



SEO Prático: Seu site na primeira página das buscas (Portuguese Edition)

Adriano Almeida

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Quando foi a última vez que você fez uma busca no Google? Provavelmente há poucos minutos atrás. Hoje em dia, para que seu negócio apareça, tenha destaque e ganhe novos clientes, não é mais necessário apenas ter um site. É preciso fazê-lo aparecer bem nas buscas. Justamente para isso, você precisa entender de Search Engine Optimization.

Neste livro, Adriano Almeida ensina as principais técnicas de SEO, para que seu site tenha destaque nas buscas. Você vai aprender desde como fazer um processo de keyword research correto, até as otimizações on-page com melhorias no HTML, passando pelas otimizações off-page e técnicas de link building, além de aprender a configurar e usar diversas ferramentas úteis no dia a dia de qualquer administrador de um site. Este é um livro fundamental para qualquer profissional de internet moderno. De desenvolvedores a profissionais de marketing digital, se você busca resultados, deveria lê-lo.

Prefácio por Cléo Silva - @cleomorgause

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