



Pimp My Site: Your DIY Guide to SEO, Search Marketing, Social Media and Online PR

Paula Wynne

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A complete course in do-it-yourself digital marketing in 14 bite-sized lessons.

The global recession has sent 10s of millions scrambling for alternative employment opportunities, and a great many of them have taken the leap into becoming their own bosses. As a result there is a crying need among small business start-ups, entrepreneurs, and independents working on a shoestring for expert guidance on marketing themselves and their businesses online.

Pimp My Site fills that void: a complete, do-it-yourself toolkit structured as a 14-day course. Rather than fry listeners' circuits with a lot of jargon-heavy technical descriptions, Paula Wynne, a successful publicist, marketer, and award-winning online entrepreneur, takes a show-and-tell approach. Her step-by-step descriptions are concise and in plain English, making the coverage eminently digestible, even for complete novices. From keywords and YouTube to search marketing and optimization, *Pimp My Site* offers much for beginners and advanced users alike.

Paula Wynne, a successful publicist, marketer, and award-winning online entrepreneur, is the best-selling author of *Create A Successful Website* and *Pimp My Site*. She is the founder of Remote Employment, an online job board dedicated to remote and home working, and recently launched iHubbub, a home business social network for start-ups, freelancers, authors, remote- and home-based workers to connect, network, and engage to support each other.

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