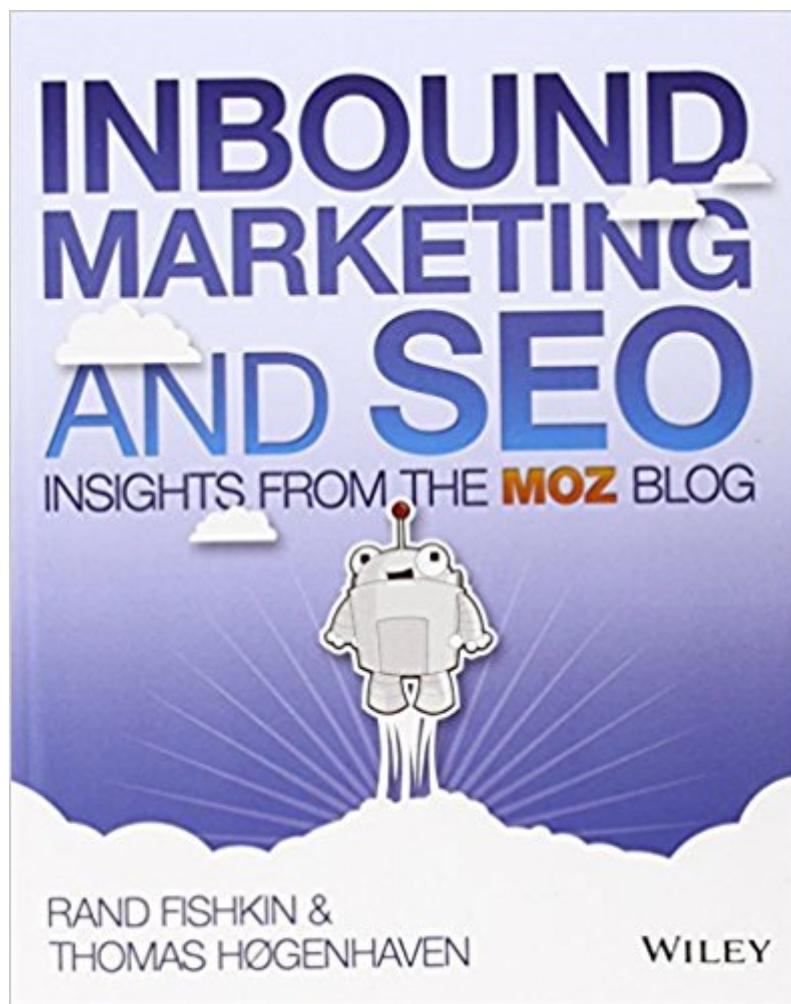


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Inbound Marketing And SEO: Insights From The Moz Blog



Synopsis

Learn from the leading resource on the latest in inbound marketing techniques As the SEO industry undergoes a shift and Google continues to change its algorithm, successful SEO practitioners need to increase their knowledge of a wide range of inbound marketing channels. The Moz Blog is the go-to place for the latest thought leadership on the shifts in inbound marketing and SEO. This book cherry-picks and updates the most popular articles for the key inbound marketing disciplines, mixing them with some brand-new essays. Rand Fishkin and Thomas Hafgenhaven have produced a masterfully edited anthology packed with information to provide the best possible insight into these marketing channels. The popular Moz blog is a top resource for cutting-edge information on SEO techniques: Co-compiled and co-edited by Moz CEO and co-founder Rand Fishkin, this book is an anthology of articles selected to provide the best possible overview of current SEO and inbound marketing techniques and trends. Covers channels of online marketing, content marketing, social media, outreach, conversion rate optimization, and analytics, as well as search engine optimization. Focuses on leveraging existing platforms like social media sites and community for inbound marketing success. Inbound Marketing and SEO is a must-have for marketers in today's online world.

Book Information

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Customer Reviews

The chapter on outreach is one of the most powerful I've come across. Implementing what is taught

in it is a piece of cake too. Buy this book, clear your entire schedule for a day, then get busy building your empire.

This is a great book if you are brand-new to SEO. That said, it is old and many of these things are outdated. Although they tried to update this addition, they should really write a new book.

I'll keep it short and simple. There aren't many good SEO books out there due to the ever-changing SEO rules, but this one is a great read. It doesn't provide just tactics (which have a fate of being changed as the time goes on), but tries to capture the essence of why SEO exists and how to be good at it. Highly recommended!

This book is compilation of Moz posts during 2011-12. The beauty is in sequence. It is sort of conceptual and detailed revision on SEO and Inbound Marketing. Inbound marketing is giant concept. It is really difficult to understand Inbound marketing in one go. Rand is pointing his finger towards moon. I think he succeed in that. On Moz blog, we tend to get engage by # of other factors which usually cause some distraction. Reason being awesome engagement through community and comments on the blog.. Another important thing is innate nature of this book which explain in details White Hats over Gray/black hat practices. Rand always speak/write critical issues in such a way as if on the winter morning we are basking in the sun. If you want to learn SEO this is the finest book. Note: I'm paid user for Moz community since last 3 years. Nevertheless, I can't stop myself from buying this Master work. SAMEER

Fantastic for SEO beginners - a must read

I didn't understand this book.

Pretty good. Although it is recycled blog posts mostly from 2010 and 2011. They all say Nothing has changed and this authoritative post is still very relevant. After reading this for nearly EVERY chapter, it is somewhat tiresome. That said, there is a lot of useful info.

I just love MOZ. Their business culture, the amazing Rand and sure many other great people. This book is an insightful resource of Marketing for the new era we're living in. You: buy this book right now.

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