Bricks to Clicks Small Business Owner Series Book 1

By Liam Scanlan

Paperback. Book Condition: New. Paperback. 115 pages. Every small business, sooner or later, decides it is time to use the Web to grow their business. Competitors are doing it, and are making headway. To help you take your business profitably to the Internet, Bricks to Clicks helps you ask the right questions, understand the challenges and risks, make the best choices around how to build your website, attract visitors, generate leads and set the course for your long term success and profit through your web presence. It all starts with asking the right questions. How much should I spend on my website What are my choices on how to build it Who can help me build it and support it How do I measure success at every stage How do I use Social Media (Facebook, Twitter, etc.) How do I turn visitors into quality sales leads When will my website start making money What is a Target Landing Page and how do I create an effective one How do I create an effective Blog, and what exactly is a Blog What is the primary purpose of a website for a small company How do I protect my investment Can...

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