



The Complete Idiot's Guide to Search Engine Optimization

Michael Miller

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Rev up the search engines.

The Complete Idiot's Guide® to Search Engine Optimization is a comprehensive, easy-to-use overview of how search engines work, and addresses techniques for basic website optimization, including analysis and ongoing maintenance of a site's optimization, and how search engine marketing fits within a company's overall online marketing plan.

- More than 90% of all online users employ search engines to find what they are looking for on the Internet
- A study from IMT Strategies demonstrates that a company's presence on relevant search engines is the most important medium for maintaining high brand awareness?more important than print media, radio, or TV commercials

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