



Search Engine Optimization Essential Learning Kit

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A complete book-and-DVD search engine optimization training package

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- Offers overworked SEO practitioners, marketers, advertisers, PR pros, and small business owners a step-by-step approach to learning and implementing winning search engine optimization strategies and techniques
- Makes plain how search engines work and shows you how to optimize keywords, employ social media, track results, and much more
- Includes *Search Engine Optimization, Third Edition*, which uses the popular Sybex hour-a-day approach to demystify intimidating topics and help readers follow smart, tested guidelines
- Also includes the Learning Search Engine Optimization, A Video Introduction DVD featuring eight hours of high-definition, high-quality instruction viewable on laptops, PCs, smartphones, and tablets

Understand SEO concepts and tools, build a plan, and succeed with Sybex's *Search Engine Optimization Essential Learning Kit*.

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