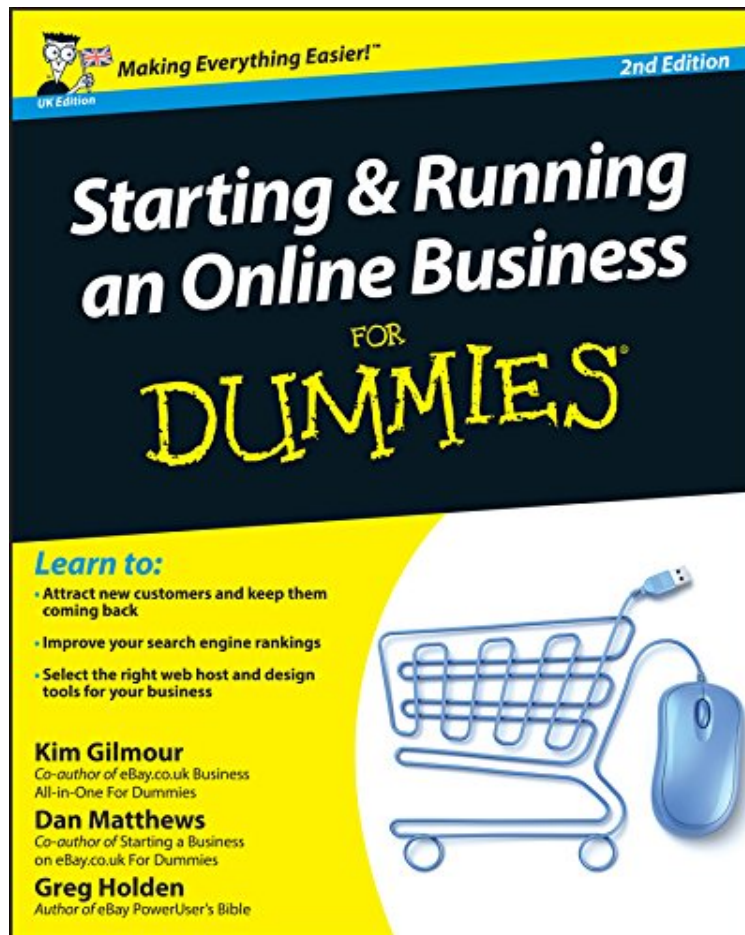


Starting and Running an Online Business For Dummies

Kim Gilmour, Dan Matthews, Greg Holden
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0 of 0 people found the following review helpful. OkBy FolamiPretty good for UK residents, but patrons from elsewhere might feel a bit unsupported by a lack of universal info.

The fast and easy way to start and run an online business Starting an online business is no longer a novelty. It's a fact of life for individuals and established companies alike. The good news is that e-commerce and the practice of selling goods and services through a Web site and is not only here to stay, but it's thriving. More good news is that the steps required to conduct commerce online are well within the reach of ordinary people, even if you have no business experience. All you need is a good idea, a bit of start-up cash, computer equipment, and a little help from the practical, hands-on information in Starting and Running an Online Business For Dummies. With strategies to help you identify your market, design your website, choose services, trade securely, boost sales, and stay ahead of the competition;

Starting and Running an Online Business For Dummies is just what you need to succeed. You'll discover how to open an online business in ten easy steps, how to select the right web host and design tools, why giving your e-business site structure and style is vital, techniques on attracting and keeping customers, and much more. Advice on how to get your business on the Web quickly and economically Completely revised and updated Includes the latest information on web hosting, search engine optimization, pay-per-click advertising, harnessing the power of social media marketing, and more Whether you're a budding entrepreneur or a small business owner looking to expand your business online, this up-to-date and easy-to-follow guide covers all the essentials you need to know to get on the Web quickly and economically, without all the technical jargon and hype bogging you down.

About the Author Kim Gilmour is a business and technology journalist specialising in web hosting, social media and promotion. She has written for Which? Computing magazine, Web User and Internet Magazine and is the author of Digital Photography for the Older Wiser. Dan Matthews is editorial director of Casis Media and co-author of Starting a Business on eBay.co.uk For Dummies. Greg Holden is the author of over 25 books including eBay PowerUser's Bible.