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Internet Marketing 101 for Tax Business Owners

Charles E. McCabe, CEO of Richmond, VA-based The Income Tax School, Inc. announced a partnership with Market Motive of Scotts Valley, CA to provide elearning courses in Internet Marketing to independent tax business owners. “Internet marketing is a powerful tool that can enable you to grow your local tax business,” said McCabe. “Learning how to use various methods of internet marketing effectively may seem daunting, but it’s not that difficult,” McCabe continued. Mark Lamkin, COO of Market Motive noted: “The key is to gain a solid foundation of basic skills and some fundamental strategies and tactics. You should start with an introduction to Search Engine Optimization, Social Media, and Pay-Per-Click Advertising,” Lamkin continued. “Then move on to additional training in each, with a special focus on optimizing for local search,” he said.

“The Income Tax School in partnership with Market Motive now offers students four online courses, described below, that are ‘must dos’ for tax business owners looking to expand their business in today’s Internet driven market,” said McCabe. “Market Motive is the industry leader in providing web-based training in Internet marketing,” he continued. “Thanks to The Income Tax School’s partnership with Market Motive, these valuable, actionable and affordable training courses are now available to tax business owners.”

McCabe provided the following descriptions of the four internet marketing courses:

Introduction to Internet Marketing for Small Businesses: Get a sound primer in what may be the three most important aspects of Internet marketing: Search Engine Optimization (SEO), Social Media, and Pay-Per-Click Advertising. This introduction will familiarize you with the basic concepts and vocabulary of each, so you’ll be ready to move on to learn just how to put them to work for you and your business.

Local Search SEO: Discover the top ranking factors that determine success in local search with Google, Bing, and Yahoo. For businesses with a local or regional presence, there’s huge upside in optimizing your site for local search, and it’s a safe bet most of your competitors aren’t doing it right.

Social Media Marketing: Get the low-down on Social Media best practices for small, locally-based businesses, and learn how your reputation can be made or broken on social media sites. Even if you’re not monitoring Facebook, LinkedIn, Yelp or Yahoo, people are probably talking about you. Find out what it

takes to monitor your mentions, respond appropriately to both good and bad feedback, and turn a challenge into an opportunity.

Pay-Per-Click Advertising: Harness the awesome power of Pay-Per-Click Advertising and build organized, targeted campaigns around the most valuable keywords in your space. Learn to optimize your campaigns for specific audiences or geographic regions. And understand the psychology of search, the buying cycle, and the high value of compelling ad copy that's tuned in to seasonal search trends.

Complete descriptions and fees for the internet marketing courses may be obtained by contacting The Income Tax School at 800-984-1040 or info@theincometaxschool.com.

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About The Income Tax School:

The Income Tax School was formed in 1989 as a division of Peoples Income Tax, Inc. which was founded in 1987 by Chuck McCabe who serves as President and CEO. On May 1, 2010, The Income Tax School, Inc. was spun-off as an independent legal entity. The School currently offers 40+ income tax training courses online, ranging from 3 hour CPE programs to 30-60 hour courses, plus a five-course 180-hour Chartered Tax Professional-CTP® certificate program. The school provides CPE for CPAs as a NASBA sponsor and for EAs and unenrolled tax preparers as an IRS Approved Continuing Education Provider. The School's tax preparation course, student texts, and instructor guides are used by tax, accounting and financial services firms that provide in-house tax training, as well as by many colleges and career schools. The Income Tax School was ranked #1 by TrendLists for online tax education. Complete information about The Income Tax School and course offerings can be found at the school's website: <http://www.theincometaxschool.com>

About Market Motive:

Market Motive provides [web-based online marketing training and certification in SEO, Analytics, Conversion, Social Media, and PPC](#) from bestselling authors, speakers, and consultants. Our streaming video-based curriculum is the most comprehensive and authoritative in the industry, and was the first to be OMCP® Certified. Our faculty of recognized industry experts, and our full time staff of course designers, editors, and writers, are dedicated to the task of keeping our curriculum current and relevant, and new materials are constantly added to keep pace with this rapidly evolving industry. Market Motive was founded in 2007 by Michael Stebbins, John Marshall, and Avinash Kaushik and is based in Scotts Valley, California. For more information, visit marketmotive.com or call (831) 706-2369.