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Getting More Visitors to Your Website in 90 Minutes

By Martin Bailey

Management Books 2000 Ltd, 2000. Paperback. Book Condition: new. BRAND NEW, Getting More Visitors to Your Website in 90 Minutes, Martin Bailey, This is another in the "In Ninety Minutes" series, which offers readers a comprehensive but easily readable and digestible text covering a specific topic in an hour and a half of study. How do you promote your website? If you build it, people won't necessarily come. Promotion is one of the most important tasks of today's marketing professionals. In 90 minutes, this book will show you how search engines rank your site against competitors and how you can tweak your web code to get one step ahead of them. Topics include the following: an overview of search engines and how they work; adding meta tags to your site; streamlining your HTML code - stripping out the dead wood; validating your HTML and CSS code; finding the right keywords and adding content of value; optimising your site for your chosen keywords; getting links to your site; tracking your effectiveness through web statistics; and, offline promotion. Having a website with no visitors is like having a high street shop with no one walking in through the door. By optimising the...



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