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Descargar libro en línea PDF epub mobi Español SEO. Claves esenciales Aleyda Solis , Internet ha cambiado para siempre las relaciones entre instituciones, empresas y personas. A pesar del escenario de profunda crisis de los últimos años, los indicadores de actividad prosiguen imparables, una escalada cuyo punto culminante resulta difícil anticipar. Nunca antes las personas habían podido compartir tanta información ni generar tanto impacto. En este marco, los buscadores de Internet -con Google como protagonista casi absoluto- han adquirido un papel de referencia clave, usamos sus funcionalidades para un sinfín de tareas y consultas. Las empresas que disfrutaban de visibilidad para las búsquedas relacionadas con sus actividades, marcas, servicios o productos aprovechan este enorme potencial y obtienen una importante ventaja competitiva. Este libro es la guía ideal para quienes quieren aprender los fundamentos del SEO, las claves para planificar cualquier campaña de posicionamiento.

Aleyda Solis vuelca en esta obra toda su experiencia como consultora SEO internacional, la misma que le ha permitido estar incluida en la lista Forbes como una de las 10 especialistas de Marketing Digital a seguir en 2015.

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