



SEO - Strategie, Taktik und Technik: Online-Marketing mittels effektiver Suchmaschinenoptimierung (German Edition)

Andre Alpar, Markus Koczy, Maik Metzen

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Grundlegendes SEO-Know-how, Best Practices und Praxis-Tipps. Alpar/Koczy/Metzen zeigen, welche Chancen sich aus der Suchmaschinenoptimierung ergeben und welche betriebswirtschaftlichen Prozesse und Arbeitsabläufe geschaffen werden müssen, um erfolgreich SEO betreiben zu können. Neben der Onpage- und Offpage-Optimierung legen sie einen Schwerpunkt auf Prozessoptimierungen und internationale Suchmaschinenoptimierung. Ein Lern- und Nachschlagewerk für Fachleute und Marketingverantwortliche.

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