



Do the Web Write: Writing and Marketing Your Website (101 for Small Business Series)

Dan Furman

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The hardest part of having a successful website isn't building or coding it. The hardest part is knowing what to say, where to say it, and how to write it. Written in easy-to-understand language, Do the Web Write will show you how to write persuasively for the web, how to market your website effectively, and ultimately, how to succeed online.

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