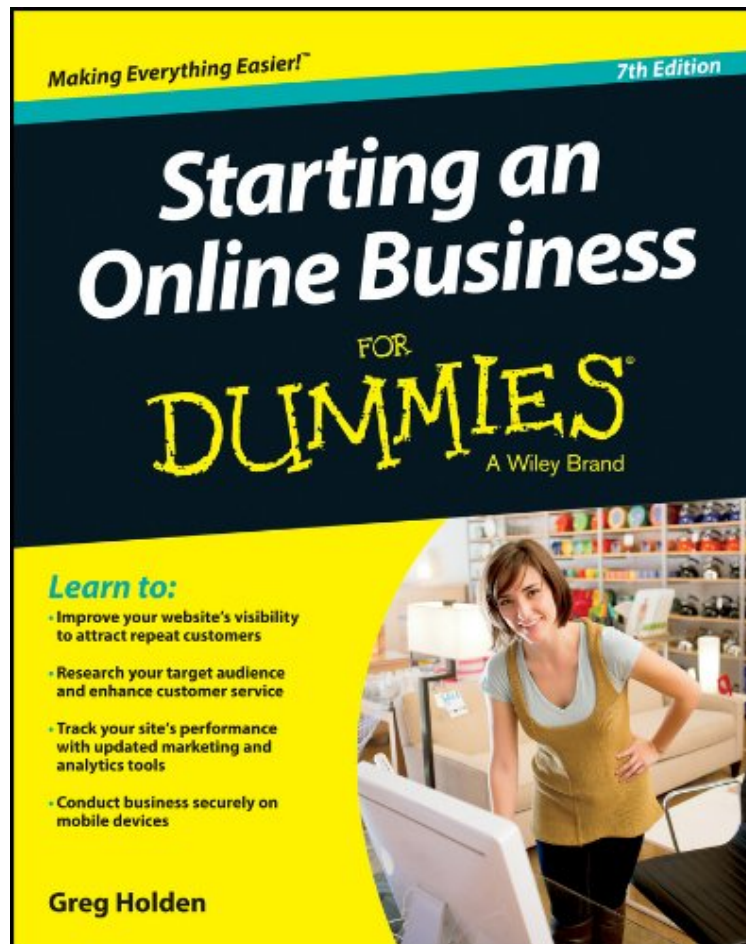


Starting an Online Business For Dummies

Greg Holden

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Greg Holden : Starting an Online Business For Dummies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Starting an Online Business For Dummies:

119 of 133 people found the following review helpful. Offers the Right Stuff to Get Online Noticed! By Jim Moran Starting an Online Business for Dummies offers readers the right stuff they need to get online, to get noticed, and to remain competitive in today's highly competitive online business world. Readers will pick up on a number of important business development concepts, Website design considerations, and marketing strategies. They will also learn that the Internet is a cost-effective way to let others know about the products and services they have to offer! Website design considerations featured in the book includes developing content, establishing a graphic identity, offering features like guestbooks and discussion groups, setting up sites to handle secure sales, providing various payment and shipping options, providing customer service, and becoming a resource for customers. Greg Holden points out that business people can attract prospective customers to their sites by offering important information, products, services, and features free of charge that will not only enhance the appearance and functionality of a Website but may also end up enhancing one's bottomline! When it comes to marketing, Holden provides realistic and easy to

use marketing strategies and advice developed to draw attention. Readers will learn about starting their own newsletters, using newsgroups and mailing lists, holding contests, establishing business partnerships, exchanging links, placing banner ads, and using meta tags to attract the attention of search engines! Other important online business considerations covered in the book includes Website security, legal matters, trademarks, copyrighting, taxes, and record keeping. Holden offers instruction and advice on these and other matters and directs his readers to Websites where they can find further information. A 32-page "yellow pages" Internet directory is included in the book to give readers a jump-start on finding good online resources! The CD that accompanies the book is loaded with the latest trialware editions of popular programs such as Paint Shop Pro, HotDog Pro, Norton Utilities 2000, Internet Explorer, Netscape Communicator, and the Adobe Acrobat Reader. A bunch of business programs are included as well to help businesses get up and running quickly! Starting an Online Business for Dummies offers readers an excellent introduction to the art and science of setting up an online business. Every major aspect of starting a business is covered in adequate detail to help someone get started. Get a copy of this book and experience the thrill of operating your own online business - it can be very rewarding for you!

6 of 6 people found the following review helpful. A well organized, practical, comprehensive and coherent "how to" presentation

By Carolyn M. Wickstrom

A well-organized, comprehensive and coherent "how to" presentation of what could be a daunting undertaking. Walks the reader through the complex maze of setting up, operating and maintaining a business website.

1 of 1 people found the following review helpful. ... just started to read this book and is very happy with the format of t he book

By RMJSI

have just started to read this book and is very happy with the format of the book. I had my doubts being a for dummies book, most of them have the cartoons and how they are layed out, I just lose interest after first chapter. This book is set up where you can read it from front to back or you can skip from chapter to chapter. I know I will learn what I need to get my online business setup and running.

Mind your business with this updated edition of the bestselling online business how-to guide Have a computer, an Internet connection, and a dream? Then, you're already on your way to starting your very own online business. This fun and friendly guide can help you turn your big idea into big bucks whether you're expanding your real-world storefront online or creating your own virtual startup. Starting an Online Business For Dummies, 7th Edition will show you how to identify a market need, choose a web hosting service, implement security and privacy measures, open up shop, and start promoting to the world. Covers the latest trends and techniques for online discoverability - from social media marketing to search engine rankings, online couponing to optimization for mobile devices, and beyond

Highlights business issues that are of particular concern to online entrepreneurs

Walks you through the best practices of successful online businesses, including customer service, marketing, analytics, and website optimization tools

Provides advice on choosing an e-commerce platform, protecting your domain name, securing trademarks, working with vendors and distributors, and keeping your customer's personal data safe

There's no time like now to start a new endeavor and no guide like Starting an Online Business For Dummies, 7th Edition to get your online business going.

From the Back Cover

Learn to: Improve your website's visibility to attract repeat customers

Research your target audience and enhance customer service

Track your site's performance with updated marketing and analytics tools

Conduct business securely on mobile devices

Get down to business! Here's what it takes to succeed in the world of e-commerce

Now's the perfect time to launch your online business, and this book is loaded with the information you need. From how to think like an entrepreneur to choosing a web host, designing a compelling website, taking advantage of social media marketing, and keeping your business legal, this updated guide will help you make your business dream a reality. The right mindset

mdash; learn how to think like a business person and plan for success

Tools of the trade

mdash; find out what software and hardware you need as well as how to choose a web host and domain name

Think mobile

mdash; expand your reach and engage your customers on the go with a mobile-friendly website

Spread the word

mdash; market your business with e-newsletters, discussion groups, mailing lists, and contests

Socialize

mdash; boost business visibility with Facebookreg;, Pinterestreg;, Twitterreg;, and other social networking sites

Optimize

mdash; improve both your catalog listings and your website so your business ranks highly with search engines

Beyond eBay

mdash; open new opportunities with online storefronts and specialty marketplaces

Legal stuff

mdash; protect your business identity, know and follow local regulations, and choose the right accounting method

Open the book and find: Ten essential steps for starting your business

Ways to make your website more customer-friendly

How to build loyalty with great customer service

Payment options to consider

Case studies that showcase business success

Cost-effective marketing strategies

Efficient ways to manage multiple storefronts

Services for mobile merchants

About the Author

Greg Holden founded Stylus Media, a company specializing in creating web pages for small businesses. He has written more than 30 books, many focused on online business and the skills and tools that small-business entrepreneurs need to expand their operations on the Internet.