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Digital Marketing Handbook: A Guide To Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing



Synopsis

Having a strong digital presence is crucial for every business today! The Digital Marketing Handbook is an easy to follow, step-by-step guide to marketing using the internet. This book is packed with information and examples to help you succeed. If you're looking for a book that gets straight to the point without any fluff or filler content and explains digital marketing techniques in a simple manner without the filter of complexity we're all so used to, then this book is for you. This book breaks the huge topic of digital marketing strategy into manageable chunks through 5 mini digital marketing books on: 1. Search Engine Optimization 2. Pay Per Click Marketing 3. Email Marketing 4. Content Marketing 5. Social Media Marketing So prepare to enter a new and successful phase of marketing your business! Some digital marketing essentials you'll find in this book: Section 1: Introduction to Digital Marketing Introduction and Setting Up Everything What is Online Marketing Characteristics of a Good Domain Name Examples of Different TLDs and Who Uses The Subdomain vs Subdirectory Choosing the Right TLD Do TLDs Affect Rankings Website Design: DIY or Hire Someone? Types of Site Design: Page Layouts Different Methods of Digital Marketing Helpful Sites and Wordpress Plugins Digital Marketing FAQs Section 2: Search Engine Optimization Introduction to SEO On-Page SEO Off-Page SEO Local SEO Steps Involved: On-Page SEO Site Structure How to Have a Good Site Structure How to Create a Sitemap How to Create a Robots.txt File Dealing With Not Found Pages and Redirects: 301s, 302s, 404s Conducting Keyword Research Optimizing Your Site Content Link Building Process 100+ Link Building Ideas Importance of Link Anchor Text Nofollow vs Dofollow What Makes a Good Link Outreach Email Do's and Don'ts Outreach Email Tips Link Earning Strategies Creating and Using Search Strings Using Different Modifiers to Create Search Strings Steps Involved: Local SEO Google My Business Page On-Site Optimization Citation Building Google + Reviews Local Links When Things Go Wrong: Penalties and Algorithmic Changes White Hat vs Black Hat SEO Past Algorithm Changes Avoiding Penalties How to Know You've Been Hit by a Penalty What to Do if You've Been Hit by a Penalty Disavow Process Reconsideration Process SEO Tools and Helpful Sites SEO FAQs Section 3: Pay Per Click Marketing Introduction to Pay Per Click Landing Pages Conversion Rate Optimization Steps Involved: PPC Deciding Ad Content, Goals, Landing Pages Keyword Research Steps for Ad Creation Quality Score Ad Campaign Upkeep Landing Pages Conversion Rate Optimization PPC Tools and Helpful Sites PPC FAQs Section 4: Email Marketing Introduction to Email Marketing Steps Involved: Email Marketing Email List Segmentation Metrics to Analyze Email Marketing Tools and Helpful Sites Email Marketing FAQs Section 5: Social Media Marketing Steps Involved: Social Media Marketing Facebook twitter LinkedIn Pinterest Google+

YouTube Advertising on Social Platforms What Time to Post Single vs Multiple Accounts Social Media Tips and Best Practices Social Media Marketing Tools and Helpful Sites Social Media Marketing FAQs Section 6: Content Marketing Steps Involved: Content Marketing Choosing Your Main Topic Choosing Your Content Delivery Methods Coming Up With Content Topics Creating a Content Marketing Plan and Schedule Creating Content Delivering Content Analyzing Results The Content Funnel Content Marketing Tools and Helpful Sites Content Marketing FAQs So if you'd like to learn all the above and improve your brand's digital presence by being able to learn to plan and implement a killer digital marketing strategy, then read this book today!

Book Information

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Customer Reviews

Shivani Karwal is an entrepreneur and Founder of Digiologist, an eLearning company providing digital marketing training to business owners through online video courses.

Amateurish. The author sometimes even provides the wrong information, such as saving a robots.txt as a 'word file' rather than as a 'plain text file', and referring to an 'ht.access' file instead of a '.htaccess' file. This is like a book of compiles notes from existing web articles, but ridden with errors.

We've purchased approximately 10 books on this subject. This is by far the best in class. Simple, but effective!

so far so good.

Simple and easy to understand.

It is a nice book as it covers many digital marketing aspects but i was expecting more guidance regarding practical work like screenshots, notes websites etc

This book is awesome! Its super easy to understand and makes digital marketing so simple. It was the best choice I could have made. I'm new to the SEO world and I was looking for something that could help me to understand the basics. This was the perfect choice. I love this book and it has given me awesome foundation for my digital marketing career :)

A very easy to understand book on how to get started in online/digital marketing that gives easy to understand giudelines

Excellent book to start with

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