



# Search Engine Optimization: Your Visual Blueprint for Effective Internet Marketing

*Kristopher B. Jones*

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**Search Engine Optimization: Your Visual Blueprint for Effective Internet Marketing** Kristopher B. Jones

**Your visual, step-by-step guide to search engine optimization, from an Internet marketing expert**

Techniques and best practices for search engine optimization are constantly evolving. This visual guide to SEO is fully updated with information on the latest and most effective ways to move your website up in the search engine rankings. Internet marketing guru Kristopher Jones, a frequent keynote speaker at interactive marketing conferences, explains all the key concepts in a visual format so you can see how they work and what to do. Learn about keyword generation, internal linking, URL structure, content creation, using social media, and more.

- More than 70 percent of businesses today have websites; search engine optimization is a vital factor in growing a business by gaining new customers while increasing business from existing customers
- This two-color book is the only guide to search engine optimization that is presented in a visual format
- Presents search engine marketing principles including keyword generation, on-site optimization involving website structure, internal linking, URL structure, content creation, off-site optimization, social media optimization and more
- Author is a popular keynote speaker and panelist at interactive marketing and technology conferences

*Search Engine Optimization: Your visual blueprint for effective Internet marketing, Third Edition* helps visual learners master and maximize SEO techniques.

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