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## 101 Ways to Promote Your Tourism Business Web Site: Proven Internet Marketing Tips, Tools, and Techniques to Draw Travelers to Your Site (101 Ways series)

Susan Sweeney CA

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**Susan Sweeney CA : 101 Ways to Promote Your Tourism Business Web Site: Proven Internet Marketing Tips, Tools, and Techniques to Draw Travelers to Your Site (101 Ways series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised 101 Ways to Promote Your Tourism Business Web Site: Proven Internet Marketing Tips, Tools, and Techniques to Draw Travelers to Your Site (101 Ways series):

0 of 0 people found the following review helpful. Susan Sweeney Has To Be One of The Brightest Authors and Professionals I Have Ever Come Across in The Internet Business By Edward Gelb I am about to read this book. But I have to say that after reading Susan's "101 Ways To Promote Your Website," I am not hesitating to read this. I have read hundreds of books on internet marketing and have my own local marketing agency and will say without hesitation that Susan Sweeney is one of the most knowledgeable internet professionals that I have ever come across. Her

incredible attention to details on every subject of online marketing can take a complete beginner to an accomplished website entrepreneur. I would truly recommend everything she publishes. She has the passion and the know how. I was stunned with the information. I do not know Ms. Sweeney or have any connection to her whatsoever, but an avid fan.

Full of practical, proven techniques and step-by-step strategies, this informative resource teaches internet tourism businesses how to attract visitors and convert them into paying customers. With a design that allows each chapter to stand on its own, the book provides easy and immediate implementation for a variety of promotion strategies, including those geared for bed and breakfasts, campgrounds, and theme parks. By learning to utilize industry-specific internet newsgroups and mailing lists, businesses can target their customers, examine advertising techniques of their competitors, and ensure consistent visibility on the Web. Tips on updating, revisiting, and rethinking a business's online presence round out the advice, ensuring that potential and existing clients keep coming back.

"Absolutely fabulous! Susan is the very best resource for tourism internet marketing." — Dennis Campbell, vice president, Atlantic Tours Ambassadors