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does a webmaster or online market manager go for advice and instruction on optimizing a business's website for higher search engine rankings. The few search engine optimization (SEO) books currently on the market are dated and do not cover the latest local, mobile, and social marketing techniques. *The Complete Idiot's Guide to Search Engine Optimization* is a comprehensive, up-to-date, easy-to-use guide for SEO. It starts with a general overview of how search engines and SEO work and then flows into specific techniques for basic website optimization. It addresses the analysis and ongoing maintenance of a site's optimization and finishes with a look at how search engine marketing fits within a company's overall online marketing plan. In *The Complete Idiot's Guide to Search Engine Optimization*, readers learn how search engines and SEO work, how to optimize your site's keywords, tags, and design, how to optimize the links to your site for local and mobile searches and social media, how to apply the strategies to a blog and web videos for search engines, how to use third-party SEO tools, and how search engine marketing fits within a company's overall online marketing plan.

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PC Magazine, 2004. **Sams Teach Yourself Google Analytics in 10 Minutes** Michael Miller, 2010-07-08. *Sams Teach Yourself Google Analytics™ in 10 Minutes* gives you straightforward, practical answers when you need fast results. By working through its 10-minute lessons, you'll learn everything you need to use Google Analytics to accurately measure your website's performance and improve it. 10 minutes is all you need to learn how to quickly create a Google Analytics account and add Google Analytics to your site. Define goals and measure how well your site is achieving them. Track visitors from search engines, pay per click advertising, email, and other sources. Discover the

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