Create Web Content That Sells! Wow Your Market with Writing Strategies, Search Engine Hints, and Graphic Tips That Work (Paperback)

By Renee E Kennedy, Kent Terry

Universal Publishers, United States, 2002. Paperback. Book Condition: New. 216 x 140 mm. Language: English Brand New Book ***** Print on Demand *****.Are you ready to build an effective Web site that sells? One that brings in serious prospects? Then Create Web Content That Sells! is for you. It s a tutorial about writing effectively for Web visitors, creating a useable site structure, getting a marketing mind-set, and choosing practical graphics for your Web site. Whether your site sells wrenches to left-handed mechanics, offers landscaping services, or strives to cultivate loyalty in the hearts of your existing customers, the basic tenet of great Web content is universal: speak to your audience. And Create Web Content That Sells! shows you how to get down and dirty, one-to-one, with your audience, through writing, structure, and graphics. Small business people need every edge they can get, so we designed our marketing section to fit this need. Plus, anyone involved in content development will find the writing section extremely valuable.

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Reviews

Basically no phrases to clarify. It really is rally fascinating throgh reading time. Once you begin to read the book, it is extremely difficult to leave it before concluding.
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This is an awesome publication which i have actually read. This is certainly for all who statte that there was not a well worth reading through. Its been designed in an extremely straightforward way and it is merely after i finished reading this ebook in which actually changed me, affect the way in my opinion.
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