



# Niche Dominance: Creating Order Out of Your Digital Marketing Chaos

*John S. Rizzo, V. Michael Santoro*

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Are you inundated with calls promising a Page One ranking? Has your business been stung by poor or inadequate results because you hired the wrong resources?

Niche Dominance was written to empower small and local businesses, as well as entrepreneurs, with a commanding online presence.

By reading Niche Dominance, you will discover:

- How to transform your website into a business asset to increase revenue
- Why claiming your free online real estate is essential to your success
- The secrets behind running a PPC campaign without losing your shirt
- Why you need a social media plan that goes beyond likes and comments
- How branding yourself as an authority can help your website's search engine rankings
- How adding an inexpensive mobile solution can stop you from losing money today
- The critical questions to ask to confirm you are hiring the best digital marketing resources

With the Niche Dominance approach, you will create order out of your digital marketing chaos!

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