketing. From search engine optimization and search engine marketing to social media marketing and email marketing, all important aspects of digital marketing are covered. The book includes practical tips, case studies and current trends to help readers achieve their marketing goals. Contents of the book The book is divided into eight chapters covering all the key areas of digital marketing. The first chapter provides an introduction to digital marketing, followed by the basics of digital marketing in the second chapter. Chapters three to six cover specific topics such as search engine optimization, search engine marketing, social media marketing and content marketing. The seventh chapter is dedicated to email marketing and newsletters, while the eighth chapter covers mobile marketing and app marketing. Each chapter contains detailed information, practical examples and tips for implementation. Target group of the book The book is aimed at marketing professionals, entrepreneurs and anyone who wants to expand their knowledge of digital marketing. It is suitable for both beginners and advanced users and provides a comprehensive overview of the various aspects of digital marketing. Whether you want to optimize your website, improve your social media presence or create effective email campaigns, this book will provide you with the knowledge and practical tips you need to succeed in digital marketing.

The Truth About Search Engine Optimization Independently Published

Online Marketing: The Fundamentals Whether you just launched a business on the Web or you're thinking of doing so, understanding what it takes to market that business is more important now than ever. In this second installment in the Online Marketing Series, I go through some of the important fundamental principles and strategies involved with

organically marketing your business on the Web today for free. Look, we all know that marketing a business in today's competitive Web environment is difficult. It requires weaving together several complex skills from search engine optimization to social media marketing and beyond. But, if you don't have a foundational understanding of these skills, then driving traffic to your site is going to be incredibly difficult. This book not only touches on the fundamentals involved with marketing online on a shoestring budget, but it also calls forward the 5 underlying principles in online marketing. Without understanding and implementing these principles, in today's Web 3.0 environment, you could be caught spinning your wheels and getting no where fast. Here's what we cover in this online marketing book: The 5 Pillars to Online Marketing The fundamentals of SEO Keyword Research Basics 25 Linking Strategies The Role Authority Sites Play in Marketing How to Create Link bait Basic Content Marketing Strategies 45 Important Authority Sites for Marketing on the Web ... and more Scroll up to Buy it Now [Seo](#) Pearson Education

Revolutionize Your Internet Marketing Leverage today's Internet marketing strategies to reach customers, increase sales, and establish performance-based marketing in your organization. Search Engine Marketing explains how to use Web analytics, key performance indicators (KPIs), search engine optimization (SEO), and search marketing—the critical tools for success. Multichannel marketing, which uses radio, TV, and print to broadcast your message, is also covered. The book includes revealing interviews with industry experts as well as valuable tips on vendor selection. Implement an effective, integrated marketing program for your business with help from this definitive guide. Track and measure both digital and traditional marketing with analytics Define and use KPIs to manage campaigns and channels for maximum profitability Employ SEO strategies to increase leads, conversions, and sales Understand how website architecture, keywords, tags, and sitemaps affect search results Use PPC to place ads in search engines, radio, TV, and newspapers Get hands-on strategies for maximizing Google Analytics and Google AdWords

[Search Engine Optimization All-in-One For Dummies](#) Lulu.com

Most businesses depend on their rankings on Google, Yahoo!, and other search engines to drive traffic to their websites. The higher a business's ranking, the more traffic its site gets. Where does a webmaster or online market manager go for advice and instruction on optimizing a business's website for higher search engine rankings? The few search engine optimization (SEO) books currently on the market are dated and do not cover the latest local, mobile, and social marketing techniques. The Complete Idiot's Guide® to Search Engine Optimization is a comprehensive, up-to-date, easy-to-use guide for SEO. It starts with a general overview of how search engines and SEO work and then flows into specific techniques for basic website optimization. It addresses the analysis and ongoing maintenance of a site's optimization and finishes with a look at how search engine marketing fits within a company's overall online marketing plan. In The Complete Idiot's Guide® to Search Engine Optimization, readers learn: How search engines and SEO work. How to optimize your site's keywords, tags, and design. How to optimize the links to your site, local and mobile searches, and social media. How to apply the strategies to a blog and web videos for search engines. How to use third-party SEO tools. How search engine marketing fits within a company's overall online marketing plan.

Search Engine Optimization (Seo) Apress

'The Fundamentals of SEO for the Average Joe' is a valuable resource for increasing web traffic and profit potential. Author Alyssa Ast provides the basics of SEO (search engine optimization) in a clear and concise format. This resource also explains how SEM works to improve traffic and SERP's ranking. The combination of these methods ensures website visibility and profit probability.

Digital Marketing at Your Fingertips Independently Published

"Search Marketing Strategies: A Marketer's Guide to Objective-Driven Success from Search Engines has been written specifically for marketing professionals who want to focus on how to gain awareness, leads and sales from the billions of searches completed each day as people seek information online about products and suppliers." "Concentrating on the strategic element, the author demonstrates how to adapt the tactical techniques, such as paid search, site-side optimization and analytics packages into search engine strategies which maximize organisations' visibility to achieve marketing or corporate objectives such as branding, sales and customer acquisition."--BOOK JACKET.

Introduction to Search Engine Optimization Independently Published

Use Google's AdWords to create your ads. Each chapter goes beyond the tool itself, discussing helpful resources and important issues to keep in mind. If you are completely new to search engine marketing and AdWords and you want to learn the basics, this guide will introduce you to the content quickly. Introduction to Search Engine Marketing and AdWords is not in-depth, comprehensive, or trying to cover every tool or platform—an impossible task! But it is an easy-to-understand introduction to the most important tools and skills in search engine marketing. What You'll Learn Take a behind-the-scenes tour of AdWords, including how to create an account Create and launch a campaign as well as ads, including keyword tools Monitor a campaign, including time frame, clicks and CTR, and reporting Implement various campaign strategies, including support email and dealing with errors Use Ad extensions as well as site links Who This Book Is For Those who need to get up to speed on search engine marketing tools and techniques for business or personal use. This book is also suitable as a student reference.

Search Engine Optimization For Dummies Independently Published

SEO Basics: How to use Search Engine Optimization (SEO) to take your business to the next level of success!!!!!! Do you keep being told that you need to do "SEO" but you just don't know where to start? Or even what SEO is? Do you have a business that needs an online presence, but you aren't sure how to do that in a way that will actually increase profit? Does the amount of traffic you get on your website, suck? Do you find that most descriptions of SEO are cryptic, hard to understand, and pre-suppose knowledge of html, coding, or other computer stuff you just don't know anything about? Well.... not anymore!!!! "SEO" stands for Search Engine Optimization. This is really just a fancy term for saying how to make your website, profile, social media campaign, or whatever, show up on Google and other search engines. Most people don't look past the first 1-2 pages of search engine results when they are looking for something online, so if your business isn't on the first few pages, you are virtually invisible to most people surfing the web. The worst part of this is that you are just leaving money on the table, if

your customers, or future customers, can't find you online. But if you Google SEO, the results you find will sound very complicated. They'll talk about coding and html and backlinks, but they really don't explain how it works, what the terms mean, or how to use it to increase traffic, and profits to your business. The Fundamentals of SEO can be understood and implemented by any normal, non-computer-wiz person, and this book will show you how. If you want to increase your traffic, find more customers, increase your visibility online, make more profits and make your business a huge success, then look no further!!! Here Is A Preview Of What You'll Learn... What Search Engine Optimization is How to use SEO How Search Engines work Different types of search engine optimization Keeping up with changing SEO SEO and Ranking Tips and Strategies SEO in a nutshell Much, much more!

Online Marketing 101 BPB Publications

There are many books on digital marketing, but only a few of them break down the term "digital marketing" effectively. Many people who are new to digital marketing only see it as social media marketing. "Why Digital Marketing" explains in detail some major types of digital marketing that you need to scale up your business and put it in front of your customers. One of the outstanding features of this book is that it provides practical examples from real-life experiences, including a step-by-step guide for each digital marketing type discussed. Some of the digital marketing types discussed in this book are: - Search Engine Marketing (SEM) - Search Engine Optimization (SEO) - Mobile Marketing - Email Marketing - Social Media Marketing - Content Marketing - Advertising your business online - Introduction to Display Advertisement The goal of this book is to help business owners and service providers who are new to the digital space gain knowledge that they can use to boost their online presence and make more money in their respective trades. So, if you are a service provider or business owner looking to go digital with your business to get more customers, this book is for you. Also, if you are a freelancer or aspiring digital marketer who wants to gain more knowledge in digital marketing, this book is for you.

The Fundamentals of SEO for the Average Joe Independently Published

Whether you've created a website already or are planning to create one in the near future, you know that's only half the battle. The other half is getting your website found in the search engines in hopes of attracting those interested in the type of products or services you offer. Search engine optimization techniques focus on increasing the organic, or natural, traffic that you receive based on your ranking within the search engines. The goal of search engine optimization is to ensure your website appeals to search engine crawlers, or bots. If you aren't on page 1 of Google, then you are missing out on 98% of the traffic. And traffic is what makes your business get leads, which is how you pay for your webhosting. Most business owners are insecure and worry about how to get their sites having more traffic. Learning how to ""SEO"" your own site will calm these fears - even if you pay someone else to do it for you. Start Now. Get Your Copy Today! Instant Download!

Introduction to Digital Marketing 101 Lulu.com

Are you looking for a in-depth guide for learning SEO? In this groundbreaking book by Roggie Clark, you will learn the basics of Search engine optimization from start to finish. Learn On-Site

SEO, Off-Site SEO, Link-Building, HTML and data analysis. The book includes strategies and tips designed to help you learn detailed concepts and be able apply these skills as soon as possible. Get your copy today.

Effective SEO and Content Marketing McGraw Hill Professional

Familiarize yourself with different effective strategies in Digital Marketing

KEY FEATURES

- Understand the basics terminologies in Digital Marketing
- Understand the impact of Search Engine Optimization (SEO) on online business
- Identify important elements of E-mail marketing and its applicability in the digital world
- Get familiar with Mobile marketing and Web analytics tools
- Understand different Traditional Marketing and Digital Marketing techniques

DESCRIPTION

The book starts with the basic concepts of Marketing, benefits & opportunity of Digital Marketing and its usage in various domains of business. You will learn how to work with SEO, E-mail Marketing and Digital Display Advertising. The book will then cover the key metrics of SMM & Mobile marketing and Web analytics.

This book not only focusses on Digital Marketing but also covers many real-world examples based on the latest Marketing strategies or techniques in Digital Marketing.

WHAT YOU WILL LEARN

- Get familiar with B2B SEO and B2C SEO strategies in Digital Marketing
- Understand the importance of gathering offline and online data in Email marketing
- Learn how to create and test landing pages
- Generate traffic and behavior report of marketers and targeted users
- Get familiar with the Web analytics tools and process.

WHO THIS BOOK IS FOR

This book is for anyone interested in Digital Marketing. Professionals who are working in the Digital Marketing domain can use this book as a reference.

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1. Introduction to Digital Marketing
2. Search Engine Optimization (SEO): The core of Digital Marketing
3. E-mail Marketing and Digital Display Advertising
4. Social Media Marketing
5. Mobile Marketing and Web Analytics

The Complete Digital Marketing Blueprint - A Comprehensive Crash Course Covering: Branding, SEO, Social Media Marketing, Facebook Ads, Google Ads, Web Design, Analytics, Affiliate Marketing, & More! John Wiley & Sons

Unlocking The Potential of Your Website In the world of digital marketing, Search Engine Optimization (SEO) is the key to unlocking the potential of your website. SEO is a complex and ever-evolving field, but it doesn't have to be overwhelming. This guide to SEO basics will help you understand the core concepts and overcome common challenges in optimizing your website for search engines.

Understanding Keyword Research Keyword research is the foundation of any successful SEO strategy. This guide will help you understand how to conduct effective keyword research, so you can choose the right keywords to target and rank for in search results. By using the right keywords, you'll be able to connect with your target audience and drive more traffic to your website. Developing a Winning SEO Strategy A winning SEO strategy is essential for driving traffic, increasing conversions, and achieving higher search engine rankings. In this section, you'll learn how to develop an SEO strategy that works for your business. From setting achievable goals to creating a content marketing plan, this guide will help you create an SEO strategy that delivers results.

SEO Basics Teach Yourself

EVERYTHING YOU NEED TO KNOW ABOUT WEB, MOBILE, & SOCIAL MARKETING! Your expert, up-to-the-minute, A-Z reference & how-to guide Choose the right goals, media, & tools Plan, execute, measure, & optimize Avoid costly mistakes! Now, one amazing book brings together ALL the reliable, detailed information you need to make the most of web, online,

mobile, and social marketing. It's ALL here: SEO, pay-per-click, mobile marketing, social media marketing, "PR 2.0," analytics, email marketing, YouTube videos, Twitter and Facebook, blogs, podcasts, and much more. Discover how to choose the right approaches, combine them into a coherent, optimized strategy, and measure your results. Find realistic answers to your most crucial questions...get "from the trenches" insights that save you money...learn to drive more value faster. THE ONLY COMPLETE WEB MARKETING REFERENCE YOU NEED. CUTTING-EDGE COVERAGE OF THESE TOPICS AND MUCH MORE: Creating effective web/online marketing plans and budgets Integrating online and traditional marketing Designing great sites--including ecommerce sites Getting actionable answers from web analytics Profiting from search engine marketing (SEM) and optimization (SEO) Executing winning pay-per-click and display ad campaigns Developing effective email lists and campaigns Building two-way conversations with customers and prospects Marketing on Facebook, Twitter, and other social media Creating an online PR media room Marketing through YouTube and podcasts Selling through iPhone and Android apps Managing web/online marketing coherently and efficiently Tracking performance--and improving it! Technical accuracy guaranteed by Econsultancy's Rebecca Lieb

Successful SEO and Search Marketing in a Week: Teach Yourself BPB Publications
Skyrocket your business goals with this hands on guide DESCRIPTION Social media marketing has stemmed from people's communication habits. Nowadays, social networking platforms are essential in practice, even in marketing. To understand the changes and transformations the field of marketing has undergone until now, it is important to know its origin. This complete guide will help you start selling and marketing your business by teaching you both SEO/SEM and web usability. You will learn the analytical part of Google Analytics and online advertising through Google AdWords. This book will introduce you to Web 2.0, and at the end of it, you may also want to make a career change to digital marketing! _ _ _ Have you ever wondered how you can work smart with products that offer a range of essential applications for businesses? _ _ _ What are the prerequisites for a successful business? _ _ _ What will happen if your company does not use digital marketing for your business? _ _ _ Do you know what are the newest and best technologies, applications, web tools, and virtual customer relationship management products that your competitors are using right now to work smarter and more efficiently? KEY FEATURES _ _ _ Online advertising _ _ _ Online marketing campaigns _ _ _ Mail marketing _ _ _ Website marketing _ _ _ Opt-in email _ _ _ Mobile marketing _ _ _ Marketing data _ _ _ Digital strategy _ _ _ Consumer marketing WHAT WILL YOU LEARN _ _ _ Design, organize, and monitor strategies. _ _ _ Optimize your website SEO. _ _ _ Create, manage, and evaluate Google Ads campaigns, and display advertising and payment campaigns. _ _ _ Integrate mobile marketing and mail marketing campaigns. _ _ _ Use Google Analytics. _ _ _ Improve the accessibility and usability of a website and UX. _ _ _ Stand out on LinkedIn. _ _ _ Apply Big data and machine learning to digital marketing. WHO THIS BOOK IS FOR Anyone who, for personal, academic, and/or professional reasons, wants to learn the basics of digital marketing. It is also a good start for marketers who would like to know their audiences and define strategies that best suit them. Table of Contents 1. Define your audience: Marketing plan & value proposition. 2. Content strategy: Key process to improve content creation. 3. Use social media for your business. 4. Social ads: Make people think and talk. 5. SEO for beginners: Title, URL, & CTR 6. Search engine marketing (SEM): Position your brand in the market (PPC &