



## Transform Your Business with Strategic Online Marketing: 7 Proven Online Solutions for Driving New Clients to Your Business (Paperback)

By Burke Walker

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Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Small Business Owners need to have the key intellectual tools, processes, and resources on top of good old-fashioned grit and drive. There are a few things businesses often have hanging over them from past marketing efforts that can penalize them according to current standards online. The search engines are very specific about what they like and don't like when it comes to directory listings and websites. Failure to comply with the current standards can have a dramatic negative impact on how often a business is shown in local searches. Google, Yahoo, Apple Bing are the places to start. Adding a SMARTsite and locking it to the listings gives you a fully compliant presence with the search engines. Now it's time to look beyond the search engines to get more traffic and exposure. There are hundreds of alternate directories for every type of business that maintain listings. Xurli was built on the idea that the tools for success should be made available to anyone willing to invest in themselves. Google, Bing, Yahoo each have their...

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