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Editorial Reviews. 2017-02-23 Two marketing mavens offer a dissection and demystification of search engine optimization. On Page 7 of this all-encompassing SEO manual, Jantsch (Duct Tape Selling, 2014, etc.) and Singleton (Local SEO, 2016, etc.) set the tone for what follows: "SEO for Growth is as much about strategy and mindset as it is about technical know-how."

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These include blogs, SEO Articles and the interactive content that is used to market on social networks and by email. These are followed by videos, webinars, online tools, product demonstrations

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SEO is an abbreviation for "Search Engine Optimization". Many businesses employ SEO strategy on their website as a means to drive traffic, generate more income, and stay ahead of competitors.

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