On March 1st and 2nd local author Jonathan Goodman will be giving away copies of his book on Amazon Kindle. The book *The World of Internet Marketing: The Basics* is written for the small business owner looking to market to an online audience. Goodman is president of Halyard Consulting, a company affiliated with the Business Development Incubator at New Jersey City University.

The Kindle version of the book will be available for free only on March 1st and 2nd at Amazon.com.

Short URL: http://amzn.to/WLYntL

Direct URL: http://www.amazon.com/WorldInternetMarketingBasicsebook/

dp/B00BAUZY8W/
This book takes the reader on a journey from building an online presence to enhancing their Facebook, Twitter, and LinkedIn strategies. Along the way the reader will learn secrets of social media marketing and how to make their sites accessible for all devices. For the novice, this book is a step into the adventure of online marketing. For the expert, this book serves as a refresher of critical online areas needed to succeed.

About Jonathan Goodman

Goodman is president of Halyard Consulting, which was founded in 2007 when he recognized the difficulties small businesses had gaining top positions in the search engines. Since then his focus has been to improve the search rankings of businesses with geographically specific customers. He believes that small businesses with limited resources deserve the same opportunities for search engine success as larger companies with powerful budgets.

Goodman brings a wealth of knowledge and experience to the marketing challenges of today. Through his determination and devotion to excellence, he has helped numerous businesses achieve results others could only dream.
Goodman started his career over 20 years ago at the dawn of the Internet age producing websites for Fortune 500 companies. He holds an MBA from Fairleigh Dickinson University, an MS from the College of New Rochelle, and a BFA from the Ringling College of Art and Design.

About Halyard Consulting

Halyard Consulting is a New Jersey based Internet marketing company focused on improving online results for small to medium sized businesses. Halyard is focused on increasing online visibility using cutting edge Internet marketing techniques and providing actionable strategies against competitors.


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