

PRESS RELEASE
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New book can get your business listed on the first page of any online search

If you have a website but you haven't seen a significant increase in your bottom line, your business may not be coming up on page one of searches. If so, the information in Keith Dougherty's new book can help.

Dougherty's book, *Page One Or Die: The Hidden Truth Behind Getting Your Website on Page One of Any Search Engine*, reveals how to turn your website into a 24-hour elite sales force that works for free. Dougherty should know, he's the founder and CEO of Xtreme Marketing Services, Inc., a company that specializes in helping local businesses build their online presence.

A highly trained business professional, Dougherty has 17 years of experience to draw upon as a successful leader, business strategist and organizational developer. He has a wealth of real-world experience and an extensive education that he uses in the book to help you optimize your website. His down-to-earth approach makes the advice in his book easy to understand and implement. The book is written in clear, concise language with information that you can immediately use.

More and more people are choosing to make purchases online and to conduct research on those products before they buy. Studies show that 83 percent of all individuals search online before making a purchase and one out of every three of those searches are local. Since 98 percent of those conducting the searches will look no further than the first page of the search, it's vitally important that your business is listed on the first page. Over 2.6 billion searches are made each month by potential customers that could be going elsewhere if they don't find your business listed on page one of their search.

Successful business owners know they must have a website, but they often don't have the time, knowledge or personnel to provide content that captures the attention of customers. Having the best website doesn't automatically translate into more customers. No matter how many bells and whistles your website has, if you're not listed on page one of a search, business is going to your competitors. Dougherty's insights can ensure your business is always listed on page one of any search.

Dougherty's book is available in paperback and as a Kindle edition on Amazon.com. You can also obtain a copy by visiting his website at <http://www.pageoneordie.com>. To request a personal appearance, he can be contacted by phone at (772)-924-1717 or email him at keith@xmsusa.com.

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