



# Marketing Digital. Posicionamiento SEO, SEM y Redes Sociales (Spanish Edition)

*Miguel A. Arias*

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Las prácticas de SEO (Search Engine Optimization) y SEM (Search Engine Marketing) componen el conjunto de técnicas fundamentales para el desarrollo de cualquier ambiente online (web, portales, blogs, comunidades, etc) y estrategias de utilización de los motores de búsqueda como Google y Yahoo! con el objetivo de potencializar y mejorar el posicionamiento de una web en las páginas de resultados de búsqueda de los motores de búsqueda. La principal diferencia entre estas dos prácticas esta en el grado de control de la práctica por la empresa y en la inversión económica necesaria.

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