

Top Ranked: Promoting Your Small Business on the Internet



There are over 29 million small businesses in the United States alone! Many of these businesses struggle to market to customers, and don't necessarily have the same resources available to them as larger businesses. This book describes several ways to use the internet to promote your business, sell products and services, and reach new and existing customers. The methods in this book were all used by me as I developed my small business. They have resulted in consistently high search results, good web traffic, and strong marketing results from web-based promotion. Whether you run a product or service business, a nonprofit or a school any other type of business, the techniques in this book will increase your web traffic, your brand awareness and your business legitimacy to your customers. In the book we describe the basic steps for increasing web visibility, from building a web site, to blogging, social networking, and knowledge sharing. We cover the value of press releases, community networking and many more techniques to increase web visibility and customer contact. If you want some good, simple techniques for promoting your business on the internet, this book is for you!

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