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Online retailer set to share secrets

A SHEFFIELD-based online retailer will share its tricks of the trade at an annual business exhibition next week.

MoreComputers.com have been invited by Google to share with businesses the secrets of their online retail success at this year's Business Yorkshire Exhibition at Doncaster Racecourse on November 25 and 26.

Local businesses are invited to learn about cutting-edge business techniques as well as having the opportunity to network.

Brian Trevaskiss from MoreComputers.com will offer advice to local companies at the Google University workshops.

He will talk about how to flourish in a competitive market as well as how to promote an extensive product range with a small marketing budget.

Brian will also discuss the limitations MoreComputers.com has faced by being perceived as a

'computer' supplier when in fact they sell over 60,000 electrical products.

Brian said: "We're very flattered that Google recognises the

success of MoreComputers.com as an online retailer and I'm honoured to be invited to speak at the exhibition. I'm presenting at four workshops over two days and the 'real' examples that I'm going to discuss can be adapted and applied by every business owner, including those that are just starting out online as well as those looking to improve their existing online sales. The aim of the workshops is to help pave the way for a new generation of online retailers and small businesses."

Brian will be joining Google's Product Specialist, Satyan Joshi in The Introduction to Google AdWords session and will talk about some of the challenges MoreComputers.com has over-

come with their website and online promotion. Brian will also be demonstrating the practical 'real-world' use of Google AdWords. MoreComputers.com recently won the award of Best Online Retailer 2009.

■ Visit www.business-yorkshire.co.uk for more details of the Business Yorkshire Exhibition.