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Content Is King: How To Use Great SEO Content, Video And Analytics To Put You Ahead Of The Game



Synopsis

SEO has changed. In this book, online copywriter, lecturer and multimedia journalist Mark Smith (BBC, The Guardian, Mirror Online, Global Trade Review, Very.co.uk) shows you how you can enhance your website or blog's search visibility with a number of simple steps. Brought right up to date to take into account early 2016's Google updates, this book avoids boring jargon and provides insights from a range of industry experts and business owners using direct interviews and case studies, helping you to avoid the pitfalls and understand what content works and what doesn't. These easy techniques include improving SEO content, simple video marketing (you can use YouTube, right?) and basic - and often totally free - analytics packages that let you track how your site or blog is performing online. The web is the great leveller, and this simple guide lets you embrace the simple opportunities in front of you.

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Customer Reviews

It's rare to find in today's modern age of jargon an author who can take something as intimidating and jaded like the modern work place and make it understandable for the common bumpkin! A must have for anyone running or hoping to run a small business!

Well written

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