Fundamentals of National- and International Search Engine Optimization: E- Commerce oriented strategies

Matthias Wißotzki

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This book is about to elaborate the possibilities of national and international strategies of search engine optimization (SEO) and corresponding procedures. As a basis, different indicators of classification of the different search services are shown, as well as the design of generalized search engine architecture as underlying technical framework. This establishes the functional basis for various national- and international SEO planning models and the corresponding optimization measures. Individual SEO measures are derived from the search engine functionality and applied to the context of national and international strategies. Among the presented measures, recommended, problematic and improper procedures will be distinguished. In this context, new opportunities are taken into considerations that are connected with the term Web 2.0.

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