



Search Engine Optimization: An Hour a Day

Jennifer Grappone, Gradiva Couzin

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Influence search engine results and bring targeted traffic to your Web site with an hour a day of search engine optimization (SEO). Drawing on years of experience as successful SEO consultants, Jennifer Grappone and Gradiva Couzin provide detailed, practical, and often surprisingly simple techniques for improving results. Their simple strategies include setting SEO goals, site optimization, developing and implementing a strategy that might include both free and paid efforts, and tools for monitoring trends, measuring the competition, and tracking results.

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