



Robert Ferry Announces That His Book "Turn Search Into Sales" As An Amazon Bestseller

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Robert Ferry of bTHORITY Marketing, a California-based SEO and marketing service, has announced that his book "Turn Search Into Sales: The Savvy Business Owner's Guide To Online Marketing," has now become a bestseller on Amazon. Those who would like to browse a portion of the book can do so at www.amazon.com/dp/B00T12GDOI.

bTHORITY Marketing is known for supplying businesses and entrepreneurs with services in the form of search engagement optimization, management of local buzz and community promotion, social media optimization, pay per click and ad word marketing, web design, online reputation management, and more. All of their services, as well as more information on the company as a whole can be found on their website at www.bthority.com. The company bases its services on a number of principles. These are: trustworthy services; an updated and resourceful team; superb customer service; and results-driven strategies. Ferry said the following about their work:

"Every strategy we formulate and every service we provide are directed to the significant success or financial gains of our clients," said Ferry.

Although this marketing firm focuses on a variety of different subjects and services, Robert Ferry's Amazon best seller "Turn Search Into Sales," is geared towards helping businesses get more customers and sales automatically. It suggests that business owners may be missing out on sales by not utilizing online marketing tactics.

"There are over 1 BILLION local searches done every month (and growing 50%+ every year) and 80% of buyers search online first, vs. using the yellow pages or other print methods. If your business isn't showing up all over the first page of Google, you are leaving money on the table --- and your competitors are getting your clients."

It has been noted that more than forty percent of customers will click on the number one ranked site, while the second in line may only receive twelve percent, and the number dwindles dramatically from there. The book provides a guide to assist those not currently taking advantage of online marketing to become a top authority in their field and locality by following three steps, and some additional know how.

The three main steps focused on in the book include becoming listed by search agents such as Yahoo, BING and Google, becoming a top priority on the front page of search results locally, and using tools such as social media, videos, and press releases to create more buzz and sales.

All businesses, small and large, as well as entrepreneurs looking to get their brand noticed more effectively online may want to take a look at the book. Those interested in the company can read informational articles on the bTHORITY blog, visit their social media accounts, or subscribe to their site for regular updates.

Those who have questions or concerns regarding this press release can use the contact information below to get in touch:

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