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Facebook Business Page - 15 optimization tips

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Attract, engage, and inspire your customers with an "Optimize and Socialize" content marketing strategy. Optimize is designed to give readers a practical approach to integrating search and social media optimization with content marketing to boost relevance, visibility, and customer engagement.

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marketing, public ...

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Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing. by. Lee Odden (Goodreads Author) 3.76 · Rating details · 254 ratings · 23 reviews. Attract, engage, and inspire your customers with an "Optimize and Socialize" content marketing strategy. "Optimize" is designed to give readers a practical approach to integrating search and social media optimization with content marketing to boost relevance, visibility, and customer engagement.

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Optimize: How to Attract and Engage More Customers By Integrating SEO, Social Media and Content Marketing That's right, we "wrote the book"

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Optimize is a holistic approach to Search, Social Media and Content marketing that is essential for a successful online marketing strategy.

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Optimize - How to Attract and Engage More Customers by Integrating SEO, Social Media and Content Marketing. Lee Odden. Online Marketing, Optimize Book. By now you may have heard that I've written a book called " Optimize ". After months of writing and editing, it's now the real deal and online orders just started shipping a few days ago.

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Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing by Lee Odden 254 ratings, 3.76 average rating, 23 reviews Open Preview See a Problem? We'd love your help.

~~Optimize Quotes by Lee Odden — Goodreads~~

It should be relevant and immediately attract the visitors by speaking directly to them about what's important. You can optimize it by coming up with a short and catchy headline. Try to display it right in the center of the page as well. Body - This is the part of the landing page that will help you generate interest and desire in your visitors. Your content should thus be well-optimized here.

~~How to Optimize Your Content for Better Conversions ...~~

SEO serves as a funnel to bring a stream of targeted leads to your

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website, making your website one of the best lead generation tools you have. To make the most of the opportunity, you need to create and optimize quality content so that search engines and searchers see the value in what you offer, and want to sign up or buy.

Attract, engage, and inspire your customers with an "Optimize and Socialize" content marketing strategy Optimize is designed to give readers a practical approach to integrating search and social media optimization with content marketing to boost relevance, visibility, and customer engagement. Companies, large and small, will benefit from the practical planning and creative content marketing tactics in this book that have been proven to increase online performance across marketing, public relations, and customer service. Learn to incorporate essential content optimization and social media engagement principles thereby increasing their ability to acquire and engage relevant customers online. Optimize provides insights from Lee Odden, one of the leading authorities on Content and Online Marketing. This book explains how to: Create a blueprint for integrated search, social media and content marketing strategy Determine which creative tactics will provide the best results for your company Implement search and

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Optimize social optimization holistically in the organization Measure the business value of optimized and socialized content marketing Develop guidelines, processes and training to scale online marketing success Optimize offers a tested approach for a customer-centric and adaptive online marketing strategy that incorporates the best of content, social media marketing, and search engine optimization tactics.

Learn how to convert website visitors into customers Part science and part art, conversion optimization is designed to turn visitors into customers. Carefully developed testing procedures are necessary to help you fine-tune images, headlines, navigation, colors, buttons, and every other element, creating a website that encourages visitors to take the action you seek. This book guides you through creating an optimization strategy that supports your business goals, using appropriate analytics tools, generating quality testing ideas, running online experiments, and making the adjustments that work. Conversion optimization is part science and part art; this guide provides step-by-step guidance to help you optimize your website for maximum conversion rates Explains how to analyze data, prioritize experiment opportunities, and choose the right testing methods Helps you learn what to adjust, how to do it, and how to analyze the results Features hands-on exercises, case studies, and a full-color insert reinforcing key tactics Author has used these

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techniques to assist Fortune 500 clients You Should Test That explains both the "why" and the "how" of conversion optimization, helping you maximize the value of your website.

In this book, leading search optimization expert Rebecca Lieb brings together more than 50 absolutely crucial facts and insights decision-makers must know to drive more web traffic through better search engine placement. The Truth About Search Engine Optimization doesn't deliver abstract theory: it delivers quick, bite-size, just-the-facts information and plain-English explanations that executives, decision-makers, and even small business owners can actually use, no matter what kind of sites you're running, or what your goals are. You will learn how to set realistic goals for search optimization... attract qualified traffic, not just "any" site visitors... incorporate search engine optimization into both new sites and redesigns... write for users... implement search-friendly content management... avoid problems with rich content technologies such as Flash and AJAX... create metatags that actually work... use public relations, blogging, and other techniques to drive traffic... budget and manage search optimization projects... and much more. This book reveals 51 PROVEN SEARCH ENGINE OPTIMIZATION TECHNIQUES and bite-size, easy-to-use advice that gets results including The truth about page rankings The

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truth about best SEO practices and SEO no-no's The truth about link love, keywords, and tags

Step-by-step instructions for executing a website testing and optimization plan Website optimization is can be an overwhelming endeavor due to the fact that it encompasses so many strategic and technical issues. However, this hands-on, task-based book demystifies this potentially intimidating topic by offering smart, practical, and tested instructions for developing, implementing, managing, and tracking website optimization efforts. After you learn how to establish an optimization framework, you then dive into learning how to develop a plan, test appropriately and accurately, interpret the results, and optimize in order to maximize conversion rates and improve profits. Zeroes in on fundamentals such as understanding key metrics, choosing analytics tools, researching visitors and their onsite behavior, and crafting a plan for what to test and optimize Walks you through testing and optimizing specific web pages including the homepage, entry and exit pages, product and pricing pages, as well as the shopping cart and check-out process Guides you through important optimization areas such as optimizing text and images Addresses advanced topics including paid search optimization, Facebook fan page optimization, rich media, and more Includes a companion

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Website that features expanded examples, additional resources, tool reviews, and other related information Full of interesting case studies and helpful examples drawn from the author's own experience, Website Optimization: An Hour a Day is the complete solution for anyone who wants to get the best possible results from their web page.

Remember when an optimized website was one that merely didn't take all day to appear? Times have changed. Today, website optimization can spell the difference between enterprise success and failure, and it takes a lot more know-how to achieve success. This book is a comprehensive guide to the tips, techniques, secrets, standards, and methods of website optimization. From increasing site traffic to maximizing leads, from revving up responsiveness to increasing navigability, from prospect retention to closing more sales, the world of 21st century website optimization is explored, exemplified and explained. Website Optimization combines the disciplines of online marketing and site performance tuning to attain the competitive advantage necessary on today's Web. You'll learn how to improve your online marketing with effective paid and natural search engine visibility strategies, strengthened lead creation and conversion to sales methods, and gold-standard ad copywriting guidelines. Plus, your increased site speed, reduced download footprint, improved

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reliability, and improved navigability will work synergistically with those marketing methods to optimize your site's total effectiveness. In this book for business and IT managers, author Andrew King, president of Website Optimization, LLC, has assembled experts in several key specialties to teach you: Search engine optimization -- addressing best (and worst) practices to improve search engine visibility, including step-by-step keyword optimization guidelines, category and tag cloud creation, and guerilla PR techniques to boost inbound links and improve rankings Pay-per-click optimization -- including ad copywriting guidelines, setting profit-driven goals, calculating and optimizing bids, landing page optimization, and campaign management tips Optimizing conversion rates -- increasing leads with site landing page guidelines, such as benefit-oriented copy, credibility-based design, value hierarchies, and tips on creating unique selling propositions and slogans Web performance tuning -- optimizing ways to use (X)HTML, CSS, and Ajax to increase speed, reduce your download footprint, and increase reliability Advanced tuning -- including client-side techniques such as on-demand content, progressive enhancement, and inline images to save HTTP requests. Plus server-side tips include improving parallelism, using cache control, browser sniffing, HTTP compression, and URL rewriting to remap links and preserve traffic Web metrics -- illustrating the

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Best metrics and tools to gather details about visitors and measure web conversion and success rates. Covering both search marketing metrics and web performance measures including Pathloss and waterfall graphs Website Optimization not only provides you with a strategy for success, it also offers specific techniques for you and your staff to follow. A profitable website needs to be well designed, current, highly responsive, and optimally persuasive if you're to attract prospects, convert them to buyers, and get them to come back for more. This book describes precisely what you need to accomplish to achieve all of those goals.

How do you turn website visitors into customers? Conversion Optimization offers practical advice on how to persuade visitors to make a buying decision -- without driving them away through data overload or tedious navigation. You'll learn how to use marketing principles, design, usability, and analytics on your site to increase your buyer-to-visitor ratio, whether you're involved with marketing or designing a large ecommerce site, or managing a modest online operation. Based on the authors' broad experience in helping businesses attract online customers, this book addresses every aspect of the process, from landing visitors to finalizing the sale. You'll learn several techniques for blending successful sales approaches with

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Under the particular needs of the people you want to attract. Are you ready to do what it takes to get a double-digit conversion rate? Explore case studies involving significant conversion rate improvements Walk through different stages of a sale and understand the value of each Understand your website visitors through persona creation Connect with potential customers and guide them toward a conversion Learn how to deal with FUDs -- customer fears, uncertainties, and doubts Examine the path that visitors take from landing page to checkout Test any change you make against your original design "The Web is unique in its ability to deliver this almost improbable win-win: You can increase revenue AND make your customers happy. Yet most websites stink. Worry not, Khalid and Ayat to the rescue! Buy this book to follow their practical advice on how to create high converting websites that your visitors love."--Avinash Kaushik, author of Web Analytics 2.0 and Web Analytics: An Hour A Day (both Sybex)

Attitude. Personality. Mindset. Spirit. Essence. Regardless of how you define your state of being, it is the basis for your existence and how you experience life. The Art of Being lays the foundation for your first impressions because if you get this part wrong not much else matters. All other efforts may be diminished or wasted. Your way of being sets the tone for how people relate to you, behave toward you,

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and engage with you. The more positively centered and grounded you are in your authentic being, the more people may be drawn to you. Becoming the person you want to be includes being your best, doing your best, and allowing your personality, passions, and purpose to shine through. This book is Book 1 of 8 from the Susan Young's mastery manual The Art of First Impressions for Positive Impact; 8 Ways to Shine Bright to Transform Relationship Results.

Attract, engage, and inspire your customers with an "Optimize and Socialize" content marketing strategy Optimize is designed to give readers a practical approach to integrating search and social media optimization with content marketing to boost relevance, visibility, and customer engagement. Companies, large and small, will benefit from the practical planning and creative content marketing tactics in this book that have been proven to increase online performance across marketing, public relations, and customer service. Learn to incorporate essential content optimization and social media engagement principles thereby increasing their ability to acquire and engage relevant customers online. Optimize provides insights from Lee Odden, one of the leading authorities on Content and Online Marketing. This book explains how to: Create a blueprint for integrated search, social media and content marketing strategy Determine which creative tactics

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will provide the best results for your company Implement search and social optimization holistically in the organization Measure the business value of optimized and socialized content marketing Develop guidelines, processes and training to scale online marketing success Optimize offers a tested approach for a customer-centric and adaptive online marketing strategy that incorporates the best of content, social media marketing, and search engine optimization tactics.

Organizations are constantly trying to figure out how to improve and do more with less, especially with today's budgetary pressures. We must not only find a way to improve our companies and countries, but we must find a way to optimize them. How do we get the biggest strategic bang for our budgetary buck? There is continuous pressure on corporate leaders and government officials to reduce waste, improve services and margins that provide a better overall value to its shareholders and citizens. Organizational Optimization is the new way to look at your organization, assess it's current health and optimize it's future potential. Its purpose is to strategically align the organization, optimize the execution of its strategy, and culturally set the stage for growth and prosperity. It can be applied to any type of organization whether an international conglomerate, a federal agency, a city, a professional sports team or an entrepreneurial

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Organization looking to optimize their true potential.

The only guide devoted exclusively to social media metrics Whether you are selling online, through a direct sales force, or via distribution channels, what customers are saying about you online is now more important than your advertising. Social media is no longer a curiosity on the horizon but a significant part of your marketing mix. While other books explain why social media is critical and how to go about participating, Social Media Metrics focuses on measuring the success of your social media marketing efforts. Success metrics in business are based on business goals where fame does not always equate to fortune. Read this book to determine: Why striving for more Twitter followers or Facebook friends than the competition is a failing strategy How to leverage the time and effort you invest in social media How to convince those who are afraid of new things that social media is a valuable business tool and not just a toy for the overly-wired Knowing what works and what doesn't is terrific, but only in a constant and unchanging world. Social Media Metrics is loaded with specific examples of specific metrics you can use to guide your social media marketing efforts as new means of communication.

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