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Marketing in the Age of Google, Revised and Updated: Your Online Strategy IS Your Business Strategy

Vanessa Fox

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Vanessa Fox : Marketing in the Age of Google, Revised and Updated: Your Online Strategy IS Your Business Strategy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing in the Age of Google, Revised and Updated: Your Online Strategy IS Your Business Strategy:

3 of 4 people found the following review helpful. Search Engine Marketing in one. By Josh Charlesworth This book is excellent. It really covers so much in a short amount of time and I was fascinated from the start. I particularly liked the

discussion of paid vs organic searchers and the value of each and have a richer insight into just how we all search. For example Vanessa Fox details some really interesting research about how people look more to the left side of the Google results page than the right. I found this insightful as many sponsored links from PPC appear on the right. At that point I thought okay no more PPC but Fox continues exploring this concept, highlighting the pros and cons and delves into each in some detail. I have a reasonable understanding of internet marketing but was pleasantly surprised with just how Fox covers. Sometimes you read a book and think boring... how many different ways can someone say the same thing. This is not that book!!! Fox uses many graphs and pictures which add to understanding the discussions (I suppose that saying a picture tells a thousand words is true!). Perhaps the most powerful aspect of this book (for me) isn't just the strategies (i.e. use internet marketing, it's the way of the future etc as anyone can say that), it is Fox's simple yet effective way of providing steps with how to implement the strategies in your own business and/or marketing role. I finished this book believing I too can be successful online. That's a good thing! The author also discusses many tools which can be used in your online strategy including, Google Trends, Adwords and others and provides clear examples of how these can be integrated into strategies. If you're thinking 'yeah I've read all this before bla bla bla' then think again. Fox's discussion about Google Trends, Keywords and the techniques anyone can use to gather competitive intelligence, increase their SEO and drive sales truly was impressive. If you want to know more about search engine marketing this is a great addition to anyone's library.

0 of 0 people found the following review helpful. Gain insight into using the internet to enhance your marketing message. By MillyVery informative. Helpful ideas and useful tips. If running a business it can help you improve your web presence, align your marketing message across all media types and improve budget allocations for marketing. 0 of 0 people found the following review helpful. Great! By Greg WierzbickiSold just as described, Great!

Search has changed everything. Has your business harnessed its full potential? A business's search strategy can have a dramatic impact on how consumers interact with that business. But even more importantly, search engine activity provides amazingly useful data about customer behavior, needs, and motivations. In this non-technical book for executives, business owners, and marketers, search engine strategy guru Vanessa Fox—who created Google's portal for site owners, Google Webmaster Central—explains what every marketer or business owner needs to understand about search rankings, search data, comprehensive search strategies, and integrating your strategy into the business's processes. Updated statistics, tools, and recommendations Details about the latest changes from Google, Bing, and the overall search landscape Explanation and recommendations related to Google's substantial new search algorithm, known as "Panda" Discussion of the changing landscape of the integration of search and social media, including the addition of Google+ to the mix Traditional marketing isn't enough anymore. Businesses need to evolve as customer behavior evolves. Marketing in the Age of Google shows you how.

'Her passion shines through when explaining how smaller firms can gain huge benefits...this book is a winner.' (Growing Business, September 2010). 'The most straightforward guide to the power of search.' (Start Your Business, April 2012) From the Inside Flap In the age of Google, your customers are searching. Will they find you? In today's searching world, customers turn to online search engines first. Yet many companies simply don't realize acquiring customers from search engines should be a core business strategy. Instead, they usually focus on narrow goals, such as boosting page rankings. These oversights leave a huge channel for engaging with potential customers largely untapped. Businesses that use data about how people search to inform their product strategy will reach customers before the competition. Businesses that understand the importance of non-ad-based search acquisition will make it central to their marketing mix, and can connect with high-quality customers for long-term growth and success. Marketing in the Age of Google is a practical guide to harnessing the full power of online search for your business. Written by former Google employee Vanessa Fox, who created Google's official portal for explaining online search to businesses, this clear, non-technical book demystifies search marketing and explains proven methods you can implement at your business today. Not another book on AdWords campaigns, Marketing in the Age of Google instead focuses on making your business stand out in the "organic" searches that attract 86 percent of user clicks. Fox shows you where companies get hung up with rankings, and lays out a comprehensive approach for achieving the search goal that matters most: connecting with the people who want to find you. You'll also discover how to: Integrate search strategy into all aspects of your business Cut through the data and get the actionable metrics you need Use data about what people are searching for as a valuable market research tool Get your company found through social media And more! Whether you're a sole proprietor or you work for a major global brand, Marketing in the Age of Google will help you fully integrate search into your business and marketing activities—and give you a major advantage over competitors.