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How can I get more of the right customers?

1. Search engine optimisation: Title Tags Top Tips Fact Sheet
http://www.shcl.co.uk/library/Title_Tags_Top_Tips.pdf
2. Improve your search engine ranking
http://www.shcl.co.uk/library/Improve_Search_Engine_Ranking.pdf
3. Google Product Search
<http://www.google.co.uk/products>
4. Google AdWords Pay Per Click Advertising
 - a. <http://adwords.google.com>

How can encourage customers to buy?

5. Yahoo Media Relations: Top Considerations for Online Small Businesses
<http://yhoo.client.shareholder.com/press/ReleaseDetail.cfm?ReleaseID=219136>
6. Best Practice Web Design: John Lewis
<http://www.johnlewis.com/>
7. Cutting Down on Clicks: The Gap
<http://www.gap.com/>

How can I keep my customers and grow their value?

8. Understanding Your Competition: Alexa
<http://www.alexa.com>
9. Google Analytics
<http://www.google.com/analytics/>