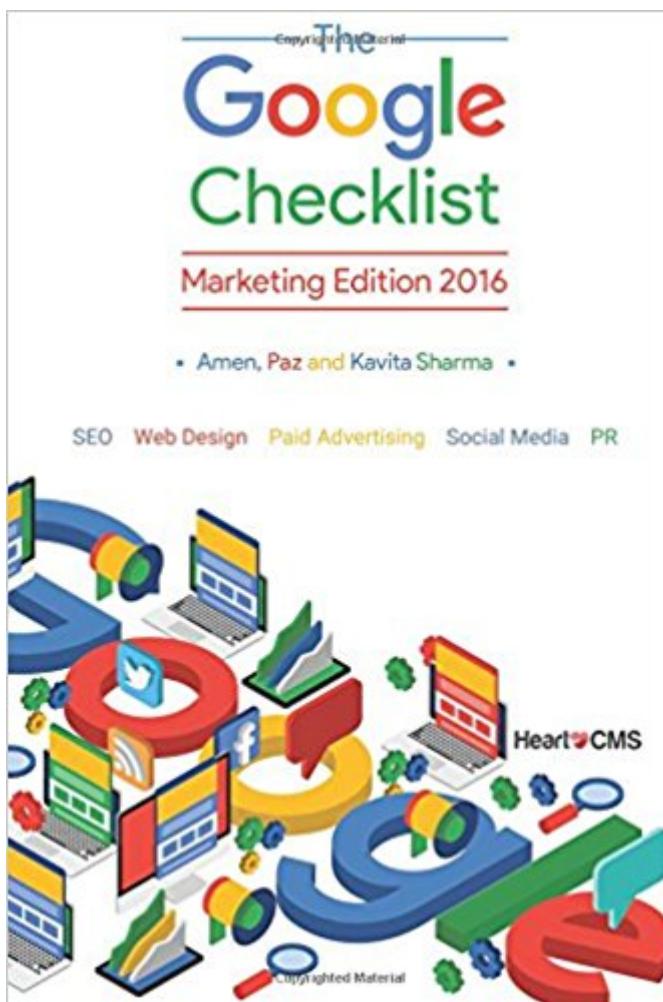


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# The Google Checklist: Marketing Edition 2016: SEO, Web Design, Paid Advertising, Social Media, PR.



## Synopsis

2017 UPDATES INCLUDED. January 10th 2017 Google mobile updates included. About *The Google Checklist*. The world of Internet Marketing is fast paced and ever evolving. The difference in the way users interact with your business online is dramatically changing. The good news is that whatever your business, more of your customers are online than ever before, and their familiarity with the Internet means an increase in purchases, contact form submissions and bookings made over the web are higher than ever. We here at HeartCMS spend all day, every day analysing, researching and achieving online marketing for businesses across the world in every possible industry. We have access to some great tools as Google Partners to understand what your users want from your website and our team of conversion specialists have the power to implement changes to get you that conversion rate you've been working hard for. This book is here to help you make the most out of your website and online marketing in 2016 and help take your business to the next level by attracting more customers and gaining more leads from your online marketing. You'll find case studies, best practice tips and plenty of recommendations guided by our extensive experience in every element of online marketing. We Cover Web Design (How to make your website Google and mobile friendly) SEO (on-site, off-site and SEO/PR search engine optimisation) Paid Advertising (Learn how to spend less and convert more on Google Adwords and Remarketing) Social Media Marketing (Facebook, Twitter, Instagram, LinkedIn, Snapchat, Pinterest and more) Mobile Apps About the Author Amen Sharma managing director of HeartCMS already has two bestselling books to his name, *The Google Checklist: Website Edition* and *101 Ways to Get More Customers from the Internet in 2014*. In his role as managing director at HeartCMS, Amen and a team of 40 help over 400 small to medium size businesses a year with online marketing, web site design & app development. With the HQ Based in Nottingham, UK, Amen & the team travel around the UK to support small-medium size business get the most from their website

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## Customer Reviews

Best content out there, not only for web but also for social media. Great book for web designers and online marketers. Definitely changed my exposure level online!

Nice advices for those not too deep in the digital marketing already. A nice reminder for the rest. :)

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