



Search Engine Optimization For Dummies

Peter Kent

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The handy guide for getting your site to jump to the top, now updated with the latest tips and tricks! A clear understanding of search engine optimization (SEO) is essential if you want your Web site to appear high in search results. This straightforward-but-fun guide provides you with a clear understanding of how you can use SEO as a key strategy for online marketing. After discussing search engine basics, SEO expert Peter Kent shares tips, tricks, and advice for making your content appealing to search engines. You'll explore new and updated content on Bing, Google's new "Caffeine" search algorithm, localized searches, Google Sidewiki, and more. Packed with invaluable insight for showing up in searches at Amazon, eBay, Borders, Barnes & Noble, and Craigslist, this updated guide puts you on your way to the top of the heap!* Provides you with a clear understanding of the basics of search engine optimization* Details the techniques, tips, and tricks for getting your site ranked high and making your content appetizing to search engines* Offers completely updated material on Bing, localized search optimization, video search optimization, Google's new "Caffeine" search algorithm, and more* Shows you how show up in product search marketing on Amazon, Barnes & Noble, Borders, eBay, Craigslist, and more The search for the best introduction to search engine optimization is over! Search Engine Optimization For Dummies, 4th Edition offers everything you need to know to reach the top of the online mountain!

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