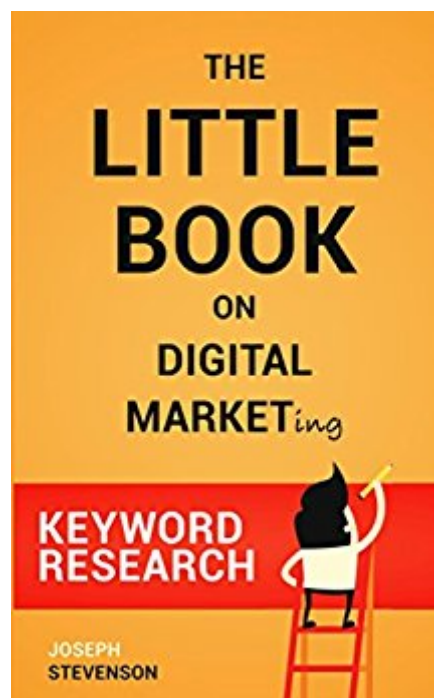


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# The Little Book On Digital Marketing SEO - Search Engine Optimization: Tips And Tricks For Keyword Research In SEO Or Search Engine Optimization



## Synopsis

The Little Book on Digital Marketing Keyword Research SEO book contains the most up-to-date examples of keyword research methods used in professional digital marketing and SEO agencies today. Written by an SEO expert, this book contains everything from long and short-tail keywords, exact match, keyword research, how to find keywords that have the most volume and least competition and more. Over 17 years of digital marketing experience contained in the pages.

## Book Information

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## Customer Reviews

You may think a book on "keyword search" might be boring. But Joseph Stevenson has managed to create one of the most engaging books on digital marketing and keyword search I've ever read. He has an easy style of writing that makes key concepts easy to understand for newbies as well as seasoned marketers. This is not a book exclusively for high-powered marketers and advertising pros hoping to get an edge over the competition. While "The Little Book on Digital Marketing" is a great asset for digital marketers and professionals it is just as useful as mom and pop shops and budding entrepreneurs hoping to take their business to the next level in digital. I highly recommend this book. Stevenson draws from his years of experience as an entrepreneur and business owner to

solidify market strategy and help readers conceptualize their own path to digital success. What is great about "The Little Book on Digital Marketing," is that it is a quick read that provides comprehensive digital marketing information, actionable ideas and real-life case studies that enables the reader to put what they have learned into practice. Even though this is a paid review, I really am glad I read this book! It is a gem for digital marketers, entrepreneurs, and businesses everywhere. You will not be disappointed. Great read.

Joseph Stevenson's "The Little Book on Digital Marketing" is an invaluable resource to anyone interested in online platforms and marketing themselves, their company, or their clients' companies. Stevenson outlines in each chapter the reason why it is important, while also giving case studies that provide application for the reader to see. He also ends each chapter with goals that are meant to help the reader learn from the concept. This organizational tool is very helpful when searching for specific topics within the book. Stevenson outlines the necessity of keyword research in the digital age, and offers advice on targeting whatever your intended audience may be. Laced with advice from various experts in the field, this book is jam-packed with useful information that is offered in palatable form. Stevenson also offers numerous citations at the end of each chapter, and a comprehensive chapter dedicated to resources at the end of the book, which are useful to further explore the concept of digital marketing and keyword searches. This book is a must-have for beginning, or continuing, to use the Internet for business. I highly recommend this book, and I look forward to Stevenson's next nine books in this ten book series!

It says it's a little book, however there is quite a lot of information packed in. The great part about it is that you can implement the strategies and ideas immediately into your business to see what works and what doesn't. Read each chapter, ask yourself if you're on the right track or if that strategy is worth it to your journey, and do the lessons. I absolutely loved the analogy about hunting vs. fishing, and it made me realize, as a freelancer and content marketer, that I have to think about how I want to approach things going forward. You will have to ask yourself whether you want to be a fisher or a hunter, and there are clear differences. There are many who mention keyword research and how it is important in generating revenue. What Joseph does that many others don't is share detailed specifics about keyword research, including long tail and short tail, while giving you a plan. He opened my eyes to the concept that long tail and short tail aren't that much different. There are plenty of other concepts worth checking out. Keep this book nearby if you are considering entering

the world of digital marketing. It is a great read and one to have for reference when you get started or if you are already going.

The Little Book on Digital Marketing is an essential read for all contract employees who rely on digital marketing of all kinds to establish and widen their customer base. The structure of each chapter makes the book an accessible to entrepreneurs of all sorts. I especially liked that each chapter contains a true case study related to the theory presented in that chapter, which helps the reader see the application in the works. At each turn, Stevenson provides actual room for each reader to ponder and record how each theory and case study relates to their own business and identify spots for improvement. I feel tremendously more attuned to the methods and keywords I use to home in on my own target customers. This book has given my greater power in recognizing my demographic through close introspection of my personal brand. Joseph Stevenson really succeeds in demonstrating how digital media and keyword searches means the difference between any business just surviving and outright thriving and I look forward to his future publications!

This book offers an excellent overview on keywords and keyword research, for the novice and professional alike. I work as a blogger, so this book provided me with thorough information as well as resources I was not previously aware of. It was very easy to read and flowed well, so it wasn't boring at all. It's very practical and the author makes the sometimes complicated principles very easy to understand. It's especially helpful for understanding how best to vet your keyword choices and understand things like keyword difficulty and how it's determined or keyword relevance. I found the chapters on short tail and long tail keywords especially helpful. I also liked the case studies and the exercises at the back; they really help you think about your business and how to apply the principles in the book. It's a very good resource for everyone from the SEO professional to the person simply wanting to attract more customers. Excellent investment!

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