

1. Record Nr.	UNINA990006810470403321
Autore	Astuti, Guido <1910-1980>
Titolo	La formazione dello stato moderno in Italia / Guido Astuti
Pubbl/distr/stampa	Torino : Giappichelli, 1967-
Descrizione fisica	v., 368 p. ; 24 cm
Disciplina	340
Locazione	FSPBC DDA DFD DEC
Collocazione	XII B 142 XII C 3 VI L 39 XII E 134 DPR 6/113
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1.: Lezioni di storia del diritto italiano

2. Record Nr.	UNINA9910254852303321
Autore	Kelsey Todd
Titolo	Introduction to search engine optimization : a guide for absolute beginners // by Todd Kelsey
Pubbl/distr/stampa	Berkeley, CA : , : Apress : , : Imprint : Apress, , 2017
ISBN	9781484228517 1484228510
Descrizione fisica	1 online resource (XIV, 126 p. 169 illus., 146 illus. in color.)
Disciplina	025.04252
Soggetti	Big data Internet marketing Big Data Online Marketing/Social Media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1: Introduction -- Chapter 2: Skillbox - Content -- Chapter 3: SEO Basics -- Chapter 4: Keyword Research -- Chapter 5: Try SEO -- Chapter 6: Analyze How Things Are Going -- Chapter 7: Explore Webmaster Tools/Search Console -- Chapter 8: Keeping Up with Changes -- Chapter 9: Exploring SEO Certification.
Sommario/riassunto	Don't be intimidated by all the search engine optimization (SEO) tools out there. You will start out learning about keywords and the importance of quality content and then walk through incremental steps as you try out the tools and master the tips and strategies. If you are completely new to search engine optimization and you want to learn the basics, this guide will introduce you to the content quickly. Introduction to Search Engine Optimization is a detailed guide to the most important tools and skills needed to accurately and effectively utilize search engine optimization. This book covers SEO basics, keyword research, SEO ranking and analytics, Google Analytics, and more. It also includes an overview of how to pursue SEO-related certifications. What You'll Learn: Create a content platform, including blogs and YouTube channels Use keywords to maximize findability and increase search volume Check your SEO rank and other analytics Hunt

for duplicate content Set up Google Analytics, including Blogger Utilize
Indexing and Webmaster tools/search console.
