

Contents

<i>Foreword</i>	DANNY SULLIVAN	<i>xi</i>
<i>Preface</i>		<i>xiii</i>
1	How Search Has Changed Your Business	1
2	How to Use Search Data to Improve Your Business and Product Strategy	27
3	How We Search	63
4	Building Searcher Personas: Opening the Door to the Crowd of Customers You've Been Keeping Out	83
5	How Search Engines Work	111
6	Implementing an Effective Search Strategy	137
7	Working with Developers: How to Turn Business Strategy into Tech Speak	155
8	How to Cut through the Data and Get the Actionable Metrics You Need	171
9	Social Media and Search	185
10	What's Next?: Beyond Google and 10 Blue Links	207

<i>Notes</i>	219
<i>References</i>	231
<i>Index</i>	233