



Suchmaschinenoptimierung mit Google Webmaster Tools (German Edition)

Stephan Czysch

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Die kostenlos von Google bereitgestellten Webmaster-Tools helfen Websiteinhabern dabei, ihre Webseiten zu konfigurieren, zu analysieren und zu optimieren. Sie bieten ihnen unter anderem Antworten auf die Fragen "Zu welchen Suchanfragen wird meine Website gefunden?", "Wer verlinkt auf meine Website?", "Wie viele Seiten meines Webauftritts werden von Google tatsächlich indiziert?" und "Welche Optimierung kann ich vornehmen?". Unverzichtbar sind die Tools u.a. für die Suchmaschinenoptimierung. Wer eine umfassende Anleitung zum Einsatz der Google Webmaster-Tools sucht, ist bei diesem Buch genau richtig. Mit einfachen Erklärungen und vielen praktischen Beispielen zeigt der Autor, wie man eine Website mit Hilfe der Tools optimiert. Stephan Czysch ist einer der Geschäftsführer der Berliner SEO-Agentur Trust Agents und weiß aus zahlreichen Kundenkontakten, welche Fragen und Bedürfnisse einen durchschnittlicher Webseitenbe-treiber umtreiben.

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