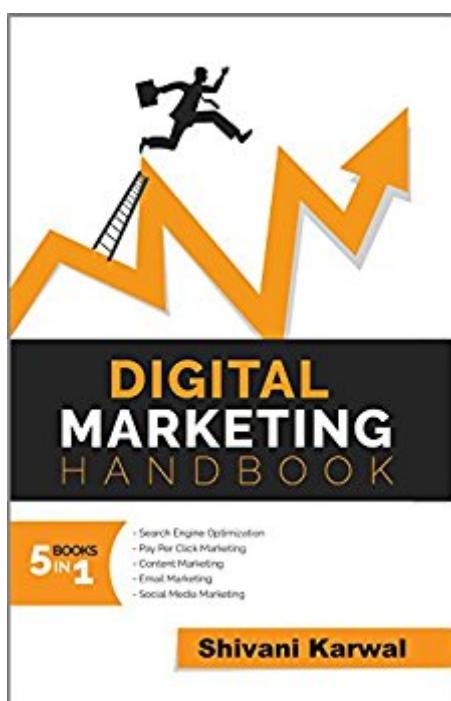


The book was found

# Digital Marketing Handbook: A Guide To Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing And Content Marketing



## Synopsis

Having a strong digital presence is crucial for every business today! The Digital Marketing Handbook is an easy to follow, step-by-step guide to marketing using the internet. This book is packed with information and examples to help you succeed. If you're looking for a book that gets straight to the point without any fluff or filler content and explains digital marketing techniques in a simple manner without the filter of complexity we're all so used to, then this book is for you. This book breaks the huge topic of digital marketing strategy into manageable chunks through 5 mini digital marketing books on:

- 1. Search Engine Optimization
- 2. Pay Per Click Marketing
- 3. Email Marketing
- 4. Content Marketing
- 5. Social Media Marketing

So prepare to enter a new and successful phase of marketing your business! Some digital marketing essentials you'll find in this book:

- Section 1: Introduction to Digital Marketing
- Introduction and Setting Up Everything
- What is Online Marketing
- Characteristics of a Good Domain Name
- Examples of Different TLDs and Who Uses The Subdomain vs Subdirectory
- Choosing the Right TLD
- Do TLDs Affect Rankings
- Website Design: DIY or Hire Someone?
- Types of Site Design: Page Layouts
- Different Methods of Digital Marketing
- Helpful Sites and Wordpress Plugins
- Digital Marketing FAQs

Section 2: Search Engine Optimization

- Introduction to SEO
- On-Page SEO
- Off-Page SEO
- Local SEO
- Steps Involved: On-Page SEO
- Site Structure
- How to Have a Good Site Structure
- How to Create a Sitemap
- How to Create a Robots.txt File
- Dealing With Not Found Pages and Redirects: 301s, 302s, 404s
- Conducting Keyword Research
- Optimizing Your Site Content
- Link Building Process
- 100+ Link Building Ideas
- Importance of Link Anchor Text
- Nofollow vs Dofollow
- What Makes a Good Link
- Outreach Email
- Do's and Don'ts
- Outreach Email Tips
- Link Earning Strategies
- Creating and Using Search Strings
- Using Different Modifiers to Create Search Strings
- Steps Involved: Local SEO
- Google My Business Page
- On-Site Optimization
- Citation Building
- Google + Reviews
- Local Links
- When Things Go Wrong: Penalties and Algorithmic Changes
- White Hat vs Black Hat SEO
- Past Algorithm Changes
- Avoiding Penalties
- How to Know You've Been Hit by a Penalty
- What to Do if You've Been Hit by a Penalty
- Disavow Process
- Reconsideration Process
- SEO Tools and Helpful Sites
- SEO FAQs

Section 3: Pay Per Click Marketing

- Introduction to Pay Per Click
- Landing Pages
- Conversion Rate Optimization
- Steps Involved: PPC
- Deciding Ad Content, Goals, Landing Pages
- Keyword Research
- Steps for Ad Creation
- Quality Score
- Ad Campaign
- Upkeep
- Landing Pages
- Conversion Rate Optimization
- PPC Tools and Helpful Sites
- PPC FAQs

Section 4: Email Marketing

- Introduction to Email Marketing
- Steps Involved: Email Marketing
- Email List Segmentation
- Metrics to Analyze
- Email Marketing Tools and Helpful Sites
- Email Marketing FAQs

Section 5: Social Media Marketing

- Steps Involved: Social Media Marketing
- Facebook
- Twitter
- LinkedIn
- Pinterest
- Google+
- YouTube Advertising
- on Social

Platforms What Time to Post Single vs Multiple Accounts Social Media Tips and Best Practices  
Social Media Marketing Tools and Helpful Sites Social Media Marketing FAQs Section 6: Content Marketing Steps Involved: Content Marketing Choosing Your Main Topic Choosing Your Content Delivery Methods Coming Up With Content Topics Creating a Content Marketing Plan and Schedule Creating Content Delivering Content Analyzing Results The Content Funnel Content Marketing Tools and Helpful Sites Content Marketing FAQsSo if you'd like to learn all the above and improve your brand's digital presence by being able to learn to plan and implement a killer digital marketing strategy, then read this book today!

## **Book Information**

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## **Customer Reviews**

Amateurish. The author sometimes even provides the wrong information, such as saving a robots.txt as a 'word file' rather than as a 'plain text file', and referring to an 'ht.access' file instead of a '.htaccess' file. This is like a book of compiles notes from existing web articles, but ridden with errors.

We've purchased approximately 10 books on this subject. This is by far the best in class. Simple, but effective!

so far so good.

Simple and easy to understand.

It is a nice book as it covers many digital marketing aspects but i was expecting more guidance regarding practical work like screenshots, notes websites etc

This book is awesome! Its super easy to understand and makes digital marketing so simple. It was the best choice I could have made. I'm new to the SEO world and I was looking for something that could help me to understand the basics. This was the perfect choice. I love this book and it has given me awesome foundation for my digital marketing career :)

A very easy to understand book on how to get started in online/digital marketing that gives easy to understand guidelines

Excellent book to start with

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Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing  
Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks  
The Little Book on Digital Marketing  
SEO - Search Engine Optimization: Tips and tricks for keyword research in SEO or Search Engine Optimization  
SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing)  
Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest)  
Click Click Click!: Photography for Children  
Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing  
SEO Made Simple (second edition): Search Engine Optimization Strategies For Dominating The World's Largest Search Engine

Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) The Lead Machine: The Small Business Guide to Digital Marketing: Everything Entrepreneurs Need to Know About SEO, Social Media, Email Marketing, and Generating Leads Online Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) SEO - The Sassy Way of Ranking #1 in Google - when you have NO CLUE!: Beginner's Guide to Search Engine Optimization and Internet Marketing (Beginner Internet Marketing Series) (Volume 3) Affiliate Marketing Splash: How to Build Affiliate Sites that Rank (and bank): Internet Marketing through Search Engine Optimization SEO 2017 Learn Search Engine Optimization With Smart Internet Marketing Strateg: Learn SEO with smart internet marketing strategies SEO 2016 Learn Search Engine Optimization With Smart Internet Marketing Strategies: Learn SEO with smart internet marketing strategies Google Semantic Search: Search Engine Optimization (SEO) Techniques That Get Your Company More Traffic, Increase Brand Impact, and Amplify Your Online Presence (Que Biz-Tech) Make a Killing With Content: Turn content into profits with a strategy for blogging and content marketing. A Barnyard Collection: Click, Clack, Moo and More (A Click, Clack Book)

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