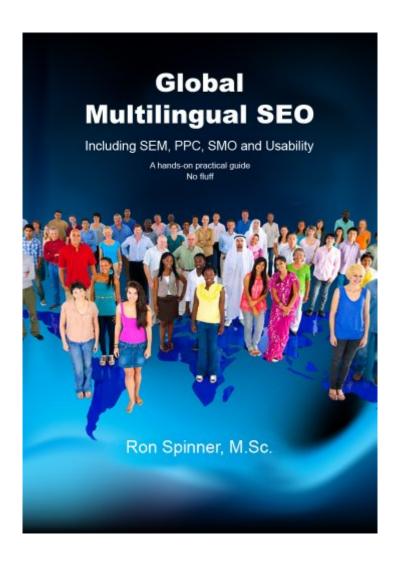
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# Global, Multilingual SEO Including SEM, PPC, SMO And Usability





## Synopsis

Global Internet Marketing made easier. Is global marketing part of your job? You will learn:  $\hat{a} \notin \text{Tips}$  for setting up multilingual, pay per click campaigns  $\hat{a} \notin \text{Search Engine}$  issues in different countries  $\hat{a} \notin \text{Website}$  architecture for different languages and regions  $\hat{a} \notin \text{Usability}$  tips for addressing different cultures  $\hat{a} \notin \text{How}$  to test new markets without committing major resources

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