



Search Engine Optimization: An Hour a Day (Third Edition)

By Jennifer Grappone & Gradiva Couzin

Times Group Books, New Delhi, India, 2011. Softcover. Book Condition: New. First Edition. This is the ultimate guide to do-it-yourself search engine optimization. It clearly explains important SEO concepts, trends, and best practices before laying out a day-by-day plan for developing, managing, and measuring a successful SEO plan. The hour-a-day approach makes what can be an overwhelming task feel approachable -- perfect for overworked marketers, PR pros, small-business owners, and professionals throughout an organization tasked with driving targeted traffic to a web site. Printed Pages: 432.



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