



The Small Business Website Checklist: A 51-Point Guide to Build Your Online Presence the Smart Way

By Nick Loper

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 160 pages. Dimensions: 9.0in. x 6.0in. x 0.4in. Why Your Business Needs a Website If you're doing business today online OR offline you need a website. It's that simple. Every day, Google completes more than 5 billion searches. Think some of those people, even just a tiny fraction, might be searching for what you sell. If you don't have a website, how will they ever find you? This book is about setting up your web presence the right way, or optimizing your existing website to reach more visitors. Ultimately it's about generating more traffic, more leads, and more sales and profit for your small business. Who is This Book For? This book is for small business owners who: -Have a website, but feel like it's not delivering the results it could. -Need a website, but aren't sure where to start or who to trust for advice. -Are confused and intimidated when dealing with technical problems or contracting with programmers. Have you been overpromised or oversold by web developers in the past? You're not alone. In fact, it happened to me. It seems like there's an entire...



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