

[PDF] 101 Ways To Promote Your Web Site: Filled With Proven Internet Marketing Tips, Tools, Techniques, And Resources To Increase Your Web Site Traffic

Susan Sweeney CA - pdf download free book



Books Details:

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Author: Susan Sweeney CA

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Description:

Review Incredible online marketing resource. Easy to read with invaluable and instantly applicable techniques. -- *Dick Greco, president, TheBigFNI.com*

Susan Sweeneys Internet marketing savvy is dynamite! We increased our hits immediately. -- *Harriet Reid, Cyber Design*

This is exactly the key information I needed for my Internet marketing campaign. Ask me if Im doing cartwheels. -- *Jeff Morris, LobsterDirect.com* --This text refers to an out of print or unavailable edition of this title.

From the Author The Author, Susan Sweeney (susan@connexnetwork.com) For the past several years I have consulted with many firms across the world on Internet related subjects, delivered many workshops, and spoken at many conferences on the topic of Internet Marketing. In my dealings I began to notice that the same questions continued to arise "Why don't people visit our site? I paid someone to design it so we could use it as a marketing tool". The truth is that, in most cases, the Web site designer has very little to do with the actual online marketing of your Web site. The Web site has to be designed to be search engine friendly, and this is something that has to be recognized by the Web designer. However, this is only a small portion of what must be done to receive a high volume of traffic to your site. In my workshop we cover all the different ways to increase traffic to a Web site. The response was always the same, "Susan, you should put all of this information in a book. It would be a great tool to have." I wrote this book so that people all over the world could learn about the vast opportunities for marketing online and to provide them with the tips, tools, and techniques that I have found valuable to increase traffic to a Web site.

Along with the purchase of the book by entrepreneurs and businesses, I found that many Web site designers were purchasing the book in bulk. Curious as to why, I investigated and found that Web site development companies were giving a copy of the book to their clients. Their clients automatically assume that the traffic would come as a result of having a Web site, and they expected the Web designers to make that happen. The Web site designers recognize that the book is a great tool, and by sharing the book with their clients it can help them to gain a clearer understanding of the many different things involved in increasing traffic to their Web sites. They have an appreciation for what has to be done and how time consuming it can be. They no longer expect that building Web site traffic is something that the Web developer will do for free, and if they are unable to dedicate the time to the promotion of the site, they are willing to outsource for these additional services.

I feel that this book is an excellent resource for all people who are serious about their online marketing. The book is also accompanied by a companion Web site that is continuously updated with the latest resources. To all my readers, I hope you enjoy the book and wish you lots of success with your online marketing. Review: This book provides a wealth of information for Web site promotion. The information in one chapter alone is worth its weight in gold. The format is accessible and the practical strategies are easy to immediately implement. At the end of each chapter, there is a list of free resources on the web that help you evaluate your Web site, as well as free services that submit your web site to a wider variety of search engines.

For a do-it-yourself step-by-step guide to getting your Web site out there with the global giants, 101 Ways to Promote Your Web Site is essential reading. It comes with a password for access to a 'members only' site. --This text refers to an out of print or unavailable edition of this title.

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