



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

By LLC, Thincr

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...



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