

# [PDF] The Art Of SEO: Mastering Search Engine Optimization

Eric Enge, Stephan Spencer, Jessie Stricchiola - pdf download free book



## Books Details:

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- Discover tools to track results and measure success
- Examine the effects of Google's Panda and Penguin algorithms
- Consider opportunities in mobile, local, and vertical SEO
- Build a competent SEO team with defined roles
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