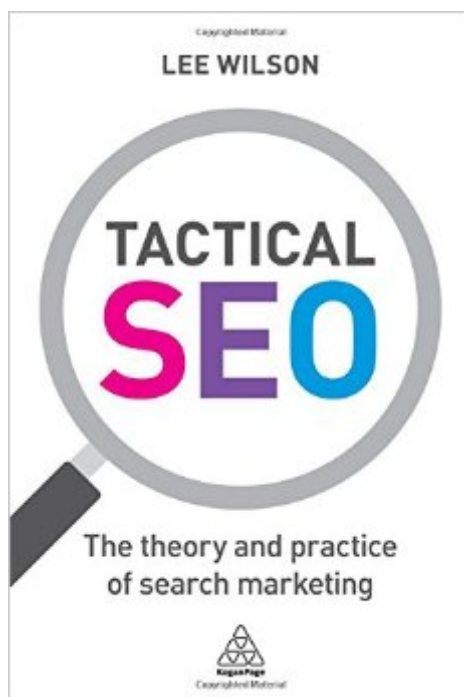


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# Tactical SEO: The Theory And Practice Of Search Marketing



## Synopsis

Search engine optimization (SEO) is an increasingly critical tool for digital marketers. Tactical SEO explains how to understand the opportunities, challenges, and values that SEO can bring to companies in the long term. Chapters explore: what SEO is and why it matters; understanding Google; the symbiotic nature of Google and SEO; why other search engines matter; the restraints of process-driven SEO and the value of opportunity; supporting longevity with search ripples; thinking about SEO in terms of value, rather than ROI; building SEO expertise in-house versus outsourcing; evaluating success in search marketing; and planning for the future.

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## Customer Reviews

SEO (search engine optimisation) is ever-changing and there is no shortage of advice about how to get your website noticed by the likes of Google. You need to strategize and look at the broader picture and here a book like this, promising a guide to being tactical with your SEO, may come to the fore. The author seeks to go beyond the common technical changes that may be necessary to boost your 'SEO juice', looking at the SEO industry, practices, strategies and methodologies that are involved. A lot of the advice can thus be timeless and enable you to be more reactive to future changes that will surely come. It all made for an interesting read, providing accessible information in an easy-to-understand manner to make it particularly actionable as required. There is a lot of hype, 'black magic' and voodoo around the whole SEO business, in part created and encouraged by those who hope to make a living from it. Get your SEO wrong or, perhaps even

worse, mess it up through bad advice and it is your company's website on the block (or the "naughty step") rather than the SEO guru's. Caveat Emptor. There is no universal SEO practice that would be suitable for everybody and here the author seeks to make the reader strategically aware of what may be suitable for their purposes and guide them towards implementation; you need not take out every tool from the toolbox! The author has done a great job in pulling a rapidly changing and quite complex subject together. For the uninitiated it can be an eye-opener. Undoubtedly elements will date quite quickly but the core guiding knowledge will remain valid for quite a long time. Get your strategy and knowledge from this book and the latest, most up-to-date implementation advice online when you need it.

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