



Die Kunst des SEO (German Edition)

Eric Enge, Stephan Spencer, Jessie Stricchiola, Rand Fishkin

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Geballte Expertise von vier namhaften SEO-Profis: Die Kunst des SEO vermitteln das Wissen, das Sie für Aufbau und Durchführung einer erfolgreichen SEO-Strategie benötigen. Die beschriebenen Methoden reichen dabei von einfachen bis hin zu anspruchsvollen Maßnahmen. Auch aktuelle Entwicklungen beim Suchmaschinenranking werden einbezogen, so zum Beispiel der Einfluss von Social Media und Nutzerbeteiligung auf die Suchergebnisse. Kurzum: Die Kunst des SEO ist ein umfassendes und für alle SEO-Profis hochinteressantes Fachbuch.

Ausgewählte Stimmen zur Originalausgabe:

„SEO-Expertise ist heute eine Grundvoraussetzung für erfolgreiches Online-Business. Dieses Buch, das von vier der besten SEO-Praktiker geschrieben wurde, die es gibt, vermittelt alles, was man heute in diesem Bereich wissen muss.“

Tony Hsieh, CEO von Zappos.com und Autor des Bestsellers Delivering Happiness

„Frei von Hype, reich an Fakten und vollgestopft mit Erkenntnissen, die unverzichtbar für jeden sind, der SEO umfassend verstehen möchte.“

Seth Godin, Autor von We Are All Weird und anderen Büchern

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