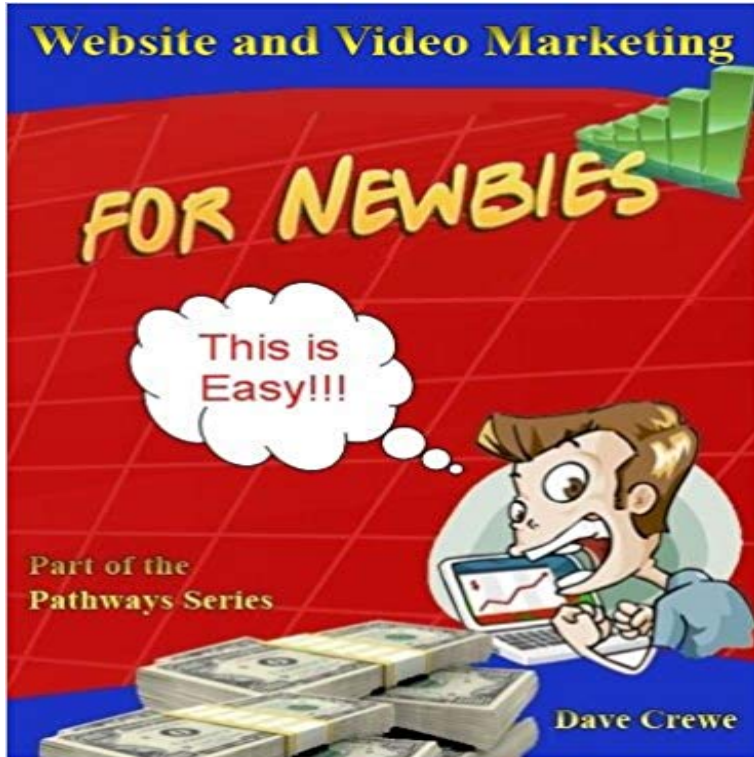


Website and Video Marketing for Newbies (Pathways Step by Step Guides to a Successful Online Business Book 13)



Web marketing is something you are already on board now. In addition to that we now should focus a bit on video marketing as well. Youtube video marketing is a fantastic and easy way to get started in online video marketing. You've put a lot of effort into creating your web programming step by step to build your Internet business. But website development tools are needed also more than just a good product and a good web design course. For you to see any web marketing fruit in the way of money you will need to use things like web analytics along with other important website development tools. It takes a web site that is optimized with good on page web design not only for search engine rankings, but for your human audience as well. This web programming course shows who will be navigating your site and making purchases. By using the tips presented in this web programming step by step, you can ensure that your customers will have a positive experience. Think about it; if you had a hard time ordering from an online shopping site, would you want to go back and try again? Of course not. Online businesses have a lot of competition. Why waste your valuable time on an awkward web site when you could simply take your business elsewhere? Something a lot of Internet Marketers especially newbies forget or do not know about is youtube video marketing traffic. Its HUGE! web video marketing and youtube video marketing now are actually quite fast and easy compared to traditional SEO. Youtube video marketing has become a main source of traffic since google owns Youtube and now Youtube is the 2nd largest search engine in the world ahead of Bing and Yahoo. This web video marketing guide will show you exactly how to upload and optimize your youtube videos to drive large amounts of targeted traffic--the fact is most people would rather watch a video than read. Web design is key

for your customer experience. Web marketing is great and it gets people to your website but what happens when they get there? They want to be able to order your product with a minimum amount of time and effort. It's your job to provide quality web development tools which give users a seamless shopping experience that they will want to repeat again and again. If you have a web site that crashes, freezes, or spits out error messages, you'll lose more than your professional credibility you'll lose your Internet Marketing business. It's crucial to make sure your site is error-free before it goes live. You can feel confident about your web site's performance by running through a checklist of items prior to your site's launch. Basic performance analysis will let you know how fast your site is and how much traffic it can tolerate at one time. Combining the best of all three worlds is the way you win - Web design, web development and Web video marketing.

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