



Marketing Through Search Optimization: How to be found on the web

Alex Michael, Ben Salter

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Search engine placement has become a key task for those engaged in website marketing because:

- * Good positioning in search engines/directories dramatically increases visitor traffic.
- * Optimizing search engine ranking is the most important and cost effective way of marketing a website.
- * Customers use search engines more than any other method to locate websites.

Alex Michael and Ben Salter guide readers through proven techniques for achieving and measuring success, along with a review of the most important search engines and directories. Throughout the book there are numerous real case studies and tips to help the marketer build a world class web presence.

- * Explains why and how marketers can and must optimize sites for searchability from the outset
- * Describes how to optimize, for both local and international users
- * Uses tutorials and walkthroughs to demonstrate how to steadily improve your site rankings

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