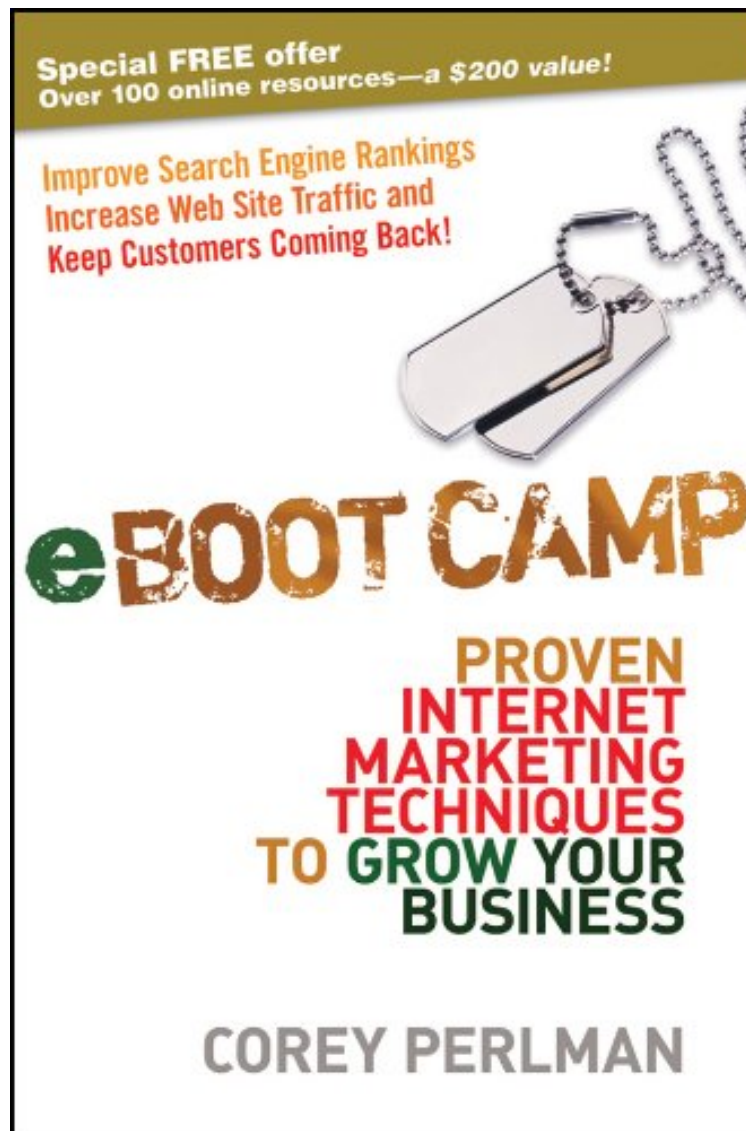


eBoot Camp: Proven Internet Marketing Techniques to Grow Your Business

Corey Perlman

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Corey Perlman : eBoot Camp: Proven Internet Marketing Techniques to Grow Your Business before purchasing it in order to gage whether or not it would be worth my time, and all praised eBoot Camp: Proven Internet Marketing Techniques to Grow Your Business:

74 of 77 people found the following review helpful. Do Not Buy This Book - And Here's WhyBy CompayI have developed several hundred websites over the last decade, optimized them for Google, and have literally made millions for my clients. So while most web marketing books may not present me with new techniques, I have still given five-

star reviews to those that I think others would find useful. Not only is this book a weak primer with plenty of page filler, but Perlman's suggestions can actually hurt your marketing results. Chapter 4 is dedicated to your keywords meta tag, yet Perlman doesn't realize nor does he mention that Google's algorithms have completely ignored the keywords tag for years. When discussing title tags, he makes no mention of easy mistakes that will get websites penalized or even blacklisted from Google. Perlman encourages reciprocal link exchanges with other webmasters (with no mention of anchor text), but never explains that some links can be worthless, and others can get you banned from Google. The only effective marketing angles that Perlman barely scratches the surface on are writing articles, press releases, and blogging. I can point out several books for the same amount of money that contain ten times as much useful information for newbies and designers alike, such as *Web Marketing All-in-One Desk Reference For Dummies*, and *Web Copy That Sells*. I bought this book (verified) because there were almost 50 glowing reviews. What I failed to notice was that 90% of the reviewers have written only one review. Most of them refer to the author by his first name, and suggest that they've been to his seminars. The testimonials in his book are from other authors, and not a single one of them are web developers or online marketing experts. Perlman himself seems to have no background in web design or internet marketing (there's zero mention of either on his sites or in his book). Countless other web marketing books will help you more in the long run, and will actually tell you how not to get banned from Google. I'm not even upset that I bought it, I'm upset that so many people new to web marketing will buy it, and do a major disservice to promoting their business.

0 of 0 people found the following review helpful. Great information
By JR Ryan
Lots of superfluous info, but if you highlight the important stuff you will gain a lot of valuable info.
1 of 2 people found the following review helpful. eBoot Camp simplifies website marketing and traffic generation
By Melanie Borowczyk
Boot Camp is an easy read, well organized with plenty of resources both in the book and online. It appears to have been written mainly for the novice internet marketer; although I'm sure there is something in it for every level of expertise. Corey breaks the chapter topics down into simple terms giving exercises, case studies, resources and tips at the end of each chapter. The main focus is on website optimization and ways to increase website traffic through methods like blogs, e-newsletters, press releases, article submissions, social media, and more. I suggest reading through it once, making notes if you feel compelled and then go back through each chapter and do the exercises. Put the advice to use one area at a time and set measurable goals for what results you would like to get. You can go back to assess your ROI in the end. I have no doubt that you will be pleased! My favorite parts were the exercises and resources. I found a few new methods of approaching certain tasks and will keep this book handy as a resource guide. I will recommend eBoot Camp to all of my clients who feel they don't have a good understanding about how search engine rankings and website/internet marketing works and want a simplified approach to getting started and getting results without having to hire an expert. In fact, I would say that even if you want to hire an expert to help you create or implement an internet marketing plan, this book is still a must read so that you are familiar with terms and procedures and will be able to have more fruitful discussions about what steps YOU want to take.

In this Web 2.0 era, small business owners are at a severe disadvantage because they have minimal, if any, knowledge, about Internet marketing. They also lack the budget to hire a top-notch web marketer. As a result, the thrust of their Internet marketing program is usually a poorly performing website that attracts few visitors. eBoot Camp is the solution to the entrepreneur's Internet marketing problem. This do-it-yourself book provides the know-how that's needed to win business in cyberspace while eliminating the need for a large marketing budget. In just an hour or two a week, the small business owner will gain control of his or her Internet marketing campaign, using the step-by-step method Perlman presents. Specifically, readers will learn the keys to improving their search-engine ranking (the critical driver of traffic to a Website), how to create and manage blogs and e-newsletters and, finally, the secrets to a successful, sales-driven website.

From the Inside Flap
The Internet is a huge virtual marketplace populated by millions upon millions of potential customers. It's also flooded with web sites, vendors, and businesses—all vying for the attention of those millions of potential customers. In this vast and chaotic online world, how do you get noticed and grow your business? eBoot Camp gives you the tools to garner the online attention your business needs to thrive. Using a combination of search engine optimization (SEO) techniques, keywords, blogs, e-newsletters, press releases, and other tools, the book shows you how to maximize your online exposure and bring in new customers in droves. Best of all, you can do it all yourself in just a few hours a week, without the hassle or expense of hiring a professional Internet marketer. Inside, you'll find more than a dozen different strategies that will directly impact your search engine rankings and online visibility. In addition, the book offers tips for maximum effectiveness, walkthroughs for review and clarification, practice exercises to apply what you've learned, and real-world case studies to show you how these tactics have helped businesses succeed. Finally, a wealth of online resources is spread throughout the book to provide further guidance, support, and ideas. eBoot Camp gives you everything you need to grow your business online. Practical, easy to use, and packed with proven strategies, it helps you expand your presence on the Web, thereby increasing your site traffic, custom-ers, and sales. Take a short stint in eBoot Camp and win the war for online attention.
From the Back

Cover
PRAISE FOR eBOOT CAMP "Good tools, good book, good reading!" —MICHAEL GERBER, author of the #1 New York Times bestseller *The E-Myth Revisited* "Understanding how to do business on the Internet is an essential part of business today. *eBoot Camp* is packed with low-cost, easy-to-implement strategies that will help boost your search engine ranking and drive traffic to your web site. Every small business owner and entrepreneur should own a copy." —T. HARV EKER, author of the #1 New York Times bestseller *Secrets of the Millionaire Mind* "Do you want to ignite your sales and drastically increase profits through the Internet? This is the first book that gives practical, easy-to-follow action steps proven to increase traffic to your web site. You'll think Corey Perlman wrote *eBoot Camp* just for you." —SHARON LECHTER, Member of the President's Advisory Council on Financial Literacy, international bestselling author, coauthor of *Three Feet from Gold* with The Napoleon Hill Foundation, founder of *YOUTHpreneur.com* "Corey Perlman has written a great primer on using technology to market effectively. *eBoot Camp* provides a complete overview that is easy to understand and easy to implement. Read this book for a quick and concise game plan for using the Internet to grow your business." —MARK SANBORN, President, Sanborn Associates, Inc., and bestselling author of *The Fred Factor*, *You Don't Need a Title to Be a Leader*, and *The Encore Effect*
About the Author
Corey Perlman is the President of *eBoot Camp, Inc.*, an education company that provides people with the knowledge and skills to effectively market their business on the Web. Through interactive books, seminars, and workshops, Corey quickly transforms business owners, entrepreneurs, and company employees into Internet marketing "propeller-heads." For more information, go to www.TheEbootcamp.com.