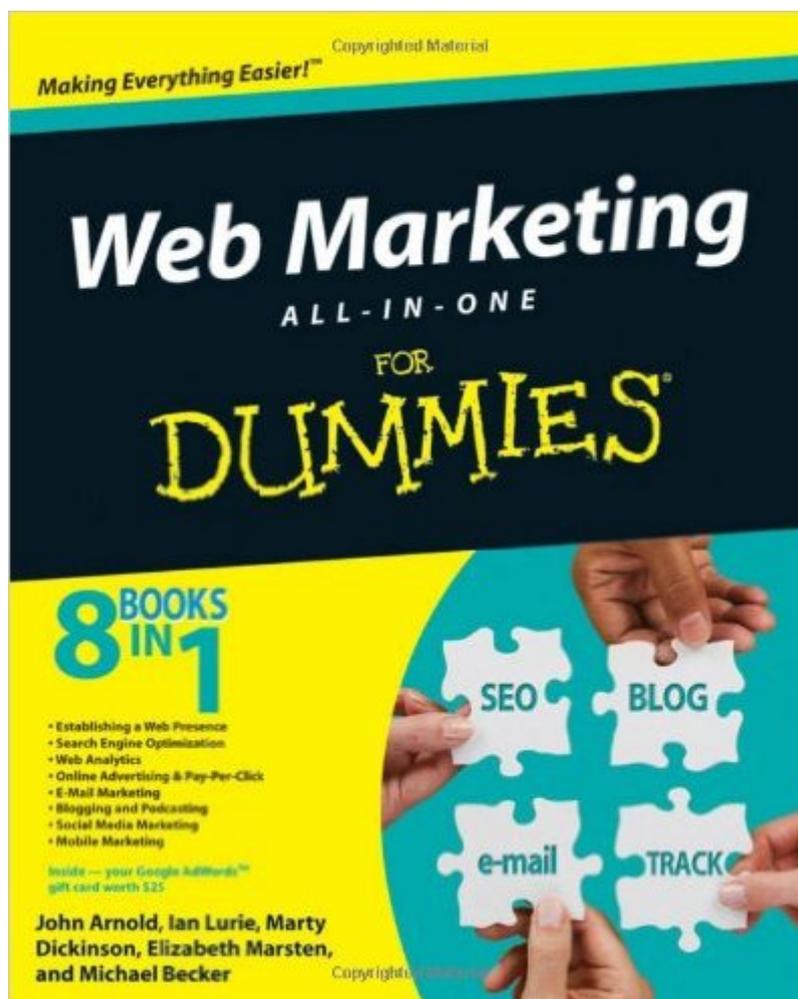


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# Web Marketing All-in-One Desk Reference For Dummies



## Synopsis

Everyone's doing it " Web marketing, that is. Building an online presence is vital to your business, and if you're looking for Web marketing real-world experiences, look no farther than Web Marketing All-in-One For Dummies. These eight minibooks break down Web marketing into understandable chunks, with lots of examples from an author team of experts. The minibooks cover: Establishing a Web Presence Search Engine Optimization Web Analytics E-Mail Marketing Blogging and Podcasting Social Media Marketing Online Advertising & Pay-Per-Click Mobile Web Marketing Web Marketing All-in-One For Dummies shows you how to please both customers and search engines; track your performance; market with e-mail, blogs, and social media; and more. It's a one-stop guide to Maximizing Internet potential for your business and ranking high in searches Tracking how your ads, pages, and products perform Managing pay-per-click ads, keywords, and budget, and developing marketing e-mails that customers actually want to read Creating a blog or podcast that helps you connect with clients Using social media outlets including StumbleUpon, Facebook, and Twitter Leveraging mobile technology Generating traffic to your site and writing ads that get clicks Not only that, but Web Marketing All-in-One For Dummies includes a Google AdWords redeemable coupon worth \$25 to get you started! Begin developing your Web site strategy and start marketing your business online today.

## Book Information

Paperback: 936 pages

Publisher: For Dummies; 1 edition (March 23, 2009)

Language: English

ISBN-10: 0470413980

ISBN-13: 978-0470413982

Product Dimensions: 7.3 x 1.9 x 9.2 inches

Shipping Weight: 3 pounds

Average Customer Review: 4.3 out of 5 stars See all reviews (27 customer reviews)

Best Sellers Rank: #561,942 in Books (See Top 100 in Books) #184 in Books > Computers & Technology > Internet & Social Media > Blogging & Blogs #841 in Books > Business & Money > Marketing & Sales > Marketing > Web Marketing #1517 in Books > Business & Money > Processes & Infrastructure > E-Commerce

## Customer Reviews

I have designed several hundred websites over the last decade. This book is easily one of the better

primers for web marketing available today. While it doesn't serve as a replacement for books dedicated specifically to one subject (SEO, writing copy, etc), it's an excellent starting reference with a few new ideas for experienced web marketers. Much of the first chapter (or "book" as it's referred to by the authors) is a basic overview of establishing a web presence. While most of their suggestions can be easily found online, the sub-chapter on writing effective copy contains useful pointers that normally wouldn't appear in design books. The chapter on SEO offers an excellent breakdown for anyone not familiar with optimizing a site to rank well on search engines such as Yahoo and Google. If you're already familiar with basic SEO techniques, though, don't expect any new tips or techniques. This particular section of the book was seriously lacking, as evidenced by the author explaining how to optimize images, but not mentioning even the most basic of tips such as use of alternate image tags. Chapter three, which covers Web Analytics, offers in-depth explanations of how to effectively track your visitors. This is followed up by a chapter on attracting those visitors to your website through paid advertising, and their techniques would definitely make this process easy for online marketing newbies. Most of the Email marketing advice (save for writing copy) is impractical, as many advertisers use paid newsletter services that have eliminated the stress of manual email blasts. The two best chapters of the book are easily the Blogging and Social Media marketing ones.

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