



Stake Your Claim: The Four Ways Your Business Must Win in the Wild West of the Web

By Ian J Garlic

Createspace, United States, 2015. Paperback. Book Condition: New. 216 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.The Absolute Essentials of Marketing Your Professional Business Online in a Fun Format Many professionals and business owners don't know where to start when it comes to internet marketing. Through misinformation, or an overwhelming amount of incorrect information, smart people (doctors, lawyers, entrepreneurs) just like you don't understand the fundamentals of internet marketing. You may have heard terms like SEO, SEM, and link building but have no idea what they mean to your business. Worse, you might have the incorrect definition and lay your marketing budget on false assumptions. Getting Found on Google is Different for Professionals You might have thought getting found on Google was as simple as putting up a website. You might have heard of SEO (Search Engine Optimization) but not have the foggiest of what it is, or how it works or even if you need it. Once you have an idea what it is, how do you learn what is important to you to get more appointments? Most SEO information out there is for online e-commerce, not for people looking to...



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