



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

Vanessa Fox

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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 businesses 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, know 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.

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