



Web 4.0 Marketing: The Black Book of Powerful Online Marketing Strategies & Tactics: Online Marketing Series, Book 2

R.L. Adams

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Learn powerful online marketing strategies & tactics for your business

Have you found yourself frustrated by the complexities involved with marketing your business on the web? Have you felt overwhelmed, lost, or even upset, at times, thinking about the difficulties woven into the fabric of online marketing? Does the mere thought of engaging in this highly technical field seem daunting to you?

If you answered yes to any of the above questions, don't worry, because you're not alone. The majority of small business owners suffer from a general lack of understanding when it comes to marketing on the web.

Although we might be experts in conducting online searches to find the information we're seeking, we have a hard time positioning our businesses for visibility on the same search engines.

Why is that?

Online marketing is a field replete with information, some of it good, some of it outdated, and some of it downright bad. What's more, due to the uncanny evolution of the web, things have been changing at an astounding rate. What used to work just a few short years ago might no longer work today.

Understand how to build authority, boost visibility, and grow sales.

In *Web 4.0 Marketing: The Black Book of Powerful Online Marketing Strategies & Tactics*, not only will you develop an understanding for the principles that govern online marketing, learn to build your site's authority, and boost its visibility, but you'll also learn how to harness this information to grow your online sales.

We all know that, by mastering the skill of online marketing, we can take our businesses to the next level. In the first quarter of 2014, 198 million US consumers bought something online, which translates to roughly 78% of the 15-and-over population. And that number is only rising with each passing year.

Without a true understanding of this knowledge, we'll simply be caught in the wind.

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