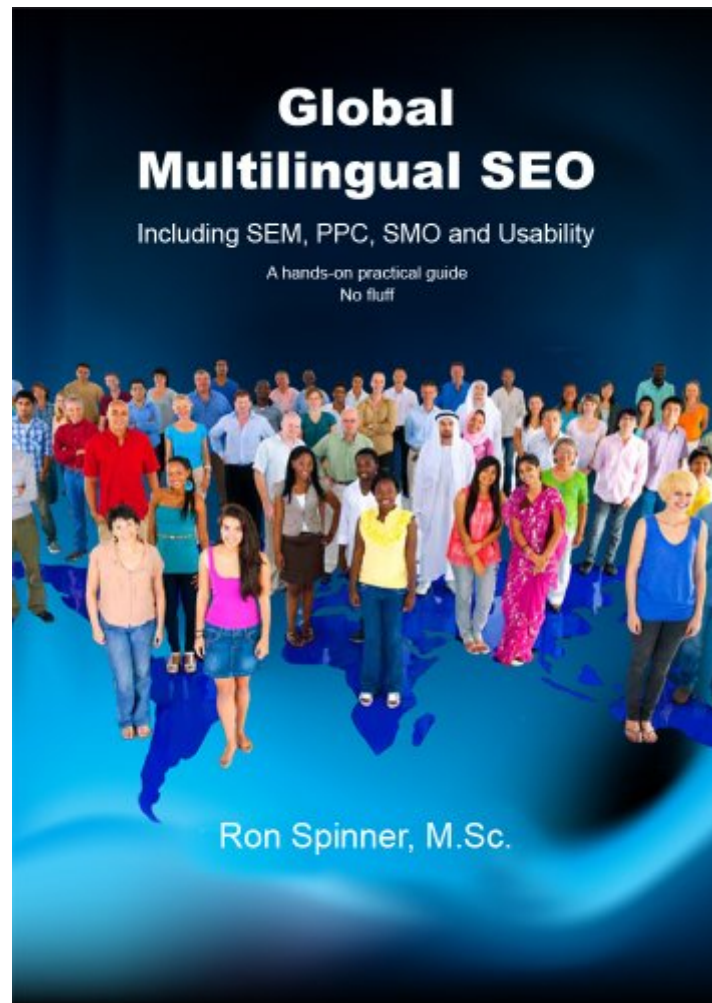


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# Global, Multilingual SEO Including SEM, PPC, SMO And Usability



## Synopsis

Global Internet Marketing made easier. Is global marketing part of your job? You will learn:

- Tips for setting up multilingual, pay per click campaigns
- Search Engine issues in different countries
- Website architecture for different languages and regions
- Usability tips for addressing different cultures
- How to test new markets without committing major resources

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