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Mike Moran and Bill Hunt

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Bestselling author of *The New Rules of Marketing and PR*

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Search Engine Marketing, Inc. Mike Moran, Bill Hunt, 2008-09-19 The 1 Step by Step Guide to Search Marketing Success Now Completely Updated with New Techniques Tools and Best Practices In this book two world class experts present today's best practices step by step techniques and hard won tips for using search engine marketing to achieve your sales and marketing goals whatever they are Mike Moran and Bill Hunt thoroughly cover both the business and technical aspects of contemporary search engine marketing walking beginners through all the basics while providing reliable up to the minute insights for experienced professionals Thoroughly updated to fully reflect today's latest search engine marketing opportunities this book guides you through profiting from social media marketing site search advanced keyword tools hybrid paid search auctions and much more You'll walk step by step through every facet of creating an effective program projecting business value selling stakeholders and executives building teams choosing strategy implementing metrics and above all execution Whether you're a marketing Web or IT professional product manager or content specialist Search Engine Marketing Inc Second Edition will help you define your SEO SEM goals craft a best practices program for achieving them and implement it flawlessly

Search Engine Marketing, Inc Mike Moran, Bill Hunt, 2015 This volume written by Mike Moran and Bill Hunt explains what search engine optimization is how it works and how you can implement it within your organization to increase profits

Search Engine Marketing, Inc Mike Moran, 1900 This is the eBook version of the printed book If the print book includes a CD ROM this content is not included within the eBook version The 1 Step by Step Guide to Search Marketing Success Now Completely Updated with New Techniques Tools and Best Practices In this book two world class experts present today's best practices step by step techniques and hard won tips for using search engine marketing to achieve your sales and marketing goals whatever they are Mike Moran and Bill Hunt thoroughly cover both the business and technical aspects of contemporary search engine marketing

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The New Rules of Marketing and PR David Meerman Scott, 2010-01-15 A completely revised and updated edition of the BusinessWeek bestseller on effective modern marketing and PR best practices The New Rules of Marketing and PR shows you how to leverage the potential that Web based communication offers your business Finally you can speak directly to customers and buyers establishing a personal link with the people who make your business work This new second edition paperback keeps you up to date on the latest trends New case studies and current examples are included to illustrate the very latest in marketing and PR trends Completely updated to reflect the latest marketing and PR techniques using social media sites such as Twitter Facebook and YouTube Includes a step by step action plan for harnessing the power of the Internet to communicate directly with buyers increase sales and raise online visibility David Meerman Scott is a renowned online marketing strategist keynote speaker and the author of World Wide Rave from Wiley The New Rules of Marketing and PR Second Edition gives you all the information you need to craft powerful and effective marketing messages and get them to the right people at the right moment at a fraction of the price of a traditional marketing campaign

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