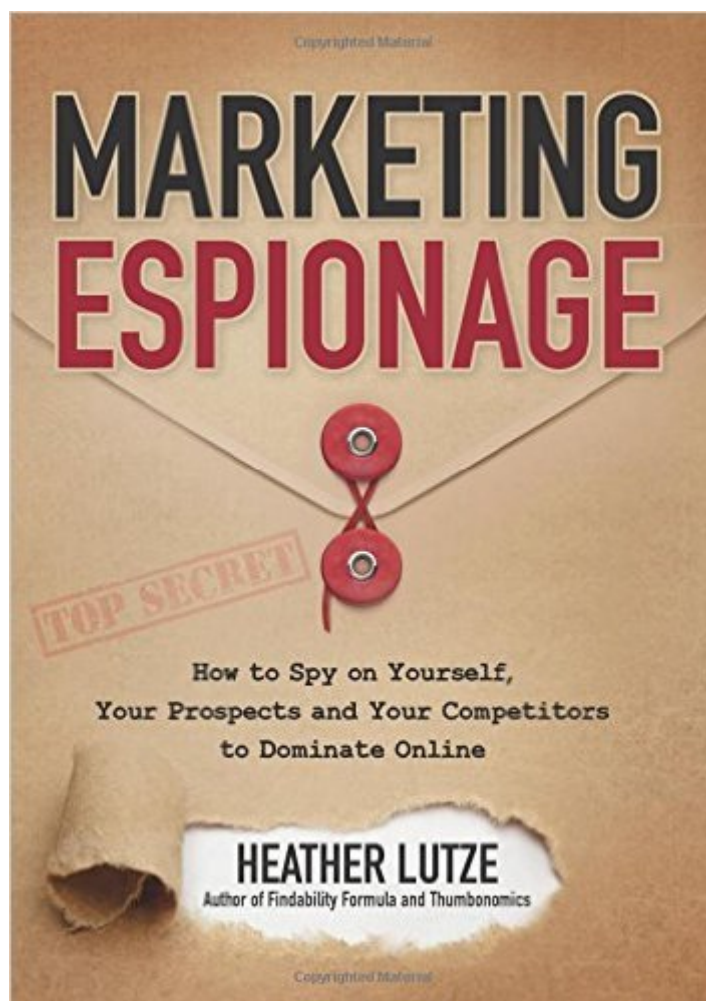


The book was found

Marketing Espionage: How To Spy On Yourself, Your Prospects And Your Competitors To Dominate Online



Synopsis

Marketing Espionage is essential to understand why your competitors enjoy web success and your own online efforts don't deliver. Leverage the marketing budgets of your competitors and reverse engineer that data to grow your business FAST and EASY! SPY On Yourself to Manage Your Online Brand Reputation SPY On Your Prospects to Create Content that Sells & Converts SPY on your Competitors to Leverage Their Marketing Efforts to Your Advantage Does Your Online Presence Make these Massive Mistakes? Beautiful design without Internet marketing don't attract the right visitors or convert them Egocentric marketing makes the business owner happy, but doesn't serve or attract prospects Out-dated digital brochure site doesn't engage visitors or provide information they need to buy now Accept this Internet Marketing Mission and Learn How to: Leverage multi-million dollar online marketing campaigns to your advantage Learn the Competitive Intelligence Tools of the online professionals to reverse engineer a marketing plan that beats the competitors with much higher budgets. Apply Marketing Espionage, a holistic approach with SEO, blogging and social media to dominate page one of search results Find and use the right keywords for your ideal prospects and customers Integrate videos, images and social media to boost and your site's Findability Build a new website or fix your current site to get found online and dominate your market

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Customer Reviews

I've been dabbling in SEO for a few years, but reading Marketing Espionage opened my eyes to

a new world of methods! Heather shares an arsenal of industry tools with simple explanations that make putting these professional tactics to work completely possible. Step-by-step, the author showed me what to do. Now as I write web content and blogs for my clients, I apply these methods to help them get found. I thank you and so do my clients! If you want to get found online organically and attract more leads, Marketing Espionage is a MUST read.

Heather Lutze normally speaks with C-Level Executives about how they can better utilize resources to gain the upper hand with their online presence. Marketing Espionage gives everyone the opportunity to gain search engine insight that is normally only shared with executives and techie types. Each chapter is filled with good examples and help for implementation. As someone who really isn't a big reader, I found the content to be informative, easy to understand and easy to read. Reading this book has helped me to see that most of the mystery surrounding SEO is the common sense of it all and not the code. If getting to the top of the search engine results is important to you, then this is a solid road map to get you there. **Marketing Espionage: How to Spy on Yourself, Your Prospects and Your Competitors to Dominate Online**

This is a terrific book for anyone who wants their business to rank in the search engines (and who wouldn't want that?). It's straightforward, gives enough background on how search works without getting bogged down in too much unnecessary detail, and offers specific steps the reader can take right away. The book also includes tools you can use to analyze your site and "spy" on the sites of others (and includes codes for free trials!). I also love that the book doesn't recommend "tricks" to try to game Google's algorithm - just solid research and content techniques for real, long term success. Whether you are new to SEI or have been around for a while, this book will help you rank on Google.

I love marketing but I cannot afford to waste time or resources doing things that don't work. Heather is a tech person (so she knows cool stuff) who created successful businesses by being a great marketing expert. In her latest book, Marketing Espionage, Heather gives us the tools she uses to discover market trends, customer needs, client challenges, and of course, how to prospect. For a business looking to take their marketing to the next level, Marketing Espionage is for you! Highly recommended!

This book will reveal a whole new perspective on Google. After reading this book a couple times

through, I feel like I have experienced search google and search engines on acid, or something to that extent. I feel like I at least understand now that we, companies, and individuals have some control of how we are perceived by Google, and that we can use this perception to our advantage. Heather outlines simple changes a person/ company can make to become more relevant and find-able online. With that being said, anybody who is considering dabbling into online marketing or even selling products online should consider reading this book and keeping it around for a reference.

When it comes to optimizing your website for Google you can spend a fortune with experts who don't have a clue and get no results, OR you can just read this book! I found this book easy-to-understand, practical for today's business owner, and packed with great insights to help you dominate online. Heather's no geek writing style explains complex, technical ideas in a way that anyone can comprehend and learn from. This book puts the power of Google directly into the hands of the business owner and gives the tools needed to maximize your presence. I thoroughly enjoyed this book and highly recommend it if you are looking to drive more search engine traffic to your website.

I read a lot of blogs on SEO and find the the topic quite challenging, even though I work in the field of content marketing. This book is written for business owners and marketers, not technical geeks. Heather takes a complex topic and simplifies it without dumbing it down. She helps the reader focus on the most important steps, and puts it all into layman's language so I can actually figure out what to do. We also hired her to consult with us as we optimized our site, and her help was immeasurably valuable to my business.

Another great business tool for anyone interesting in improving their online presence! I love that this book is written for the average business owner, not a website developer. Easy to understand and packed with activities I can implement daily. So many tools and helpful cheat sheets, this will get worn out for sure as I have already gone back through several of the pages again! A must have tool in any marketer's toolbox!

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