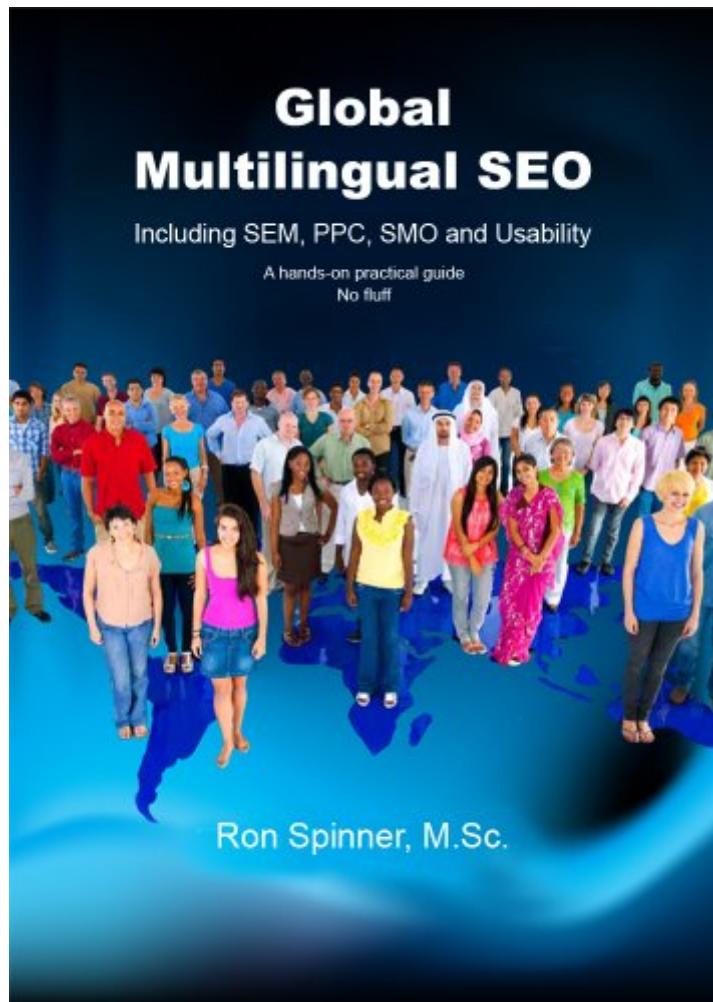


The book was found

Global, Multilingual SEO Including SEM, PPC, SMO And Usability



Synopsis

Global Internet Marketing made easier. Is global marketing part of your job? You will learn:

- Tips for setting up multilingual, pay per click campaigns
- Search Engine issues in different countries
- Website architecture for different languages and regions
- Usability tips for addressing different cultures
- How to test new markets without committing major resources

Book Information

File Size: 1964 KB

Print Length: 78 pages

Publisher: Ron Spinner; 1.1 edition (February 2, 2014)

Publication Date: February 2, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00CCYCO6K

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #1,101,225 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #430 in Books > Business & Money > Marketing & Sales > Search Engine Optimization #1570 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Web Marketing #2419 in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Small Business

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