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### How can I get more of the right customers?

1. Search engine optimisation: Title Tags Top Tips Fact Sheet  
[http://www.shcl.co.uk/library/Title\\_Tags\\_Top\\_Tips.pdf](http://www.shcl.co.uk/library/Title_Tags_Top_Tips.pdf)
2. Improve your search engine ranking  
[http://www.shcl.co.uk/library/Improve\\_Search\\_Engine\\_Ranking.pdf](http://www.shcl.co.uk/library/Improve_Search_Engine_Ranking.pdf)
3. Froogle  
<http://www.froogle.co.uk>
4. Pay Per Click Advertising: Keyword Research Tool and View Bids Tool  
[http://searchmarketing.yahoo.com/en\\_GB/](http://searchmarketing.yahoo.com/en_GB/)
5. Online Press Releases  
<http://news.google.co.uk>

### How can encourage customers to buy?

6. [Yahoo Media Relations: Top Considerations for Online Small Businesses](#)
7. [Best Practice Web Design: John Lewis](#)
8. [Cutting Down on Clicks: The Gap](#)

### How can I keep my customers and grow their value?

9. Understanding Your Competition: Alexa  
<http://www.alexa.com>
10. Email marketing factsheets  
<http://www.shcl.co.uk/library/Email-Marketing.asp>