



# The Blackbox Internet Marketing Bible: Online marketing and search engine optimisation

*Myke Black*

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**The Blackbox Internet Marketing Bible: Online marketing and search engine optimisation** Myke Black  
The Blackbox Internet Marketing bible is not just a book about search engine optimisation, but covers all aspects of online marketing including social media marketing, customer lifecycle marketing and ecommerce conversion rate optimisation.

This edition includes all the latest google updates until August 23rd 2015.

This book is aimed at online business owners and assumes little prior knowledge of online marketing, however some of the advanced topics in the book may be of interest to experienced SEO professionals.

Topics include:

- Search engine optimisation
- Three dimensional marketing
- Google Panda, Penguin, Pigeon and Hummingbird
- Black, white and grey hat SEO
- Negative SEO
- Google analytics
- Facebook marketing
- Twitter marketing
- Ecommerce marketing
- Conversion rate optimisation
- Amazon ecommerce
- Customer Lifecycle Marketing
- Evolution Marketing

The book is written in an easy-to-read informal style and industry specific words such as SERPs, SEM and PPC are all explained fully.

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