



## **Search Engine Optimization: Your visual blueprint for effective Internet marketing**

Kristopher B. Jones

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### Search Engine Optimization: Your visual blueprint for effective Internet marketing

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A visual approach to the power of SEO marketing from a world-renowned Internet marketing expert Search engine optimization (SEO) is an ever-growing and powerful form of online marketing that allows business to grow in a faster, more cost-effective way by increasing traffic and visibility to a Web site. This updated resource remains the only book of its kind to take a visual approach to the essential component of maximizing the effective marketing strategies that SEO provides. Packed with more than 600 screen shots, top Internet marketing expert Kristopher Jones explores search-engine marketing principles such as keyword generation, on-site optimization specifically regarding Web site structure, internal linking, URL structure, and content creation, and much more. Presenting the only known book on the market that takes a visual approach to the powerful and growing form of SEO marketing Covers the increasing role of social media Web sites as well as the convergence that is occurring between paid and organic search-engine marketing Offers you a strong foundation for developing successful SEO strategies Search Engine Optimization: Your visual blueprint for effective Internet marketing, Second Edition captures the immense potential of SEO and delivers it to you in a visually understandable way.



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