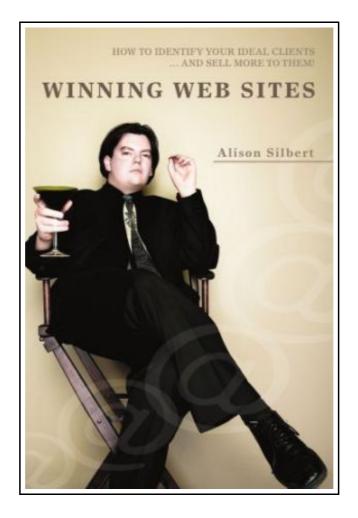
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Reviews

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(Zora Koch IV)

WINNING WEB SITES: HOW TO IDENTIFY YOUR IDEAL CLIENTS. AND SELL MORE TO THEM!



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iUniverse, United States, 2007. Paperback. Book Condition: New. 224 x 147 mm. Language: English . Brand New Book ****** Print on Demand ******. The simple yet profound concept illustrated in this book is invaluable to anyone who is trying to sell anything over the Internet. Learn how to identify your ideal client and convince them to buy from you not just once, but over and over again. This simple step-by-step website creation guide teaches you how to tailor your website towards the ideal customer you want to attract, so that rather than fishing for business, the customers come looking for you! Some of the key concepts illustrated: Identifying your ideal client Learning how to think like your ideal client Developing the website concept (creating the design and layout) Selecting text and images for maximum impact on your ideal client The relative merits of templates, content management systems or have your website professionally created Tips and tricks professionals use to get their website seen Search engine optimization secrets, and other publicity tricks Many of these techniques are skills that the professionals don t want you to know, so that they can charge you thousands of dollars for putting together a website. By understanding the concepts illustrated in this book, you can ensure that your website is always working for you, and nobody will be overcharging you to put it together. This guide can be used as a reference manual or step-by-step textbook.

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