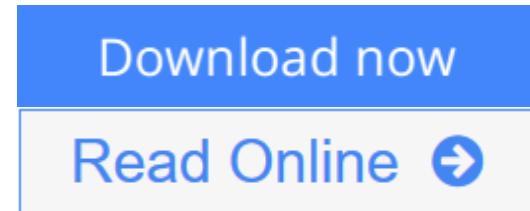


The Best Damn Web Marketing Checklist, Period!

By Stoney deGeyter



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So you want to build a website, or make your current site better? Where do you start? The Best Damn Web Marketing Checklist, Period! answers that question and more. It is a comprehensive digital marketing guide that will help any company build or improve their website so that it performs optimally for both search engines and visitors. These web marketing strategies will not only increase your website traffic but improve your entire web presence as well. The guide includes 36 checklists with more than 600 web marketing action points that deliver online success. The checklist covers web marketing strategies for areas including as design considerations, site architecture, conversion optimization, website optimization (SEO), website advertising (pay per click or PPC), content writing and social media strategy. These comprehensive lists cover all aspects of digital marketing, starting with buying the right domain all the way to web development, promotion and analytics. Get this incredible resource for your web marketing team today!

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Editorial Review

Review

Stoney's Web Marketing Checklist should be by the side of every web marketer regardless of their level of experience. If this doesn't save you lots of time and make you tons of money I don't know what will. If you haven't bought the book yet, what are you waiting for?

Jeffrey Eisenberg

Author of New York Times Bestsellers

Call to Action and Waiting for Your Cat to Bark

Checklists on steroids! Stoney's Best Damn Web Marketing Checklist, Period! is going to be attached to you from the first page and follow you around wherever you go until your online business dreams come true.

Kim Krause Berg

Usability and User Experience Analyst, Internet Marketing Ninjas;

Founder and Administrator, Cre8asiteforums

If you ever feel confused about today's complex marketing landscape, you're not alone. Even an experienced online publisher like me sometimes feels overwhelmed. The Best Damn Web Marketing Checklist, Period! cuts through the complexity and demystifies online marketing, breaking it down into achievable steps.

Anita Campbell

Founder, CEO and Publisher of Small Business Trends

OMG! Stoney's checklist just saved me from having to read at least 10 different web marketing books. Not only did he summarize the most important items to focus on, he tells you why. I don't have to take notes and I can just benchmark against his checklist. This is an invaluable time saver as well as informative on best practices that your website cannot live without if you want to compete online today.

Shirley Tan

Author of Ecom Hell and Ecommerce Consultant

It's a fast, easy way for online marketers of every discipline to make sure they're adhering to the best practices -- and learn some insider tips and tricks along the way. Stoney's created a master reference work that belongs on every web marketer's shelf!

David Szetela

Owner and CEO of FMB Media

With its easy-to-digest checklist style format, every online marketer worth their salt will want to not only own this book, but keep it handy when developing and implementing marketing campaigns.

David Wallace

Co-Founder and CEO of SearchRank

If you are on Page 2 of Google, you're essentially invisible. Stoney's book shows you step-by-step everything you need to do to ensure you dominate the search results and show up on Page 1.

Melonie Dodaro

Social Media Speaker and Author at Top Dog Social Media

This book will prove to be a must-have resource for marketers and web developers alike. It's the most comprehensive checklist I've seen to date. No site audit should be performed without it.

Annie Cushing

Blogger at Annielytics.com

This is one book that will have a permanent spot on my desk, as I'll always refer to it when performing SEO audits of websites.

Bill Hartzer

Senior SEO Strategist at Globe Runner

There is a checklist for everything web marketing in this book. And not just checklists, but nice explanations for each one. I know our company will use this, and I bet yours can too!

Arnie Kuenn

CEO of Vertical Measures and Author of Accelerate!

Filled with helpful checklists and actionable procedures, Stoney's book is an invaluable resource that ought to be required reading for anyone serious about web marketing.

Brett Tabke

Founder and CEO of Pubcon

About the Author

Speaker, teacher, husband, father, and web marketer! Stoney deGeyter is the president and fearless pit crew leader of Pole Position Marketing, a results-driven inbound marketing agency established in 1998. In addition to business training events, Stoney has been known to spin a yarn or two at nationwide conferences, such as PubCon, Search Engine Strategies (SES), Search Marketing Expo (SMX), Public Relations Society of America (PRSA), and International Association of Business Communicators (IABC). Stoney's articles about how to navigate the web marketing landscape have been published on Search Engine Land, Search Engine Journal and Visibility Magazine, and his self-proclaimed "witty" responses have been quoted in WSJ.com and Chief Content Officer Magazine. He also shares how to accelerate your web marketing efforts several e-books, including E-Marketing Performance: Effective Strategies For Building, Optimizing and Marketing Your Website Online; Keyword Research and Selection: The Definitive Guide to Gathering, Sorting and Organizing Your Keywords Into a High-Performance SEO Campaign; Destination Search Engine Marketing: SEO Without Compromise. Contact Stoney and the Pole Position Marketing pit crew at www.PolePositionMarketing.com or by phone at 866-685-3374 for web marketing strategy, to speak at your conference, seminar or workshop, and/or provide in-house training for your team.

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