



Turn Clicks Into Customers: Proven Marketing Techniques for Converting Online Traffic into Revenue

Duane Forrester

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Turn online visitors into paying customers!

You've gone through all steps of developing a powerful business presence on the Web—but it's only the first step. Now, you have to make sure your visitors hit the "Purchase" button . . . *before* they start clicking through to your competitor's site.

From Duane Forrester, a leading expert in Search Engine Optimization and the author of the popular *How to Make Money With Your Blog*, comes a highly practical guide for using all the online tools available for turning curious visitors into paying customers. *Turn Clicks into Customers* reveals proven techniques for not only standing out in a crowded marketplace but for reaching customers who are most eager to buy your products or services.

Forrester explains what works and what doesn't for multiple online marketing strategies, including:

- E-mail
- Online searches
- Internet advertising
- Webinars
- Videos
- Social networking

You'll learn best practices for each strategy at both a local and global level to reach more paying customers than ever before. Plus, you'll get interviews with global experts who reveal proven tactics they've used to successfully turn *Clicks into Customers*.

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