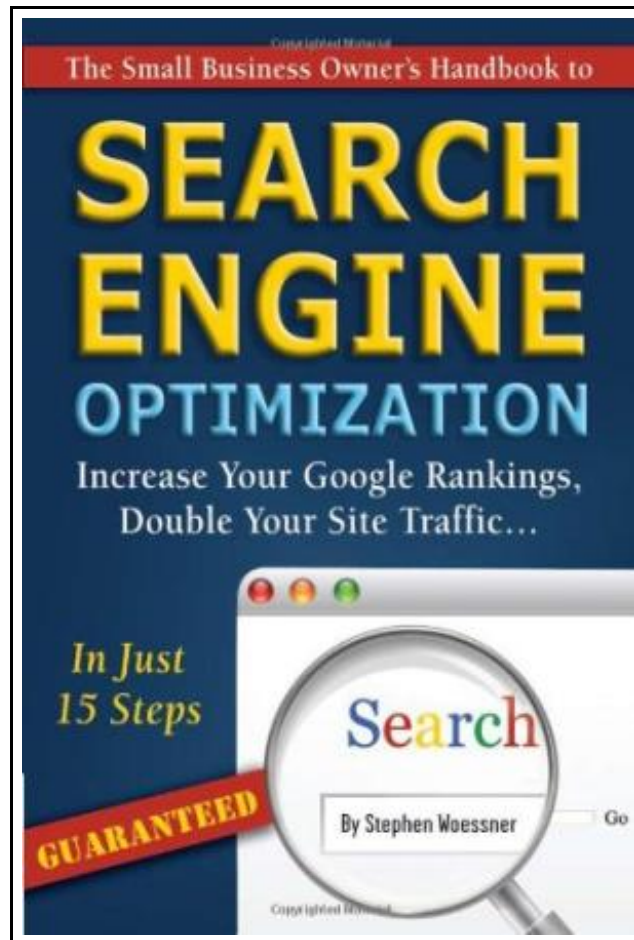# The Small Business Owner's Handbook to Search Engine Optimization: Increase Your Google Rankings, Double Your Site Traffic in Just 15 Steps - Guaranteed

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Reviews

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(Dr. Porter Mitchell)

THE SMALL BUSINESS OWNER'S HANDBOOK TO SEARCH ENGINE OPTIMIZATION: INCREASE YOUR GOOGLE RANKINGS, DOUBLE YOUR SITE TRAFFIC IN JUST 15 STEPS - GUARANTEED

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Atlantic Publishing Co. Paperback. Book Condition: new. BRAND NEW, The Small Business Owner's Handbook to Search Engine Optimization: Increase Your Google Rankings, Double Your Site Traffic in Just 15 Steps - Guaranteed, Stephen Woessner, This Handbook is ideal for small business owners who want to learn an efficient and effective process for dramatically improving their Web site s search engine rankings and doubling their site s monthly unique visitors. Guaranteed! Stephen Woessner, of the University of Wisconsin-La Crosse Small Business Development Center, is a search engine optimisation (SEO) expert. But more importantly, Woessner has owned four businesses and understands the significant time and cash constraints faced by business owners every day. Because of this, Woessner placed increasing efficiency and effectiveness at the core of the 15-steps allowing a business owner to maximise results in as little time as possible. A business owner does not need to know technical skills, like Web programming, to be successful at SEO. Instead, business owners will rely on their marketing skill and the ability to think like their customers and prospects, versus an ability to write HTML or other form of Web programming. Business owners will learn how to select keywords that are proven performers, blend the keywords into site content, boost site popularity, and more. Woessner explains with precision how business owners can use SEO to achieve measurable results. This practical and tactical guide includes a free SEO toolkit and other valuable resources that will help business owners increase the return on investment generated by their Web sites. Business owners will also receive a detailed blueprint with specific checklists to follow throughout the 15-step process. Lastly, this book can also serve as an excellent resource to business owners who are considering outsourcing their SEO work to a third-party. Developing a working knowledge of the...

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