

# Start, Run & Grow Your Business

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## The Web

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## Setting Web Strategy



Images by iStockphoto via Fotolia

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## Common Web Types

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



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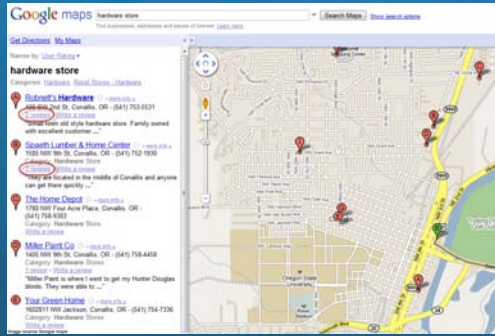
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# Start, Run & Grow Your Business

## If Nothing Else, Get Listed



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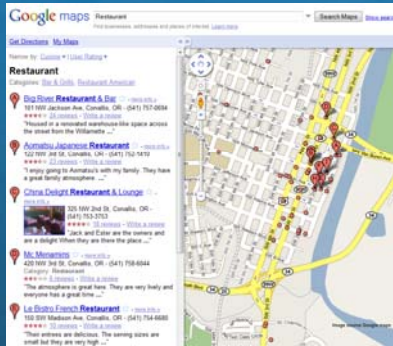
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## Dealing With Reviews



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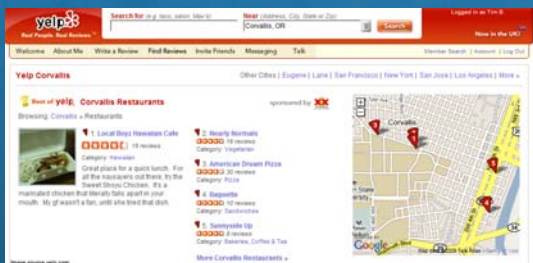
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## Reviews, and More Reviews



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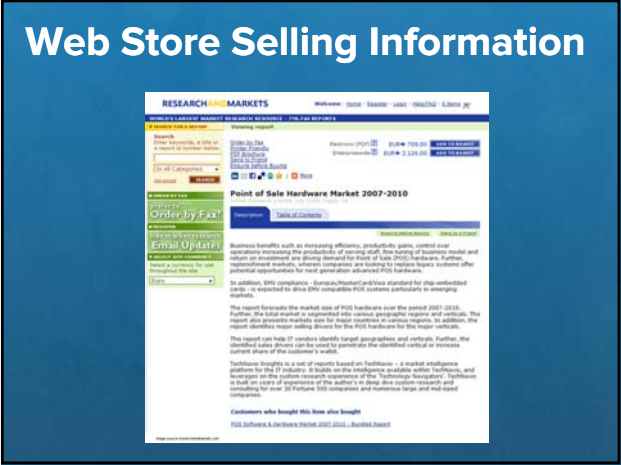
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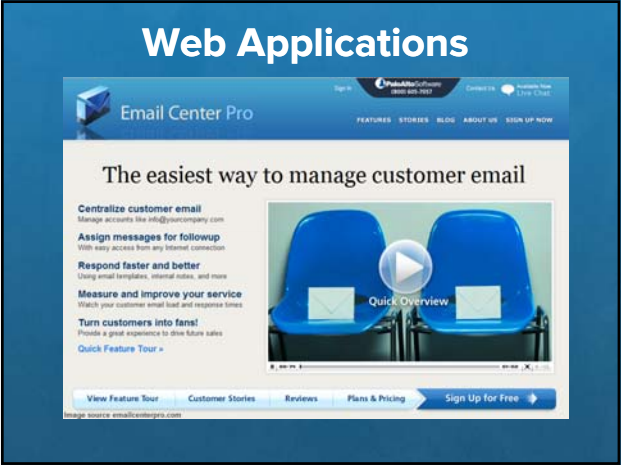
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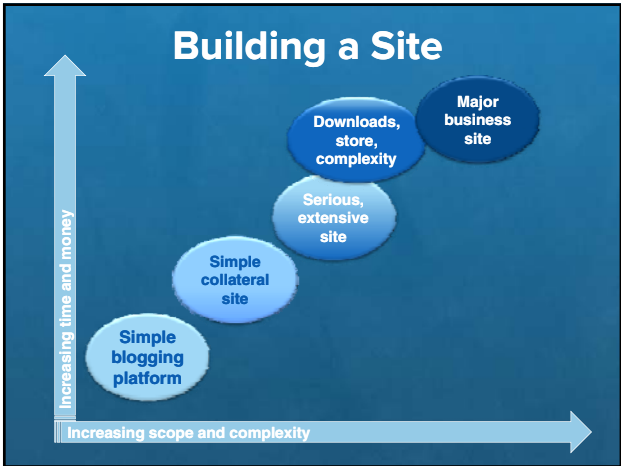
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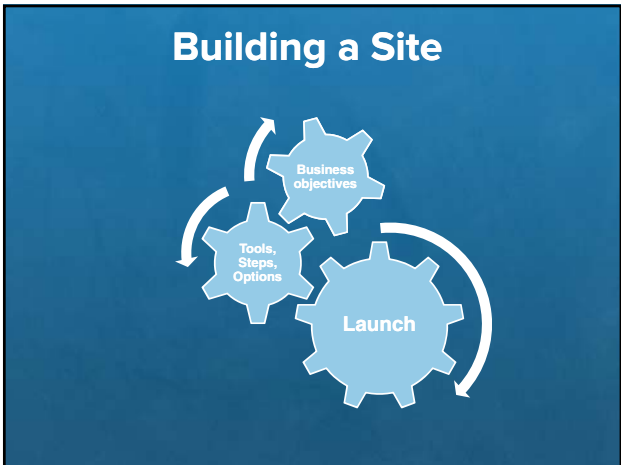
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# Start, Run & Grow Your Business

## Building Traffic



The image shows a screenshot of a Wikipedia article titled "Search engine optimization". The article text is partially visible, discussing the process of optimizing a website to increase its visibility in search engines. It mentions that SEO involves techniques like keyword research, on-page optimization, and link building. The article also notes that SEO is an ongoing process and that search engines frequently update their algorithms.

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## Keeping Visitors at Your Site



The image features a large, 3D-rendered red horseshoe magnet. The magnet is positioned to attract attention, symbolizing the goal of keeping visitors engaged and returning to the website.

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## Final Reminder: Business Goals



The diagram consists of three interlocking gears. The top gear is labeled "Business objectives", the bottom-left gear is labeled "Tools, Steps, Options", and the bottom-right gear is labeled "Launch". Arrows indicate a clockwise flow from the top gear to the bottom-left gear, then to the bottom-right gear, and finally back to the top gear, suggesting a continuous cycle of planning, execution, and review.

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