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## Learning Search Engine Optimization: A Video Introduction

By Matt Bailey, video2brain

John Wiley Sons Inc, United States, 2013. Digital. Book Condition: New. 190 x 135 mm. Language: English . Brand New Book. Eight hours of video teaches you essential SEO techniques If you re a marketer, advertiser, or brand manager, you know the urgent need in today s marketplace to master and deploy top-notch search engine optimization strategies. Learning Search Engine Optimization: A Video Introduction offers a fast, visual way for you to get up speed on SEO. This video training software features eight hours of instruction covering such topics as how search engines work, keyword research, tags, content and on-page optimization, tracking and reporting results, and more. Watch at your own pace and quickly learn the essentials of this crucial marketing weapon. The videos are viewable on laptops and PCs, smartphones, and tablets. This unique training product includes hands-on exercises, custom bookmarking, and an intuitive interface for easy navigation and viewing. And, as an added bonus you get access to a streaming version of the videos that you can view from any computer with internet access. \* Shows you how to master and deploy the latest SEO tactics and techniques \* Features eight hours of step-by-step instruction, hands-on exercises, and...



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