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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	SEO Search Engine Optimization Bible; About the Author; About the Technical Editor; Credits; Acknowledgments; Contents at a Glance; Contents; Introduction; Who Should Read This Book; How This Book Is Organized; Where to Go from Here; Part I: Understanding SEO; Chapter 1: Search Engine Basics; What Is a Search Engine?; Anatomy of a Search Engine; Characteristics of Search; Classifications of Search Engines; Putting Search Engines to Work for You; Manipulating Search Engines; Chapter 2: Creating an SEO Plan; Understanding Why You Need SEO; Setting SEO Goals; Creating Your SEO Plan Understanding Organic SEO Achieving Organic SEO; Part II: SEO Strategies; Chapter 3: Building Your Site for SEO; Before You Build Your Site; Understanding Web-Site Optimization; Components of an SEO-Friendly Page; Problem Pages and Work-Arounds; Programming Languages and SEO; Other Design Concerns; After Your Site Is Built; Chapter 4: Keywords and Your Web Site; The Importance of Keywords;

Understanding Heuristics; Using Anchor Text; Picking the Right Keywords; What's the Right Keyword Density?; Taking Advantage of Organic Keywords; Avoid Keyword Stuffing; More About Keyword Optimization

Chapter 5: Pay-per-Click and SEO How Pay-per-Click Works; Pay-per-Click Categories; Understanding How PPC Affects SEO; Keyword Competitive Research; Choosing Effective Keywords; Writing Ad Descriptions; Monitoring and Analyzing Results; Chapter 6: Maximizing Pay-per-Click Strategies; Understanding Keyword Placement; Alt and Other Tags and Attributes; URLs and File Names; Chapter 7: Increasing Keyword Success; Writing Keyword Advertisement Text; Create Great Landing Pages; Understanding and Using A/B Testing; Avoiding Keyword Stuffing; Chapter 8: Understanding and Using Behavioral Targeting

What Is Behavioral Targeting? Taking Advantage of Behavioral Targeting; Additional Behavioral Targeting Tips; Chapter 9: Managing Keyword and PPC Campaigns; Keyword Budgeting; Understanding Bid Management; Tracking Keywords and Conversions; Reducing Pay-per-Click Costs; Improving Click-Through Rates; The ROI of PPC; Chapter 10: Keyword Tools and Services; Google AdWords; Yahoo! Search Marketing; Microsoft adCenter; Chapter 11: Tagging Your Web Site; What's So Important About Site Tagging?; How Does Site Tagging Work?; Additional HTML Tags; Using Redirect Pages

Chapter 12: The Content Piece of the Puzzle How Does Web-Site Content Affect SEO?; Elements of Competitive Content; To Use or Not? Duplicate Content; Stay Away from Search Engine Spam; Considerations for Multi-Lingual Sites; Content Management Systems; Understand and Use Viral Content; Chapter 13: Understanding the Role of Links and Linking; How Links Affect SEO; How Links and Linking Work; The Basics of Link Building; Using Internal Links; Judging the Effectiveness of Your Links; Part III: Optimizing Search Strategies; Chapter 14: Adding Your Site to Directories; What Are Directories? Geo-Targeting SEO Strategies

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## Sommario/riassunto

This in-depth Bible delivers the holy grail of online marketing: how to influence search engine results to drive online shoppers to specific Web sites; the process is called search engine optimization (SEO) and it is a hot topic One-stop resource offers readers what they need to plan and implement a successful SEO program, including useful tips on finding the shortest routes to success, strategy suggestions, and sidebars with more information and additional resources Features interviews with executives from top search companies, plus appendices on creating successful listings wit

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