



Getting Hits: The Definitive Guide to Promoting Your Web Site

Don Sellers

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Just building a world-class web site doesn't mean people will come flocking through your door - web sites must be promoted to be successful. Getting Hits gives the lowdown on how to build up the hits on your web site - a guidebook to the entirely new processes of advertising and publicizing that comprise promotion on the web. Topics covered include: posting your site to a search engine; links that give the biggest hits; guerrilla marketing strategies; producing hits offline; creating your own web campaign; and keeping visitors coming back to your site.

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