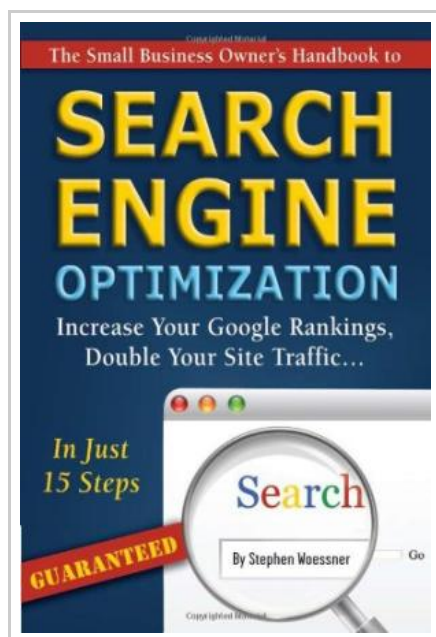




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The Small Business Owner's Handbook to Search Engine Optimization: Increase Your Google Rankings, Double Your Site Traffic in Just 15 Steps - Guaranteed

By Stephen Woessner

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,...



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