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**Wiley 1118167775**

# Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing

An Instructional Guide by Wiley

This manual provides a practical approach to integrating search, social media, and content marketing to enhance online presence and customer engagement.

## PRODUCT OVERVIEW

The book *Optimize* is designed to give readers a practical approach to integrating search and social media optimization with content marketing. Its primary goal is to boost relevance, visibility, and customer engagement for businesses of all sizes. It emphasizes practical planning and creative content marketing tactics proven to increase online performance across marketing, public relations, and customer service.

This guide will help you understand the core principles and actionable strategies presented in the book to effectively attract and engage your target audience online.

## KEY CONCEPTS AND FOUNDATIONAL UNDERSTANDING

Lee Odden, a recognized authority in search, social media, and content marketing, explains that the traditional notion of SEO professionals reverse-engineering Google's methods for ranking web pages with universal predictability is outdated. Success in getting found online now hinges on providing the best, most remarkable content.

The book introduces a roadmap that integrates the synergies of content, social media, and search engine optimization. Key areas covered include:

- Creating a blueprint for an integrated search, social media, and content marketing strategy.
- Identifying creative tactics that yield optimal results for your specific company.
- Implementing search and social optimization holistically within an organization.
- Measuring the business value derived from optimized and socialized content marketing efforts.
- Developing guidelines, processes, and training to scale online marketing success.

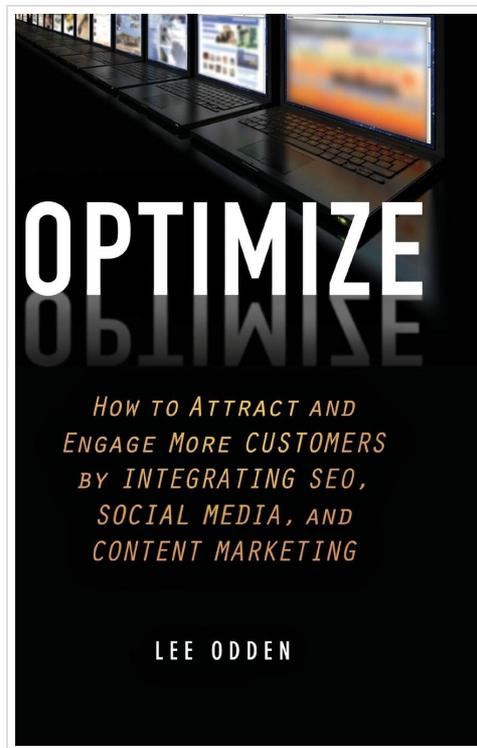


Image: The book cover for "Optimize" by Lee Odden, featuring the title and author over a background of laptops displaying various web content.

## IMPLEMENTATION STRATEGIES

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The book emphasizes that successful online presence is achieved by providing valuable content that naturally gets shared and linked to by other sites.

Strategies detailed include:

1. **Content Creation:** Focus on developing high-quality, relevant content that addresses the needs and interests of your target audience. This content should be designed to be inherently shareable and linkable.
2. **Search Engine Optimization (SEO):** Integrate SEO not as a standalone tactic, but as an intrinsic part of your content strategy. This means optimizing content for discoverability by search engines while prioritizing user experience and value.
3. **Social Media Engagement:** Leverage social media platforms to distribute your remarkable content, engage with your audience, and foster community. Social signals contribute to content visibility and authority.
4. **Integrated Approach:** The core message is to combine these elements seamlessly. Search, social, and content marketing are presented as interdependent components that work together to achieve optimal results, much like the components of a well-made sandwich.

## MEASURING AND ADAPTING

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A critical aspect of the "Optimize" methodology is the continuous measurement of results and adaptation of strategies. The book guides readers on how to:

- Track key performance indicators (KPIs) related to content performance, search rankings, social engagement, and ultimately, customer acquisition and retention.
- Analyze data to understand what content resonates most with your audience and what channels are most effective for distribution.
- Refine your content and distribution strategies based on performance insights to ensure ongoing relevance and effectiveness.
- Stay informed about changes in search engine algorithms and social media platform policies to maintain an adaptive online marketing strategy.

## SPECIFICATIONS

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## AUTHOR INFORMATION AND SUPPORT

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The author, **Lee Odden**, is a highly regarded authority in search, social media, and content marketing. With over fourteen years of experience, he has consulted with a wide range of companies, from startups to Fortune 500 enterprises, on how to effectively attract and engage customers through holistic online marketing approaches.

Lee Odden is also a contributor to ClickZ and serves as the editor of TopRankBlog.com, which has been recognized as a leading marketing blog by various industry publications. His expertise has been cited by reputable sources such as The Economist, Fortune magazine, and Forrester Research. He frequently speaks at international conferences, sharing insights on integrated SEO, social media, and content marketing topics.

For further insights and discussions related to the book's content, you may explore resources provided by the author or publisher.