



The 12 Habits Of Highly Effective Websites: A Primer On Search Engine Optimization For Non-Technical Executives

Liam Scanlan

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Tired of getting the wool pulled over your eyes in Internet marketing meetings? Wondering why your web traffic is a fraction of what it could be? Designed for the non-technical executive, this book will demystify how search engines decide which websites are displayed at the top of search results -- and which are not -- and will help you take the first steps to building your own sales lead generation strategy for the web.

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