

# Integrated Search Marketing Solution & Organic Search: Search Engine Optimization, Social Media, and Email Marketing: Winning Formula for SERP Dominance



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## ***Reviews***

*The ebook is simple in go through preferable to comprehend. Better then never, though i am quite late in start reading this one. Its been printed in an exceptionally simple way and it is simply right after i finished reading through this pdf in which in fact altered me, affect the way i believe.*  
**(Prof. Corbin Hilll)**

## **INTEGRATED SEARCH MARKETING SOLUTION & ORGANIC SEARCH: SEARCH ENGINE OPTIMIZATION, SOCIAL MEDIA, AND EMAIL MARKETING: WINNING FORMULA FOR SERP DOMINANCE**



Thincr, LLC, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: This book investigates and analyzes the internal and external alignments between business goal and online marketing media. The conceptualization of an online marketing solution based on product type and its life cycle is elaborated while the pricing strategy for promotion and market positioning as well as the marketing strategy based on the adoption of BCG matrix are presented. Tactical execution of Cognitively Reasonable Price (CRP) is illustrated. The key studies in this book explore how a business is able to rank competitively on SERP (Search Engine Results Page) through SEO in terms of on-page, off-page, and server-side optimization. Strategic keyword generation for a Seed Keyword List is elaborated. The techniques for tactical link building to become the center of an authoritative hub is demonstrated. SEO tactics to avoid duplicate content and technical practice to increase SEO capacity by improving site performance are also presented. The tactics to retain link juice when providing outbound link, internal link optimization and building strategy, and the techniques to increase link popularity and link reputation are demonstrated. Strategic implementation of proper keyword density, proximity and the techniques to increase content / code ratio are illustrated while the tactics for the optimization of the structured markup is elaborated. The practice of exception handling and the adoption of custom 404 error page to increase visitor retention rate is illustrated. SEO techniques for flash-based content are demonstrated while strategic internal link placement based on the notion of page segmentation is explored. Furthermore, The studies in this book investigate how a business is able to apply the tactics based on communication practices, such as Agenda Setting and Spiral of Silence, to facilitate attitude change toward its intended conversion by optimizing the technical...

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