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Internet Marketing with WordPress: Use the power of WordPress to target customers, increase traffic, and build your business

By David Mercer

Shroff Publishers/Packt, 2012. Softcover. Book Condition: New. 17 x 22 cm. What you will learn from this book Define the business objective that will become your blog's goal Identify your ideal customer Create excellent content that will fulfill their needs Drive customers to your blog How to convert your readers into customers How to constantly analyze and improve your success rate In Detail With over 60 million WordPress blogs in existence, how does your customer know which one to visit? And with so many companies out there, all clamoring for attention, how will visitors know whether to spend their money with you? The answers are in this book. Create a WordPress blog which will instantly capture your target audience, build your reputation, and turn visitors into paying customers. Following the program contained in this book, you will turn your blog into a customer magnet using the simplest techniques available, including SEO, social media, market analysis, targeted content and more. Gain an excellent understanding of the online marketing cycle through this practical step-by-step tutorial. Discover who your target market is. Learn what they want and how best to deliver it. Start generating more and more interest with less effort and ultimately meet...



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