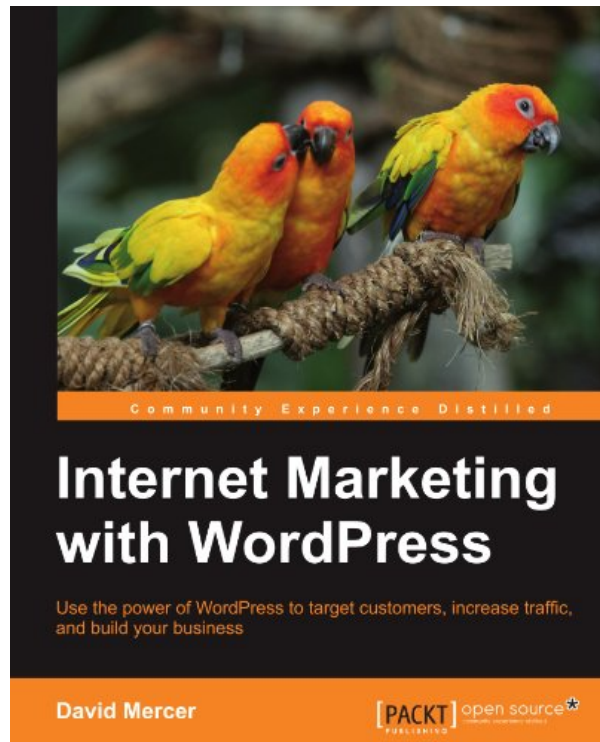
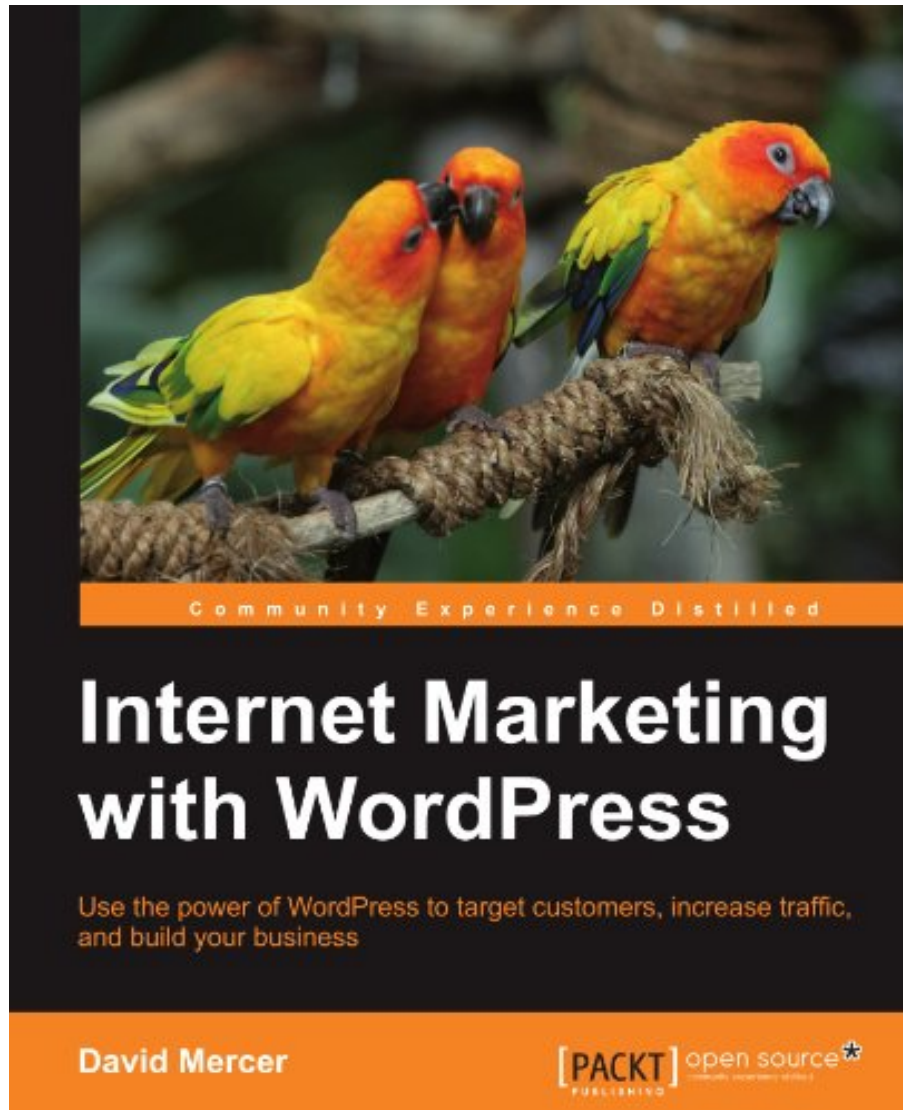


# INTERNET MARKETING WITH WORDPRESS BY DAVID MERCER



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## About the Author

David Mercer was born in August 1976 in Harare, Zimbabwe. Having always had a strong interest in science, David came into regular contact with computers at university where he graduated "cum laude" with majors in applied math and math. His technical books are now sold worldwide and have been translated into French, German, Polish, Greek, Spanish and many more. His book on Drupal 6 was reviewed on Slashdot and went on to become a best seller. Mercer's books are recommended reading at higher learning institutes like MIT, and he has a write-up on Wikipedia. David divides his time between consulting for companies and organizations in a wide variety of industries, helping them to develop and implement cutting edge systems. He also contributes to interesting web-based projects like design-a-webpage (<http://www.design-a-webpage.com>) that allows people to create beautiful, effective landing pages in minutes - absolutely no code or Web experience required. He also maintains a blog, training and support site for his readers at <http://www.siteprebuilder.com>. Site prebuilder provides quizzes and exercises that accompany his books, and serves as his primary online presence and contact point. When he isn't working (which isn't that often) he enjoys playing guitar (generally on stage and unrehearsed) and getting involved in outdoor activities ranging from touch rugby and golf to water skiing and snowboarding.

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The book's accompanying Interactive learning environment on [siteprebuilder.com](http://siteprebuilder.com) gives you an online place to enhance and extend your practical experience through exercises, consolidate your learning and theoretical knowledge with marked quizzes, interaction with your WordPress marketing community, and fun and exciting extras such as challenges and competitions. This book is for people already using WordPress, who want more visitors, better visitors, and to convert more of them into paying customers. No prior marketing experience is required, although a basic understanding of either hosted or self-hosted WordPress blogs is assumed.

- Sales Rank: #3655089 in Books
- Published on: 2011-11-24
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- Number of items: 1
- Dimensions: 9.25" h x .26" w x 7.50" l, .45 pounds
- Binding: Paperback
- 112 pages

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## Most helpful customer reviews

1 of 1 people found the following review helpful.

Internet Marketing with WordPress: A comprehensive read

By John Miles

Having been a WordPress user for some time, this book still pulled out some surprises for me. It is very well structured and easy to read giving you a step by step walk through some of the concepts of internet marketing and how you can achieve good results with WordPress. This is not a book just about WordPress,

rather gives you a good grounding in online marketing concepts like paid search (PPC), traffic generating strategies, landing pages, analytics and so much more. I've attended one day seminars that touch on some of the concepts in this book and paid \$100s to attend, so this book is well worth the investment.

Although slightly aimed at WordPress.com hosted websites, there is still massive value for website owners who self-host their websites to take away ideas and strategies to help them build a better, more successful online business.

Even if you're totally new to the concepts and opportunities online marketing can offer, what you'll learn in this book can be applied in your online business. I read the book in a few hours, its easy to read and highly recommended.

0 of 0 people found the following review helpful.

Internet Marketing with WordPress: A ContentRobot Review

By kjkj00

Packt Publishing was kind enough to send us another blogging book for review. This time we got an opportunity to check out Internet Marketing with WordPress by David Mercer.

Our first impression was: Wow, this book is short.

Luckily, we believe that "good things come in small packages." We were not at all disappointed - this tiny tome, packs a powerful punch.

Mercer starts it off by presenting a diagram that showed exactly where blogs and websites fall within the entire marketing spectrum. We appreciated that the entire process that he advocated was not developed in a vacuum, as it was fully rooted within sound marketing principles.

And we loved how he wraps up the book by circling back to the same diagram.

The top 10 highlights of the book include:

1. The concept that content is the fuel that drives traffic on the Internet (spend more time on your message, not gimmicks)
2. Successful conversions don't always take the form of a financial transaction (the reach of your expertise can be just as important)
3. By effectively analyzing your visitors' needs, you can provide focused and relevant content that converts (remember your target audience isn't everyone, just your ideal visitors you've identified)
4. Creating quality content isn't easy, but it goes a long way toward attracting repeat visitors (great content IS marketing)
5. Content also helps with organic search engine optimization (yet Mercer does offer solid tips regarding site structure and plugins to assist with your SEO efforts, too)
6. How various social media sites allow you to contribute further in discussions and debates that you care about, which can help you get your name and content out there (let your blog be your hub, but don't neglect these outlets)
7. How to employ other online marketing methods (promoting your site via RSS feeds, online advertising, press releases, and even contributing articles on other sites can be helpful)
8. Personal relationships allow you to foster helpful alliances and build trust in your circles (nothing better than a referral from someone who can vouch for your work)
9. Make it easy to convert visitors into customers (by developing simple and effect landing pages, you can

encourage further interaction)

10. Use Google Analytics to analyze and refine marketing efforts (it's a good way to know what your readers are most looking for from you)

We recommend this book for WordPress bloggers who are looking for some practical methods on promoting their sites, capturing more readers, and marketing their products and services. Go snag yourself a copy of Internet Marketing with WordPress now!

0 of 0 people found the following review helpful.

Do It Right and Everyone Benefits

By Christine L. Golden

I am really impressed by the integrity of this little book. Not only does the author provide a bunch of useful information, he delivers it with the conciseness, believability and interest that he expounds as crucial to good marketing content.

The author is David Mercer, manager of the highly educational blog, training and support site, siteprebuilder.com, and author of several other technical books. This one is a short book, less than 100 pages, and in addition, he makes available on his website up-to-date quizzes and exercises specific to each chapter.

Mercer describes the fundamentals of solid internet marketing strategy, adds his own unique flavor and tells us how to accomplish these things in WordPress, both the .com and .org versions. Right away, I appreciated the track he took with his emphasis on formulating what it is you want from your blog, who can provide it and how they already communicate with each other--then doing whatever is necessary to provide good content, specific to that audience.

Like others in David Mercer's audience, I often feel that I am 'wasting time' writing when I should be out... well, 'marketing.' You know, agonizing over which kind of ads to buy, making calls, shaking hands and trading business cards, that sort of thing. I appreciate the logic and assurance he provides by explaining how the writing is the thing that most efficiently makes the best money. His philosophy, "Do it right, and everyone benefits," is just the sort of thing I want to hear from an expert.

The only downside I found in this book was the chart under "Understanding Internet Marketing." It was confusing until he explained it, and that, I believe, is the nature of the beast. I've tried to make flow charts of the internet myself, and it invariably becomes too entangled to make sense of at first glance. Or maybe "interwoven" is a better word than "entangled." The web is a fabric, says Mercer, and you must weave your blog or website into the existing warp and weft of it.

Mercer uses several good metaphors in the book, and that's part of what makes it interesting without becoming cluttered. Not so sure about the "black hole" metaphor, but maybe it could be counted as an example of what he calls "link bait." One of the last chapters, "Landing Pages" was really useful to me, especially his description of three different kinds of product buyers. The tutorials on analytics were useful as well. All in all, a good investment of a few hours and a few dollars.

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