



101 Ways to Promote Your Web Site (101 Ways series)

Susan Sweeney CA CSP HoF

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With hundreds of proven tips, tools, and techniques, this freshly updated edition explains how to make the most of the latest Web 2.0 trends and techniques such as RSS, blogs, podcasting, and mobile marketing for online success. Entrepreneurs, corporate marketing managers, small business owners, consultants, webmasters, individuals, new media professionals, and website designers will find this guidebook invaluable for developing online strategies. A companion website provides up-to-the-minute internet marketing news and expanded information. From optimizing websites for search engines and incorporating dynamic public relations strategies to offline promotion and ensuring customer satisfaction, this handbook is unbeatable for helpful online promotional resources.

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