

How to Start a Business

The Web

The Web

Setting Web Strategy



Common Web Types



- Listings
- Collateral
- Product store
- Info store
- Prospecting
- Web applications
- Millions of others

How to Start a Business

The Web

Common Web Types



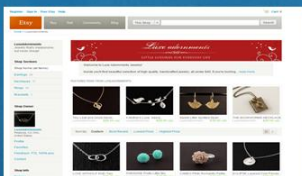
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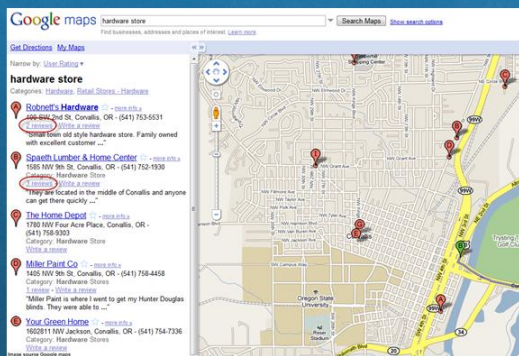
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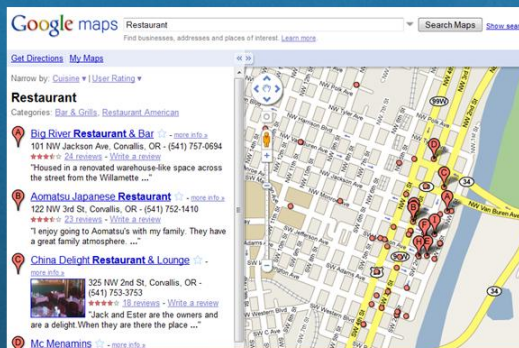


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If Nothing Else, Get Listed



Dealing With Reviews



How to Start a Business

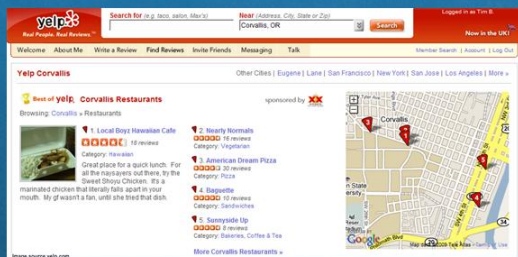
The Web

Dealing With Reviews



www.amazon.com

Reviews, and More Reviews



Simple Business Collateral



How to Start a Business

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Web Applications



Web 2.0 and Fremium



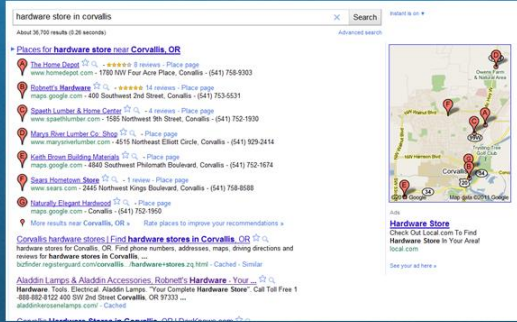
Social Media and Business



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The Web

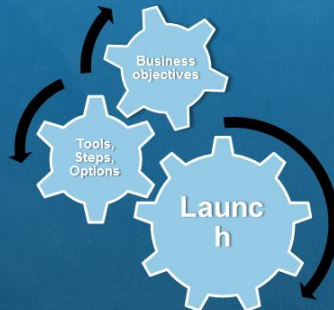
It's About Getting Found



Keeping Visitors at Your Site



Final Reminder: Business Goals



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The Web

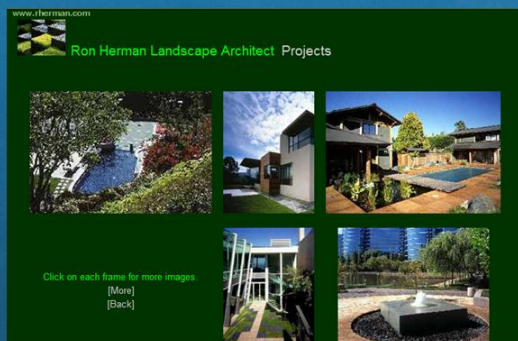
Common Web Types

Listings



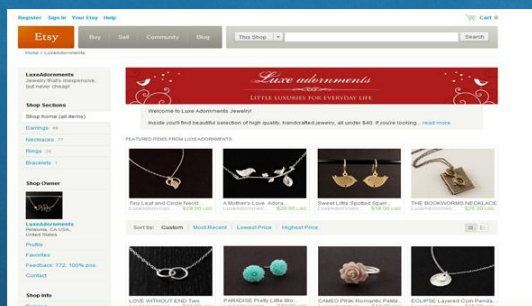
Common Web Types

Collateral



Common Web Types

Product store

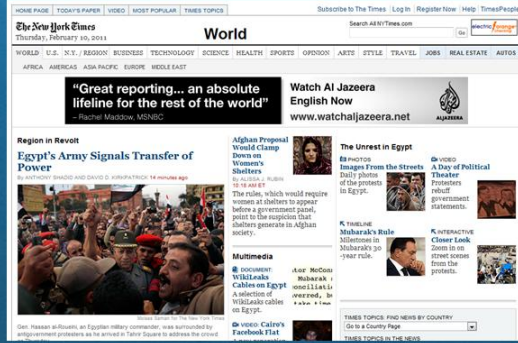


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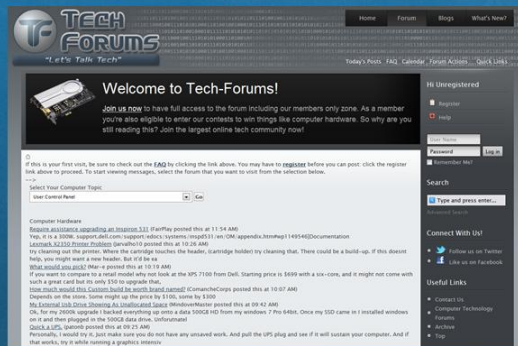
Common Web Types

Info store



Common Web Types

Prospecting



Common Web Types

Web applications