



# The Bare Bones Book of Online Marketing: Organic Seo, Google Adwords Ppc, Sem Social Media for Business

By Joshua Thomas Clark

Written by Clark, Publishing, United States, 2014. Paperback. Book Condition: New. 224 x 148 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. The Bare Bones Book of Online Marketing offers beginner to intermediate advise, rules and techniques for all online marketing avenues for businesses seeking to gain traffic, exposure, lead generation and sales on the internet with Google, Yahoo! and Bing search engines. With an entertaining style, and easy to understand language and screenshots, Clark expertly, and methodically walks readers through proven techniques and methods for their business websites; including organic/natural search engine optimization, Google AdWords pay per click set-up and management (PPC), content marketing, social media, ranking penalty recovery, reputation management, SEM, blogging, PR and more. This is one tool every entrepreneur-young and old-with businesses in any industry, small or large, should have lying around for reference to generate more leads online, build traffic momentum and brand awareness, gain competitive insight and rank on Google, Yahoo, Bing and minor search engines. Clark speaks on a personal level with a comedic touch to service and product based business owners or in-house marketing departments, webmasters, start-ups, SEO consultants, students of SEO, bloggers or tech savvy forward thinkers wanting...



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