



## Blog, Podcast, Google, Sell: The Complete Guide to Making Online Profit

By Cresta Norris

Kogan Page Limited/Viva Books, 2012. Softcover. Book Condition: New. First edition. Anyone with access to a broadband connection can make money online, but how do you connect with your target audience, reach new customers and grow your businesses to make a comfortable profit? Blog, Podcast, Google, Sell combines all the latest tools and know-how to help make your online business more visible and more valuable. It provides guidance on the key steps in starting up, from setting up a website and choosing your domain name to using Google analytics and selling your business for millions. Covering all aspects of online trading, it will teach you how to: ? write engaging copy for your website ? use your blog as a marketing tool ? create and edit audio and visual podcasts ? manage your data ? set up advertisements using Google Adwords ? effectively research competitors online ? target customers who are ready to buy With real-life case studies highlighting the ingenious ways that people make money from the internet, it also includes vital information on how to protect yourself - and your reputation - online. Containing all the secrets of success, Blog, Podcast, Google, Sell is the ultimate guide for...



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