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Online Marketing 101: Effective Marketing Strategies for Driving Free Organic Search Traffic to Your Website (Online Marketing Series)

R .L. Adams

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Whether you just launched a business on the Web or you're thinking of doing so, understanding what it takes to market that business is more important now than ever. In this second installment in the Online Marketing Series, I go through some of the important fundamental principles and strategies involved with organically marketing your business on the Web today for free.

Look, we all know that marketing a business in today's competitive Web environment is difficult. It requires weaving together several complex skills from search engine optimization to social media marketing and beyond. But, if you don't have a foundational understanding of these skills, then driving traffic to your site is going to be incredibly difficult.

This book not only touches on the fundamentals involved with marketing online on a shoestring budget, but it also calls forward the five underlying principles in online marketing. Without understanding and implementing these principles, in today's Web 3.0 environment, you could be caught spinning your wheels and getting nowhere fast.

Here's what we cover in this online marketing book:

- The 5 Pillars to Online Marketing
- The Fundamentals of SEO
- Keyword Research Basics
- 25 Linking Strategies
- The Role Authority Sites Play in Marketing
- How to Create Link-Bait
- Basic Content Marketing Strategies
- 45 Important Authority Sites for Marketing on the Web
- ... and more

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