

Search Marketing

A Strategic Approach to Seo and Sem

Increase the power of your marketing budget and enhance customer reach with fundamental search marketing efforts, SEO and SEM. This comprehensive guide delves into the dynamic world of both paid and organic search marketing strategies, providing an in-depth understanding of the tactics and techniques that drive successful online visibility and business growth. As the digital marketing landscape continues to evolve, this work gets more technical, time-consuming and costly. Discover how to approach both paid and organic search marketing like a digital strategist by reading this book from digital marketing expert and educator, **Kelly Cutler**. **Search Marketing** offers insights into high-level fundamentals and advanced applications. Designed to help marketers and businesses leaders get more from this essential digital marketing tactic, the book dives into what marketers can do today to help their companies take a more controlled, intentional, and strategic approach to SEO and SEM. The book delivers techniques for increasing visibility, driving qualified traffic, measuring the success and functionality of SEO, SEM campaigns and advanced methods for campaign optimization. Readers will walk away knowing how to take a more informed approach to the business they bring from sites like Google and Bing, while gaining the insight necessary to effectively oversee search marketing at a strategic level.

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