crexendo

I. Lab 1- Preparing to launch an online business

Intro/Path
1. What to expect from webinar
2. Facebook support (http://www.facebook.com/pages/Crexendo-UP-Website-Competition/147403655351124)
3. Number of webinars (8)- Go over the dates (will be sent out)
4. Up.crexendo.com/unr-resources

Keyword Research
1. Chrome suggestions
   a. Add-ons
      -SEO Quake

Product Research
1. Brainstorming & Selection
2. Google Keyword Tool
3. Average Page Rank
   a. Worksheet
   b. Calculation
4. Identifying Competitive Keywords
   a. Stack Ranking
   b. Color Coding

Business License- Refer to UNR SBDC (small business development center)
1. States Websites links from email-
2. Online Sales Tax