
SEO Cómo triunfar en buscadores

SEO. As search engine success

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It is presented as the best guide to make your website be found on the Internet by customers and users. The book briefly reviews the short history of the Internet search engines, from its inception until the present new players in the search market. It is a reference book that can serve to learn and apply SEO techniques, but also to know how to hire and what to expect from specialists service.

This is a text aimed at opening the eyes of all those who believe that anything goes at the time of placing a website where this is not true. These pages let you tell what is valid from what is not. It also dives into positioning in social media, such as blogs, new platforms and social networks, describing its potential, even with case studies. It also collected various resources of interest to anyone interested in SEO, whether they are beginners or experts:

- Entrepreneurs and marketing managers
- Programmers, webmasters and bloggers
- Advertising creatives
- SEM or SEO Consultants, eager for a new approach that complements their knowledge.

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