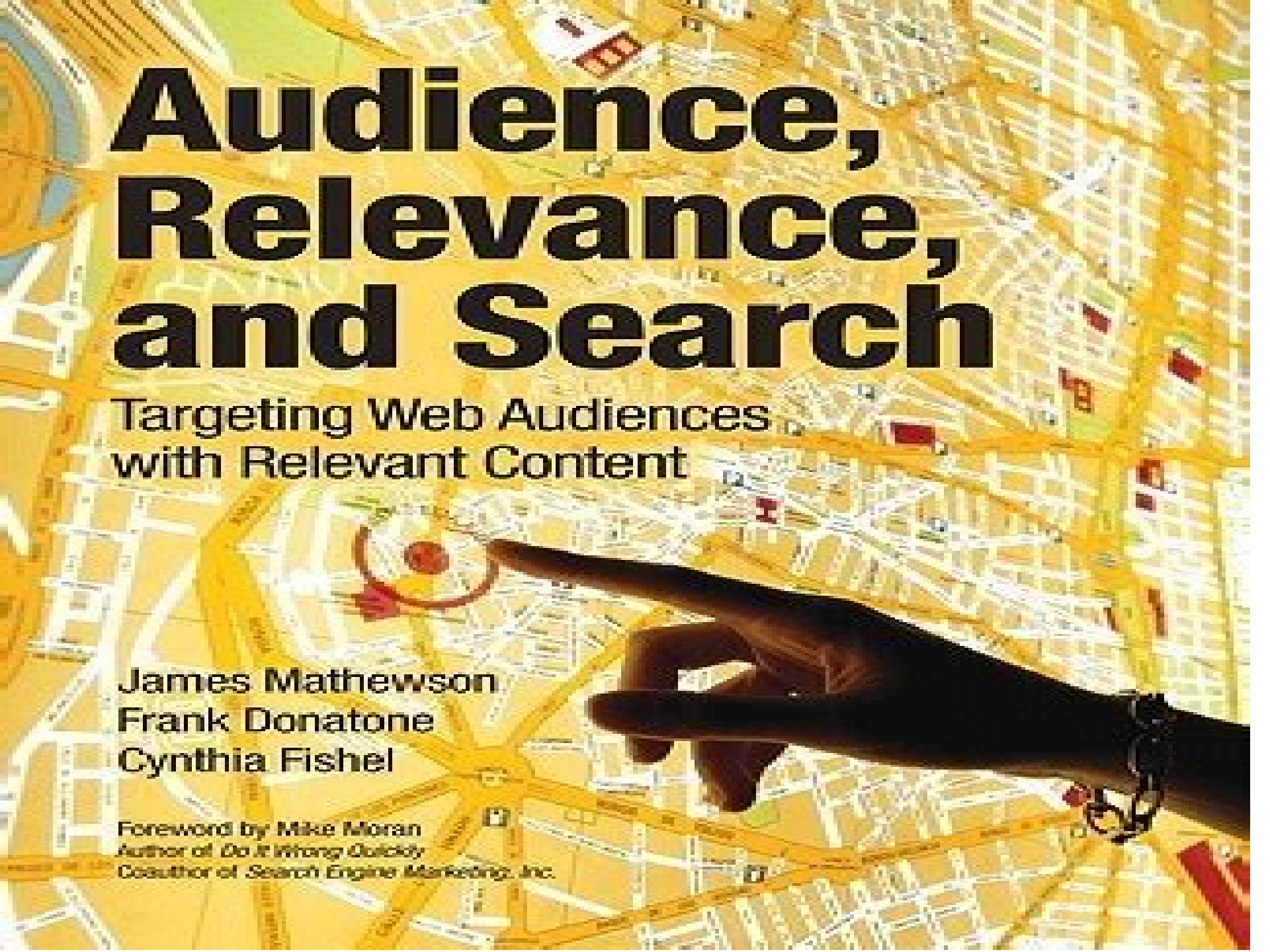


The background of the entire cover is a detailed, yellow-toned street map of a city, likely New York City, showing a dense grid of streets and some landmarks. A hand with dark skin enters from the bottom right, pointing its index finger towards a specific location on the map. This location is marked with a red circle and a red pin. The hand is wearing a black bracelet with small, round, metallic-looking charms.

Audience, Relevance, and Search

Targeting Web Audiences
with Relevant Content

James Mathewson
Frank Donatone
Cynthia Fishel

Foreword by Mike Moran
Author of *Do It Wrong Quickly*
Cocreator of *Search Engine Marketing, Inc.*

Audience Relevance And Search

Amitabh Verma



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