

The DragonSearch Online Marketing Manual: How to Maximize Your SEO, Blogging, and Social Media Presence: How to Maximize Your SEO, Blogging, and Social Media Presence

Ric Dragon

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Get noticed! Create a powerful online marketing platform that draws customers—and increases profits

There are few guarantees in business today, but here's one: If your message or product isn't easy to find online, you won't be in business very long.

Whether you own a small business or plan to launch a new product or service, getting your message out to the right people has to be one of your top priorities. One of today's top search marketing strategists, Ric Dragon offers all the tools and techniques you need to make an instant splash online. DragonSearch explains everything you need to know about:

- Search engine optimization (SEO)
- Pay per click
- · Social marketing
- Business planning
- Website development
- Reputation management

You can come up with an iPad equivalent of your industry and the slickest website to promote it, but it won't do you much good if your customer has to scroll and scroll . . . and scroll . . . to find it.

DragonSearch provides everything you need develop your online platform from scratch and manage it effectively to drive long-term success. Build it right, and they will come.



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Michael Rahn:

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