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



## Synopsis

Having a strong digital presence is crucial for 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 into manageable chunks through 5 mini books on search engine optimization, pay per click marketing, email marketing, content marketing and social media marketing. Prepare to enter a new and successful phase of marketing your business!

## Book Information

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## Customer Reviews

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 :)

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.

This book is an incredible wealth of knowledge! Some of the information was a complete eye opener for me. This book is loaded with information and is divided nicely into 5 books covering various aspects of digital marketing with nice lists of industry tools, FAQ sections, how-to tutorials. This book was really informative and I'll be using a lot of the learnings from it for my site.

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