



# Vivere di web - Guida SEO e Web Marketing (Italian Edition)

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Vuoi realizzare un tuo progetto web? Scopri la guida per "Vivere di web". Dall'acquisto del dominio, alla realizzazione tecnica del progetto, sino all'ottimizzazione SEO e la promozione Web Marketing.

Se il tuo obiettivo e? vivere di web allora leggi quello che abbiamo da dirti; se il tuo scopo e? diventare ricco in pochi mesi... beh allora lascia perdere e prova a comprare un biglietto della lotteria. Internet, a dispetto di quello che si possa pensare dall'esterno, significa competenza, passione e soprattutto molto sudore. Per avere successo sul web dobbiamo prima di tutto riconoscere i nostri limiti e le nostre lacune; con grande umilta? dovremmo dunque studiare e approfondire proprio gli elementi che non conosciamo e/o che ci sono distanti, per attaccare e colmare i gap di cui sopra.

Quello che è raccolto nella Guida rappresenta dunque una summa degli elementi che abbiamo imparato e messo da parte negli ultimi anni. Il testo non ha la presunzione di essere considerato un manuale di riferimento assoluto, ne? tantomeno vuole essere un libro rivolto a super tecnici. Vuole descrivere un percorso che potrebbe aiutarti a realizzare una carriera, offrendoti gli strumenti necessari a fare un salto di qualita?.

Nelle pagine del nostro eBook troverete una serie di consigli e di guide concrete. La guida si compone dei seguenti capitoli:

- Scelta della nicchia
- Acquisto del dominio: dai una svolta al tuo progetto WEB
- Usabilità
- CMS: capire Joomla! e Wordpress non è mai stato così semplice
- HTML e CSS
- Mobile
- Contenuti
- Grafica
- Ottimizzazione SEO: impara l'ABC della SEO
- Link Building
- Algoritmi e penalizzazioni
- Strumenti per Web Master
- Web Marketing: impara ad analizzare le pagine del tuo sito!
- Social Network

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