



# Starting a Yahoo! Business For Dummies

*Rob Snell*

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# Starting a Yahoo! Business For Dummies

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**Starting a Yahoo! Business For Dummies** Rob Snell

**Turn browsers into buyers, boost traffic, and more**

**Build your store from scratch, or make the one you have more profitable**

His online business has been paying his mortgage for years. Now Rob Snell is sharing his Yahoo! Store secrets for planning, building, and managing an online store that delivers the goods! Here's how to profit from keywords, handle credit-card payments, find out what's hot in other stores, maximize your marketing efforts, and much more.

**Discover how to**

- Use the Yahoo! Store Editor and Manager
- Plan effective store navigation
- Use better images to sell more products
- Build successful advertising strategies
- Generate more traffic from search engines

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