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Google AdSense Quick Guide Michael Miller, 2012-03-12 With the new version of AdSense Google has changed virtually everything about the interface and added some new features The navigation structure has been completely overhauled as have the available types of ads Google has reorganized the former AdSense Channels into five basic types of ads Content Domains Feeds Mobile Content and Search In addition Google has tied in game and YouTube advertising into AdSense to make it easier to place ads in online games and YouTube videos Google also has made it easier and more prominent to enable ad blocking that is to keep certain types of ads or ads from certain advertisers from appearing on your website Google has also beefed up its AdSense reporting system increasing the types of reports available and adding a new Overview page that displays key information in a single snapshot While the new interface is a step forward for managing an AdSense account existing AdSense users may find it strange and confusing and have trouble finding out how to do what they re used to doing That s where this Quick Guide comes in Get up to speed quickly and easily Then get back to making money

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Where does a webmaster or online market manager go for advice and instruction on optimizing a business's website for higher search engine rankings? The few search engine optimization (SEO) books currently on the market are dated and do not cover the latest local, mobile, and social marketing techniques. *The Complete Idiot's Guide to Search Engine Optimization* is a comprehensive, up-to-date, easy-to-use guide for SEO. It starts with a general overview of how search engines and SEO work and then flows into specific techniques for basic website optimization. It addresses the analysis and ongoing maintenance of a site's optimization and finishes with a look at how search engine marketing fits within a company's overall online marketing plan. In *The Complete Idiot's Guide to Search Engine Optimization*, readers learn how search engines and SEO work, how to optimize your site's keywords, tags, and design, how to optimize the links to your site for local and mobile searches, and social media. How to apply the strategies to a blog and web videos for search engines. How to use third-party SEO tools. How search engine marketing fits within a company's overall online marketing plan.

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