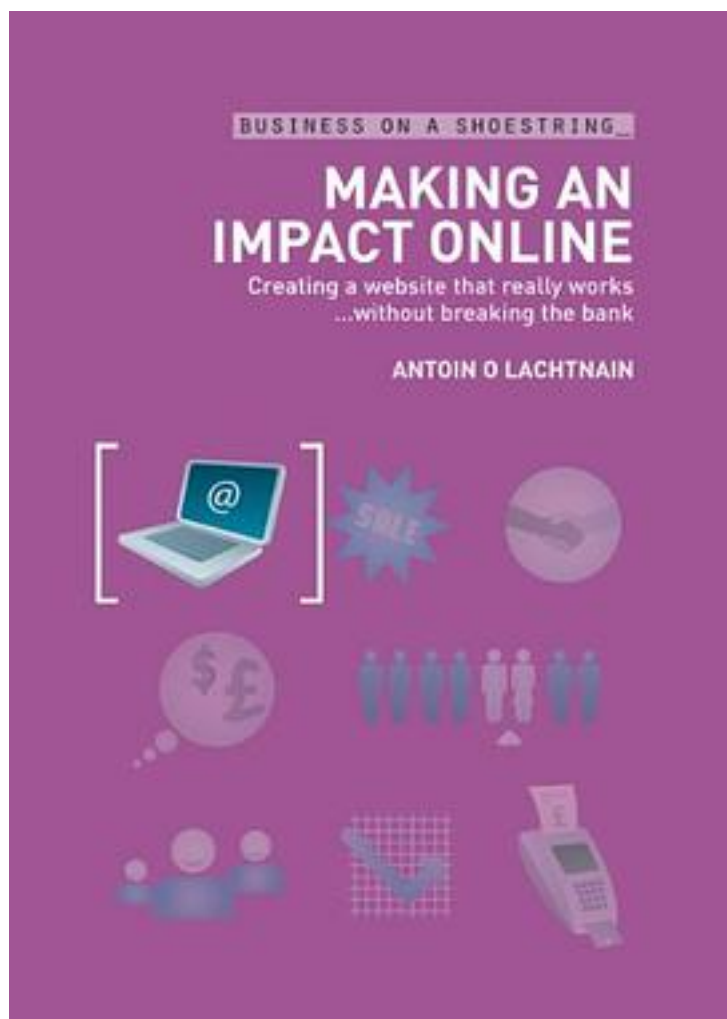


Making an Impact Online



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The Business on a Shoestring series helps small business owners grow their business

imaginatively, effectively and without spending a fortune. Aimed at entrepreneurs with plenty of vision and commitment but not a lot of cash, each book is packed with ideas that really work, real-life examples, step-by-step advice and sources of further information. Having an online presence is essential for most businesses these days. Don't think that a small budget means that you can't compete with larger organisations: if your site is well laid out and your content compelling, you can! This book shows the way, covering topics such as: Choosing the right domain name; Smartening up a basic website; Driving traffic to your website; Analysing web traffic; Affiliate marketing; Search engine listings/optimisation; Taking advantage of free (and safe!) software and training; Relationship networking; Tapping into new or growing trends: Web alerts, RSS, Voice over Internet Protocols, instant messaging, espotting 'a great little package' The Bookseller

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