



# The SEO Battlefield: Winning Strategies for Search Marketing Programs

*Anne Ahola Ward*

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If you want to establish an ongoing SEO program with the goal of increased traffic and search prominence, this practical step-by-step guide will help you understand SEO methodology and then show you how to put those theories into practice. You'll learn how to solve the problem of establishing SEO programs from the development perspective.

Companies often turn to expensive tools and leisurely consultants for building SEO programs. With the advice in this book, you'll be able to design the program you want without having to pay for unnecessary resources.

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