



## Turn Clicks Into Customers: Proven Marketing Techniques for Converting Online Traffic into Revenue (Paperback)

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By Duane Forrester

McGraw-Hill Education - Europe, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book. Turn online visitors into PAYING CUSTOMERS! You ve gone through all steps of developing a powerful business presence on the Web--but it s only the first step. Now, you have to make sure your visitors hit the Purchase button . . . before they start clicking through to your competitor s site. From Duane Forrester, a leading expert in Search Engine Optimization and the author of the popular How to Make Money With Your Blog, comes a highly practical guide for using all the online tools available for turning curious visitors into paying customers. Turn Clicks into Customers reveals proven techniques for not only standing out in a crowded marketplace but for reaching customers who are most eager to buy your products or services. Forrester explains what works and what doesn t for multiple online marketing strategies, including:E-mail Online searches Internet advertising Webinars Videos Social networking You ll learn best practices for each strategy at both a local and global level to reach more paying customers than ever before. Plus, you ll get interviews with global experts who reveal proven tactics they ve used...



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