

Course:	Starting An Online Business	
Instructor:	Anthony Pennimpede CA	
	Frank Pennimpede	
COURSE OUTLINE	DAY 2	
Topics:		
	4 Search Engines and Site Deployment	
	Google Webmastering Central	www.google.com/webmasters
	Google Search Engine Optimization	http://googlewebmastercentral.blogspot.com/2008/11/googles-seo-starter-guide.html
	Paul Lima (e-book on search engines)	http://www.paullima.com/ebooks/seo.html
	5 Distribution Methods	
	Amazon (Canada)	www.amazon.ca
	Amazon (US)	www.amazon.com
	Chapters Indigo	www.chapters.indigo.ca
	Ebay (Canada)	www.ebay.ca
	Ebay (US)	www.ebay.com
	Lulu	www.lulu.com
	UPS Store	www.theupsstore.ca
	6 Payment Collection	
	Paypal	www.paypal.com
	Moneris	www.moneris.com
	Amazon	https://payments.amazon.com/sdui/sdui/business?sn=businessoverview/o
	7 Marketing	
	Facebook	www.facebook.com
	Twitter	www.twitter.com
	Linkedin	www.linkedin.com
	<i>(cool marketing concepts - see below)</i>	
	Rich Dad Poor Dad	www.richdad.com
	Deadmau5	www.deadmau5.com
	Geek Squad	www.geeksquad.ca
	The Wealthy Barber	www.wealthybarber.com
	Bitchin Kitchen	http://bitchinlifestyle.tv/