



Million Dollar Website: Simple Steps to Help You Compete with the Big Boys - Even on a Small Business Budget

By Lori Culwell

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Million Dollar Website: Simple Steps to Help You Compete with the Big Boys - Even on a Small Business Budget By Lori Culwell

The only guide for the small business owner to create a revenue-enhancing website that lets them compete with the "big boys."

Award-winning website consultant Lori Culwell demonstrates how to create a website that will increase sales and generate repeat customers on a small business budget. Not just another "graphic design for the web" book, Culwell offers invaluable insider advice on what it takes to build a high-profile website, including dozens of guidelines to avoid the pitfalls of bad usability, with invaluable tips on:

- ? Enhancing brand awareness
- ? Creating graphic designs that keep customers engaged and not confused
- ? Writing web-savvy content
- ? Capitalizing on user feedback
- ? Making the most of search engine optimization
- ? Using blogs and social networking sites to increase traffic and get the word out

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Review

"Lori Culwell's insight has made Johnson & Johnson's discovernursing.com the award-winning website it is today. This book is an invaluable resource for anyone with a small business."

-Andrea Higham, Director of the Johnson & Johnson Campaign for Nursing's Future

About the Author

Lori Culwell has served as a content strategist and usability specialist for US Web/CKS. She is a consultant for Johnson & Johnson, where she helped create discovernursing.com, the #1 nursing website in the nation and for which she received the Big Apple Award for Excellence in Corporate Communications. She was also a member of the team that was awarded the Ron Brown Award for Corporate Leadership Award from the White House.

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