

mouth recommendation. Matt has always focused on the B2B part of the business and, in particular, on winning larger contracts. However, it's now almost two years since the company won the Boise Law contract and there have been no new contracts of a similar size. More worryingly, the three-year contract comes up for renewal next year and Brad thinks it likely that Chambers Print will have to cut prices to retain the business (hurting its profitability).

In a nutshell, Brad thinks that Chambers Print could expand its operations over the internet to serve both businesses and consumers across the United States and Canada. He has an innovative idea to offer website users the ability to upload their own logos or artwork - something he has seen other sites doing with some success.

We will see how Brad develops the business - and calms his brother's misgivings - through the power of decent proposition development, search engine optimization, and more traditional marketing techniques.

So, now it's time to get cracking. The following seven steps (each containing four sections) walk you through the nuts and bolts of the art of search engine optimization - how to get to the top on Google and stay there!