Foreword

For me, a foreword is, first and foremost, a note of gratitude. For the immense learning that life has been. And especially to the people who made this happen. **Shemeer**, for being a patient mentor, and for showing me what is possible. **Jinso**, for always answering my tech queries, no matter how absurd, with the utmost kindness. **Megha**, for being a sounding board and for new perspectives.

This book is the first in a series that will help **NGOs and change makers** channel the power of the internet for reaching out to their audiences. In this book, we will figure out the need for being discoverable online, the importance of identifying the right audience and of the different levels of discoverability. We have worked to make this book easy-to-understand and easy-to-take-action-on. So, let's dive right in!

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