



# Automation Domination: A Business Owner's Guide to Dominating Your Market Online

*Todd McPartlin*

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## **Automation Domination: A Business Owner's Guide to Dominating Your Market Online** Todd McPartlin

"Automation Domination: A Business Owner's Guide To Dominating Your Market Online" is more than a book, it is a guide to help you, a small business owner, develop and implement solutions for your online marketing. In this book you will discover: - How to position your website as the authority on the Internet - How to increase traffic to your website - How to increase conversions on your website - How to increase your bottom line by adding more value to your customers - Proven techniques to increase your visibility on the major search engines - Plus many more strategies to win the online game and dominant your competition

Automation Domination includes many bonuses throughout the book to help you develop your marketing strategy. Some of these bonuses include access to updated lists for the hottest directories, social media sites, social sharing sites and many detailed reports for even more information on the topics covered. Automation Domination will give you proven techniques to dominate your competition online. Using over 15 years of software engineering experience, Todd McPartlin, is able to simplify the misunderstood and sometimes overly complicated online marketing strategies. Although the focus of this book is on local marketing, the techniques outlined in this book will work with national businesses as well. Small business marketing is the lifeblood of your business. Creating a marketing plan is the first step to a successful online marketing campaign. This book provides you many marketing solutions for your small business. Topics covered: - Reputation Marketing - Creating Irresistible Offers - Creating websites that convert visitors into customers, clients or patients - The importance of content on your website and on the Internet - The Different Types of Online Traffic - Email Marketing - Building your list - why you need to and how to do it - Search Engine Optimization (SEO) - Pay-Per-Click (PPC) Traffic - Video Marketing - Social Media Marketing

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