



Ecommerce Handbook: Boosting Your Profits with Ecommerce

By Greg Davis

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.eCommerce is the gateway to entrepreneurial success. First time entrepreneurs and long overdue brick and mortar businesses find an open field of new opportunities to drive significant revenue through their online store. Author, Greg Davis is an eCommerce and digital marketing veteran who has worked with thousands of merchants in SMB and enterprise level eCommerce organizations. He has marketed eCommerce stores, led product marketing teams for multichannel marketing solutions, and co-founded an eCommerce development firm. Greg has seen it all. In this book, Greg answers the most common questions he hears from clients, and friends; how do you get started in eCommerce? This book is written as an instruction tool to teach you the things you need to know to launch your first eCommerce store: What s a platform and which ones should I use? How do I market my eCommerce store? How do I overcome my fear of technology? What is SEO and how do I use it? How do I create my website? Those answers and more all are here, packed tightly in an easy to...



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