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Gerry McGovern. Killer Web Content: Make the Sale, Deliver the Service,. Build the Brand. Publisher: A&C Black Trade; 1 edition (November 27

Stop writing project proposals – smashing magazine

Selling a project without making the details clear is asking for scope creep, It was a definite win, and one that a project proposal couldn't have delivered. . A project evaluation functions like the blueprints for a new office building. Small to mid-sized Web design projects typically fall into this category.

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Make the Sale, Deliver the Service, Build the Brand maximising value from Web content. He has been Gerry has published four books on Web content.

A template for killer website content - content marketing institute

As with most media, a great headline or page title can make or break a page. But specific to web content, it's important to remember the SEO

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A small percentage of Web content really makes a difference. It makes the sale, delivers the service, and builds the brand. This is the killer Web

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Dictionary - american marketing association

The number of sales calls per time period made on a particular customer. . Payment before receipt or delivery of goods or services. category killer .. in decision making; they are usually the products or brands considered for purchase. and often it is used as a method of managing web sites and web content.

Copywriting formulas (don't write from scratch!) - copy hackers

Copywriting formulas make it dead-simple to write anything. they do}; {Service name} is a {service category} that {amazing outcome for end users or AIU; Device + Keyword + Persona + Brand; The Wordstream Ad Copy Formula; The A web page in general; A long-form sales page; A video sales letter (VSL); An email

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I've seen that customer focus is the essence of the web economy. Content makes the sale, delivers the service and builds the brand. of content that the customer wants—that will help make the sale, deliver the service, and build the brand. The job of a web manager is to identify the killer web content.

How to write a killer “about us” page & convert visitors into customers

Use your About Us page to tell your website visitors what makes you unique The prospective customer would talk with a sales person or business owner to Much of today's business is transacted over the web and without an Be sincere and personal as you tell the story of your brand. .. Design by Build Useful Web.

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Skim milk powdered, 24 g (will make 250 mL of milk), 103. Soy beverage, fortified with vitamin D, 250 mL (1 cup), 88. Yogurt (plain, fruit bottom),

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We opened the digital doors of our shaving brand, Harry's, in March of 2013. In the Thus, we focused on building a campaign that helped people to We saw prelaunch as a way to make people feel special. . Price – Are they in-line with the market across all their services (not just .. This was killer Tim!

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Written by an internationally acclaimed specialist in managing Web content, the book provides the strategies and practical techniques you need to get the very

Hardcorero - índice

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