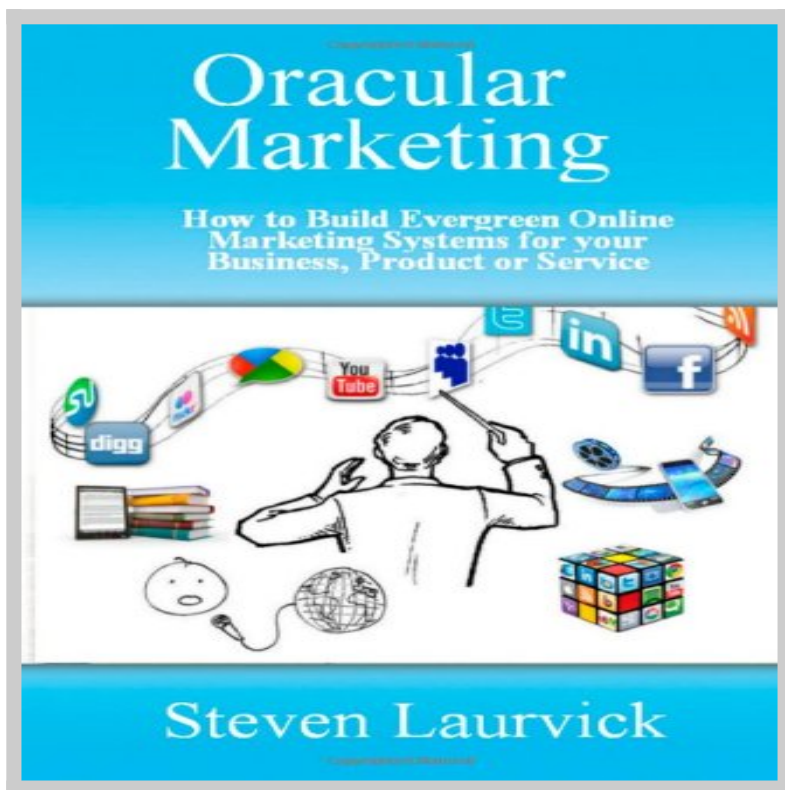


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In this book, Steve explains what it takes to harness the power of Google, how to create or give instructions to create a really effective website, and how to keep it simple (this is reason to buy the book on its own), but he then explains keywords and market research, the phenomenon of localized marketing, then how to incorporate the brilliance of social marketing using Facebook, LinkedIn, and Twitter. He doesn't stop there though, he then explains the power of using Online Directories and Online Reviews, and then explains how to automate your entire system and how to track the

returns. This book is a treasure trove and treasure map all in one. If you're serious about your business and online marketing, you'll be using this book as an instruction manual and resource guide - especially since it has a resources directory as a massive bonus!" -Cydney O'Sullivan, Best Selling Author of Social Marketing Superstars, Quantum Leap My Life, How to Be Wealthy Now