

About Us

Shahar and Nashlah Boyayan are the founders of 'Smart Business Choices' and Buzz Booster (our sister site www.buzzbooster.com), a mother-daughter operated business that specializes in Web development, Internet strategies and social media. The Boyayans have been honing their specialized knowledge in Internet Marketing since 1998. For nearly a decade, they have designed, launched, and managed a number of very successful Internet projects. Today their focus is to teach speakers, coaches, and small to medium-size businesses how to create a strong strategy online. Shahar and Nashlah are passionate about learning and mastering their craft. Both hold advanced degrees in business, e-commerce and consumer psychology. They are on the cutting edge of the rapidly advancing Internet industry.