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Titolo	Pimp my site [[electronic resource] ] : the DIY guide to SEO, search marketing, social media and online PR // Paula Wynne
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Edizione	[1st edition]
Descrizione fisica	1 online resource (276 p.)
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Soggetti	Internet marketing Web sites - Abstracting and indexing
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Nota di contenuto	Pimp my Site; Contents; Acknowledgements; Foreword; Introduction; Day 1: Digital Marketing; Day 2: Keywords; Day 3: Keyword Tools; Day 4: SEO; Day 5: Marketing Tools; Day 6: Online Marketing; Day 7: Video Marketing; Day 8: Social Networking; Day 9: Social Media Tools; Day 10: PR; Day 11: PR Tools; Day 12: Email Marketing; Day 13: Email Marketing Tools; Day 14: The End of the Beginning; Jargon Buster; Useful Resources; About the Expert Panel; About Paula Wynne; More Praise for Pimp My Site; Index
Sommario/riassunto	A complete course in do-it-yourself digital marketing in 14 bite-sized lessons The global recession has sent tens of millions scrambling for alternative employment opportunities, and a great many of them have taken the leap into becoming their own bosses. As a result there is a crying need among small business startups, entrepreneurs, and independents working on a shoestring for expert guidance on marketing themselves and their businesses online. Pimp My Site fills that void. It is a complete, do-it-yourself toolkit structured as a fourteen-day course. Rather than fry readers'