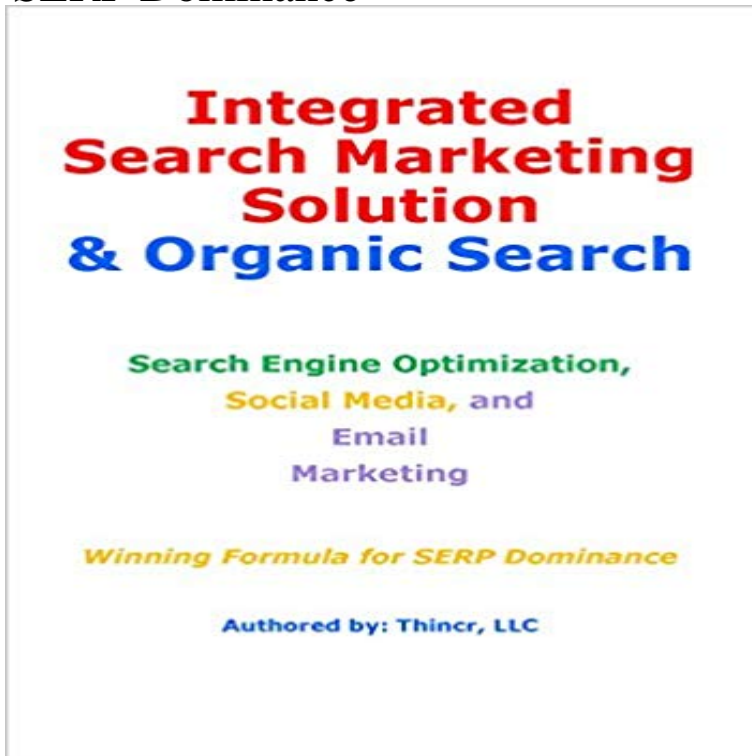


Integrated Search Marketing Solution & Organic Search: Search Engine Optimization, Social Media, and Email Marketing: Winning Formula for SERP Dominance



No need to purchase multiple books to master SEO, Social Media and Email Marketing. This book is written to help you get on the top of your online marketing campaigns in no time! Allowing for a coherent online marketing solution throughout 3 major online marketing channels while driven by the theory of attitude change and persuasion and designed for a quick access to proven search marketing tactics at one central location, this 3-In-1 Integrated Search Marketing guide is written to provide top strategic solutions for SEO, Social Media and Email Marketing. The book investigates and analyzes internal and external alignments between business goal and online marketing media. It conceptualizes an online marketing solution based on product type and its life cycle while illustrating the pricing strategy for promotion and market positioning as well as the marketing strategy based on the adoption of BCG matrix. In addition, it also shows you the tips about the tactical execution of Cognitively Reasonable Price (CRP). The key studies in this book explore how a business is able to rank competitively on SERP (Search Engine Results Page) through SEO in terms of on-page, off-page, and server-side optimization. The book demonstrates the tips about strategic Seed Keyword List generation. It also shows the readers the techniques for tactical link building to become the center of an authoritative hub while demonstrating the techniques for the deployment of facet navigation and page segmentation. In addition, The examples in this book also reveal top SEO tactics to avoid duplicate content and technical practice to increase SEO capacity by improving site performance. Furthermore, this book will also show you valuable SEO tactics to retain link juice when providing outbound link, along with the strategies for internal link optimization and building

while demonstrating the techniques to increase link popularity and link reputation. Key SEO tips that this book features also include the strategic implementation of proper keyword density, proximity and the techniques to increase content / code ratio as well as the tactics for the optimization of the structured markup. Moreover, it will show you the tips for the practice of exception handling and the adoption of custom 404 error page to increase visitor retention rate. Meanwhile, it also demonstrates the tactics for search reputation optimization as well as the methods to extend positive content reach through content syndication. In addition, the book demonstrates valuable techniques to SEO flash-based content while revealing the tips for strategic internal link placement based on the notion of page segmentation. Furthermore, this book is going to show you the tips about the strategic implementation of a permission-based content email and organic list campaign along with the tactics for the experiment design of an email campaign, email real estate optimization and management. The studies in this book also illustrate how an online marketer is able to improve email campaign by monitoring the top KPIs while illustrating the SEO tips for Social Bookmarking as well as the tactics for creating effective link baits. This book also identifies and elaborates key metrics to monitor when tracking a social media campaign and closely examines crucial tactics for strategic Twitter marketing. Location-based social media marketing is investigated while the configuration and deployment of a customized Facebook Marketing System through tactical implementation of Facebook Groups/Pages and strategic posts are emphasized and demonstrated in this book. In addition, the studies in this book are going to investigate how a business is able to apply the tactics based on communication practices, such as Agenda Setting & Spiral of Silence, to facilitate attitude change toward its intended conversion by optimizing the

technical elements of social media.

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