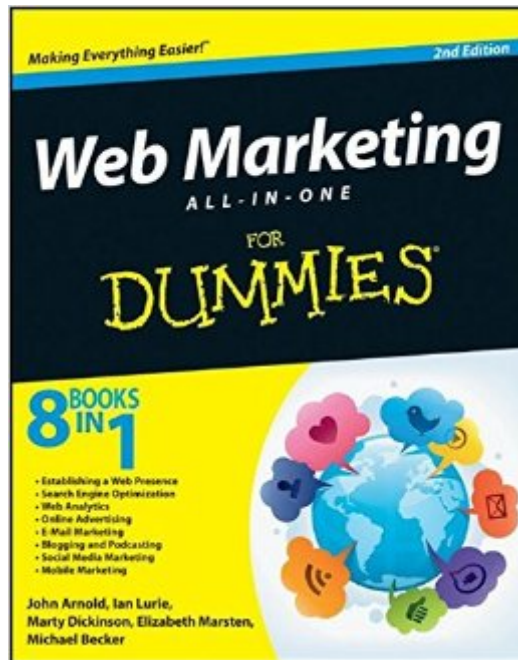


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Web Marketing All-in-One For Dummies



Synopsis

Build an online presence for your business with web marketing Why buy several books on web marketing when you can buy just one? With this must-have resource, five marketing professionals team up to share their expertise in the field of web marketing so that you can benefit from their know-how. Covering everything from site building, search engine optimization, and web analytics to online advertising, e-mail marketing, and harnessing the potential of social media, this team of web marketing gurus brings their insight and experience to the table and it's yours for the taking. Provides invaluable advice for establishing a web presence and getting your message out with online advertising Zeroes in on search engine optimization so that your site can be discovered by search engines and, ultimately, consumers Explains how web analytics can offer you a better understanding of your web marketing efforts Details ways to establish an online voice with blogging and podcasting Walks you through the potential of social media marketing with Facebook, Twitter, and Google+ Looks at various options for getting your message onto mobile platforms Web Marketing All in One For Dummies, 2nd Edition shows you how to get your online name out there so that customers can find you easily.

Book Information

Paperback: 936 pages

Publisher: For Dummies; 2 edition (August 7, 2012)

Language: English

ISBN-10: 1118243773

ISBN-13: 978-1118243770

Product Dimensions: 7.4 x 1.7 x 9.3 inches

Shipping Weight: 3.7 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars See all reviews (33 customer reviews)

Best Sellers Rank: #222,191 in Books (See Top 100 in Books) #180 in Books > Business & Money > Industries > Retailing #339 in Books > Business & Money > Marketing & Sales > Marketing > Web Marketing #669 in Books > Business & Money > Processes & Infrastructure > E-Commerce

Customer Reviews

This book really does have it all. The cover isn't lying when it says, "8 Books in 1." The actual physical size of the book may seem daunting, but don't be afraid. This simply means that it's jam-packed with awesome information (and you get more bang for your buck!). The reason this

tome is so immense is because the authors have done a great job pulling together a comprehensive playbook for web marketers. Not only is this book epic because it addresses 8 mission-critical topics for a successful web marketing campaign, but it covers each topic with expertise and actionable insights. You would be hard-pressed to find better content on these web marketing strategies anywhere. Go ahead. Pick up a copy now. You will absolutely learn a ton from this book.

The image problems are making it quite frustrating to read. I wouldn't recommend buying this book for the kindle/ kindle ipad app until, this issue is fixed

This book is the most comprehensive book on the topic of Internet marketing I've seen yet, and I've been in the industry for nine years and have consumed a lot of books. But you don't have to feel intimidated by the size (it's impressive) because you can jump into any chapter as they're stand-alone guides. Each of the writers also share great tools. I've already added 20+ tools to my arsenal, and I haven't even gotten halfway through the book yet.

Great book. Covers everything! Very well done and VERY well written. It is hard to make this stuff interesting but they do a great job and provide many specific examples that are helpful. Caution - very thick - hard to take this when you are on a business trip. I may buy a second and cut it up into sections. I highly recommend it.

The breadth of topics is encouraging which is why I bought the book. I wanted a good survey of techniques so I could put together some ideas and decide what I wanted to concentrate on more deeply. This book filled that general need quite well. Because I am a software developer though, I found a lot of material repetitive or very basic. Tasks such as registering a domain, or signing up for Facebook. These are very simple tasks, but I can see where they might be difficult for some. If you are just starting out, this is a good book. It will serve as a survey and help you figure out the breadth of what you can do. As far as depth though, it doesn't go too deep which is what I would like on some topics, so I gave it 4 stars. It gave me a good start for what I needed, and now I will be looking to other books and online software tools as I implement some of the concepts presented.

I've been in Internet Marketing for nearly 16 years and was pretty sure I had the hang of it all. Enter Web Marketing for Dummies. Clearly there were things I did NOT know which goes to show you're always learning. Ian Lurie's section on search engine optimization was a stellar example of what's

necessary after pushing the publish button. I recommend this book to anyone who's in Internet Marketing as a reference guide or how-to because you don't know everything and these guys aren't dumb.

You get a good overview of the 8 areas of Web marketing and enough details to give you a good start. You might only need to start with 4 or 5 of these, then add another one within a few months. What Web marketers often lack, including me, is a good plan. Pages 70 & 71 give the Website Preflight Checklist. There are other lists in this large book. The info is easy to understand and moderately hard to implement. (Did you expect making money in 2014 would be easy?) The book has many links to helpful marketing and IT places, such as to action verbs and to example Websites. This is a five-stars book that will be helpful in 2014 and probably 2015. However, Internet marketing changes and some sections may be incomplete or wrong by August 2015 or before. But a lot of the advice on such areas as copy writing and Website design may be useful for several more years.

The book is riddled with links to third party service providers which the authors make money by promoting, hence they have NO credibility...Recommendation to publisher: Write the book as an academic piece and REMOVE ALL SELF PROMOTING LINKS THE AUTHOR MAKES MONEY FROM...IT'S FLAGRANT USE OF THE BOOK TO MAKE ANCILLARY MONEY FOR THE AUTHOR AND IS GROSS!

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