

Promote Your Small Business On The Internet - Use The Net To Get More Customers

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Promote Your Small Business on the Internet by John Williams Wish you could build your local business on the Internet? Subject: ABC's of Site Promotion How To Turn Your Small Business Into A Marketing Machine If you own a small business and are considering promoting that business on the Internet then read on. There is tremendous potential just waiting for you to tap into it and put the Internet to work building your small business. Thousands of businesses have already discovered the Internet and you can bet that some of them are your competitors. The problem is that most small local businesses just don't get it right. It's not that difficult if you know how. This Is The Perfect Time No kidding. If you aren't already using the Internet to promote your business you need to start NOW! Why? Because you can bet that your competitors are already there or pretty close! But, here's the difference. It's a good bet that they have set up a website without any knowledge about how to market online. And you better believe there is a "science" to getting it right! Just throwing up a website with a home made logo and a few skimpy lines of copy just isn't going to cut it. All you have to do is visit a few websites as if you were a potential customer and you will see what we mean. Things to consider: 1. A professional site will outsell a sloppy home made one, hands down. 2. It's easy for just about any small business to make a big impression in the local market by using the Internet, if you know how. 3. Just because you build it doesn't mean they will come! It doesn't matter whether you already have a website. Nor does it matter whether you are an accomplished marketer. Anyone with the desire to use the power of the Internet can become a savvy online marketer. Promoting your small business online can be as simple or as difficult as you choose to make it. None of this applies to you and your business, however. Again, why? Because you have the opportunity to access a terrific tool. What is it? It's called "Promote Your Small Business on the Internet." It's Easy to Get Started * You don't need any special education - You do it yourself with this new guide. * It doesn't require much time to get started - You can start preparing as soon as you've read the guide. * Cost is minimal - Once you've discovered what you need to get started you'll find it's not expensive. Again, it doesn't take a lot of expertise - Read the guide and you'll have all the knowledge you need to get

started. We let you in on all of the secrets and more inside "Promote Your Small Business on the Internet" and here is a peek inside: * Discover how to use search engines like Google to promote your business. * Learn all about keywords and why they are vitally important to your success. * Uncover the systems to check the results of your efforts. * Find out why it might be important for you to have a blog. And this is just the beginning. We also teach you about preparing a press release, choosing a target and much more. No Risk, 100 money Back Guarantee! Contents About the Author Introduction Do it Yourself or Pay Someone? Your Website Checking Your Internet Position Working with the Search Engines Are the Search Engines really Free? Finding and Using Keywords Choose Your Best Target Add Keywords to Your Pages Silly Keyword Tricks Checking your Results Easy Web Site Setup Free Web Page Editors File Transfer Program Free Archiving Programs: Free Graphic Editor Programs: Free Website Templates: Legal Issues Be Careful About Rights Privacy and Other Concerns Copyright Protect Your Own Material Why you Need an Autoresponder Press Releases from the Internet Formatting Your Press Release Dealing with the Media The Real Value of Press Releases Do you Need a Blog Using WordPress for your Blog The Easiest way to set up WordPress Blogging Tips Forums Thanks and Good Luck About The Author John Williams writes books to help people do things better. Everything he writes is based on his own experience and research. John's books, "Make Your Own Website" and "Power Up Your Website" were written to help people that were building a business that was based on the Internet. "Promote Your Small Business on The Internet" is for people who want to use the power of the Internet to promote their off line business more successfully. You can use the Internet to gain more customers for whatever services and products you are selling. It can also help you to reduce your overall advertising costs and improve the profile of yourself and your business in your local area. The methods and resources which John uses and explains in this book are low cost [some are free] but powerful and reliable. John says, "this book is written to help any small business users the power of the Internet for promotion and increased profits." P.S. Grab your copy tonight and start promoting tomorrow!

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