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The Seven Pillars To Online Business Success

Ultimate Guide For Website Owners

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INTENDED AUDIENCE

Our intention in writing this book is to connect with people and businesses that want to improve their business website and enhance their online marketing success.

There are three types of website owners.

1. A business owner, who may be working from home, that has a website or needs a website.
2. An existing business with a storefront and/or employees that are producing and/or selling products/services.
3. A corporate or organizational website and/or intranet where there is specific staff dedicated to website development and/or marketing activities.

Someone who creates websites or performs website administration will benefit from this book. That benefit extends to people working on websites to establish and/or enhance the production of organic search results, along with how to sustain them. As well, anyone wanting to understand the mechanics of creating or improving their content marketing will benefit from this book.

This book does not cover going offshore to find or recruit staff for advanced website functionality. The Tools section of this book does provide information on third-party services that provide advanced functions, along with providers of services that are the nuts and bolts of every website.

On any website, there are always two types of outlooks: long-term and short-term. On a public website, the only aspect that happens quickly is editing website content and publishing it. The longer-term effect of content publishing is the search bot's interpretation, which can have a positive or negative impact on your organic search rankings. The information in this book will help you make better choices about content building.

Keep in mind that modifying your organic search results is not an overnight process. The techniques and methods in this book will definitely help you improve your search

ranking(s), which can be measured using analytics or simply by observing what listings on your business appear as you perform searches.

Success in online marketing is built on distributing superior, permanent media that brings about inbound links from decent websites with established domain authority.

This book provides detailed methods on how and where to publish content which you can customize to your level of effort and requirements.

You will learn more about optimizing the necessary media: verbiage, photos, videos, podcasts, and more. As you distribute your media in locations where your target audience interacts with it, you are better able to reach your target audience and refine the content you publish, which is always an evolving process. You will enhance your skills in the method of creating and disseminating your media on your website and in other public channels, which is generally referred to as content marketing.

LEARNING OBJECTIVES

This book contains techniques to enhance your recognition of how to achieve website success in terms of design, building, and publishing a small or large website, optimize specific content in your website to produce desirable organic search engine rankings, deploy techniques to engage website visitors, and apply standards in website compliance policies.

1. A better understanding of how to choose a website builder, including how website components are integrated into website architecture and how to compare the features and costs of those components when you website builder shopping.
2. Enhanced comprehension of SEO (search engine optimization) and how to apply specific methods in website content and architecture to improve SEO results.
3. Become familiar with online marketing methods to publish media that will advance your business's reputation.
4. Review of content marketing ideas, along with how to design, create, and apply a plan of development to sustain customized organic search rankings.
5. Discover tools and methods to fortify your skills in website administration, graphic creation, and content marketing.
6. Be better equipped by knowing the fees and costs to establish a website and hiring support for specific functions like website design, SEO, and various website components.
7. Discern the skills and proficiency required, along with costs, to build and sustain a website using a plan of development that includes ongoing marketing efforts.

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