



Pimp My Site: The DIY Guide to SEO, Search Marketing, Social Media and Online PR

Paula Wynne

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A complete course in do-it-yourself digital marketing in 14 bite-sized lessons

The global recession has sent tens of millions scrambling for alternative employment opportunities, and a great many of them have taken the leap into becoming their own bosses. As a result there is a crying need among small business startups, entrepreneurs, and independents working on a shoestring for expert guidance on marketing themselves and their businesses online. *Pimp My Site* fills that void. It is a complete, do-it-yourself toolkit structured as a fourteen-day course. Rather than fry readers' circuits with a lot of jargon-heavy technical descriptions, Paula Wynne, a successful publicist, marketer and award-winning online entrepreneur, takes a show-and-tell approach. Her step-by-step descriptions are concise and in plain English, and each step is illustrated with vivid screenshots and illustrations, making the coverage eminently digestible, even for complete novices. From keywords and YouTube to search marketing and optimization, *Pimp My Site*, offers much for beginners and advanced users alike.

- Notable experts describe, in their own words, quick, easy techniques for driving traffic to your site and achieving online success
- An excellent do-it-yourself resource for complete beginners as well as experienced users looking to plug a few holes in their online marketing know-how
- Provides practical coverage of all important trends and technologies, including optimization, search marketing, social media, YouTube, keywords, email marketing, and more

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