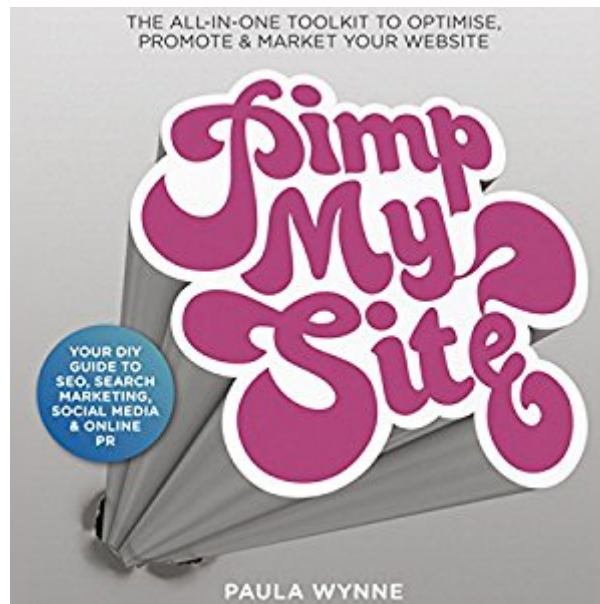


The book was found

Pimp My Site: Your DIY Guide To SEO, Search Marketing, Social Media And Online PR



Synopsis

A complete course in do-it-yourself digital marketing in 14 bite-sized lessons. The global recession has sent 10s of millions scrambling for alternative employment opportunities, and a great many of them have taken the leap into becoming their own bosses. As a result there is a crying need among small business start-ups, entrepreneurs, and independents working on a shoestring for expert guidance on marketing themselves and their businesses online. Pimp My Site fills that void: a complete, do-it-yourself toolkit structured as a 14-day course. Rather than fry listeners' circuits with a lot of jargon-heavy technical descriptions, Paula Wynne, a successful publicist, marketer, and award-winning online entrepreneur, takes a show-and-tell approach. Her step-by-step descriptions are concise and in plain English, making the coverage eminently digestible, even for complete novices. From keywords and YouTube to search marketing and optimization, Pimp My Site offers much for beginners and advanced users alike. Paula Wynne, a successful publicist, marketer, and award-winning online entrepreneur, is the best-selling author of *Create A Successful Website* and *Pimp My Site*. She is the founder of Remote Employment, an online job board dedicated to remote and home working, and recently launched iHubbub, a home business social network for start-ups, freelancers, authors, remote- and home-based workers to connect, network, and engage to support each other.

Book Information

Audible Audio Edition

Listening Length: 7 hours and 37 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: January 10, 2013

Whispersync for Voice: Ready

Language: English

ASIN: B00AZMZ1QG

Best Sellers Rank: #250 in Books > Business & Money > Marketing & Sales > Search Engine Optimization #512 in Books > Computers & Technology > Business Technology > Social Media for Business #565 in Books > Audible Audiobooks > Nonfiction > Computers

Customer Reviews

>>>... "Build it & they will come"!!!...>>> Remember, The only thing worse than a poorly designed

website is one your customers, clients, etc. can't even find in the first place!!!...>> "Pimp My Site:...Online PR", This DIY / Do-It-Yourself Customize Guide, contained in 14+ Day Learning Steps, 256+ Pages will assist YOU in marketing your website through search engine optimization (SEO), search marketing, social media, online PR & so much more!!!...Pimp My Site: The DIY Guide to SEO, Search Marketing, Social Media and Online PR>>>..."Pimp My Site:...Online PR", from Authority, Author, Thought & Team Leader, Paula Wynne, has included numerous & useful resources, templates, etc. that cover all that YOU will need to bring the world to your Web Site!!!...>>>..."Pimp My Site:...Online PR" opens with "MustRead" Contents listing, Acknowledgments, Foreword from renown Authority, Author, Thought & Team Leader, Karen Hanton, & Introduction sections, prior to your Day One Learning Step!!!...>>> Ready, Let's Learn & Use Digital Marketing to Pimp Your Web Site!!!...>>>...Day 01 - Digital Marketing.>>>...Day 02 & 03 - Keywords & Keyword Tools.>>>...Day 04 - SEO.>>>...Day 05 - Marketing Tools.>>>...Day 06 - Online Tools.>>>...Day 07 - Video Marketing.>>>...Day 08 - Social Networking>>>...Day 09 - Social Media Tools.>>>...Day 10 & 11 -PR & PR Tools.>>>...Day 12 & 13 -Email Marketing & Email Marketing Tools.>>>...Day 14 - The End of the Beginning.>>>..."Pimp My Site:...

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