

An Introduction To

INTERNET MARKETING

The Complete Beginners Guide To What The Internet Has In Store For You

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Introduction: What Is Internet Marketing?

In today's world, traditional marketing processes are becoming less and less effective, leading to the infusion of internet marketing as a solution. Because businesses still need to get their names out there, many have created websites, as more and more potential client base is researching their needs on the internet as opposed to the old phone book. A company can include all their pertinent information on a website, and new clients can find what they need to know without ever leaving their work or home computer desk.

However, internet marketing involves much more than creating a website for online presence. Online marketing requires finding unique and effective ways to direct potential clients and customers to your website and business, so that you can continue to grow and prosper.

Internet marketing procedures basically fall into four particular categories, each of which we'll discuss in detail in this book. We'll consider the most effective ways to make use of each avenue, and we'll also consider the various ways to go about creating and managing e-marketing campaigns.

With the four basic sources of internet marketing – email marketing, affiliate marketing, search engine marketing, and search engine optimization – you can add a great deal of presence to your business through online media formats, helping your business to prosper in an economy that depends on the use of internet capabilities.

Chapter 1: Defining Online Marketing Strategies

As mentioned, there are four major avenues of advertising on the internet, and each has its own potential benefits for your business. Each also functions differently, bringing you business from every possible direction available to you. Let's begin with a brief overview of what is involved in each type of internet marketing strategy.

Search Engine Optimization

Perhaps the most basic and yet potentially the most difficult of marketing options for the internet is search engine optimization (SEO). SEO is the process of creating a website that is identified by search engines, such as Google, Yahoo, and Bing, and reported back when an individual performs a keyword search through those engines. For example, if you are a tire salesman, you'll want your business's website to pull up on first page results when a potential client searches the term "buy new tires".

In order to affect this solution, you need to understand how a search engine reads a website. It "crawls" information, both in the page itself and in the coding you use when creating the page, gathering keywords that seem appropriate for your particular business. Tagging pictures you have included on your website, having keyword density, and creating metatags are all means of improving your SEO. We'll discuss each of those procedures in greater detail in chapter 3.

This particular form of internet marketing is essential for two reasons. First, you want to be recognized on search engines without a great deal of effort. By creating a good SEO strategy and maintaining your website so that competitors don't get the edge on you, you'll find that you place better on the search results pages and attract more potential clients. The higher your ranking, the more likely a potential customer is to click to go to your website and follow up with you, feeling that your company is a credible, reliable source for their needs.

The other reason SEO is essential to your success is that SEO is a free form of advertisement. You aren't paying the search engines or other websites anything to advertise your business. Instead, by putting in a little elbow grease to make sure your website is optimized for search engine crawling and identification, you have effectively bought yourself the cheapest form of advertisement there is.

Email Marketing

Everyone today has email addresses, and one of the best ways to get your message out is to incorporate an email marketing campaign into your online advertising strategy. In order to do so, you will need to build an email contact list. You can do this by collecting email addresses through your website – again, needing first to incorporate SEO into your strategy so that you get people to your website.

The beginning of building an email list might be the hardest part, yet once you get adding new email addresses to your list, the more results you will start seeing. SEO is a great place to start to build your list, but there are many other ways to do it as well. For example, you can offer a free downloadable gift to visitors on your website, asking them to subscribe to your email list in order to get that free gift. This is a very successful and therefore popular tactic to use

With email campaigns, you can reach a widespread audience, even national or international, if you are an online business. On the other hand, you can target your audience in many cases, working only on a local basis if that's what market you want to target. This is easy to do, especially if you have a form on your website that requests basic information, such as email address and location. Use of email marketing as a tool will be discussed in further detail in chapter 4.

Search Engine Marketing/Pay-Per-Click Marketing

Much like search engine optimization, the goal of search engine marketing (SEM), also known as Pay-Per-Click (PPC), is to get your website to pull up on the first page of a search engine when a specific set of keywords is searched. In this form of advertising, however, you are paying for your advertising position, and you can pick your terms and conditions.

Rather than having the search engine crawl your site for relevant terms, you define the keywords yourself, as well as the advertising area. For example, if you are located in Dallas and want your ads shown only in Texas but not in the rest of the United States, you can set these terms in your account. You can also determine how much you are willing to pay for your advertisement to be seen when specific keywords are searched.

PPC or SEM is a great way to target an audience in a very specific way, and it can be accomplished through multiple search engines. However, this again falls back to a basis of a well thought out website with good SEO strategies put into place. Relevancy of your website to your search terms plays a role in good positioning. This will be discussed further in chapter 5.

Affiliate Marketing

Affiliate marketing is a fantastic way to get started in the internet marketing field, as it is quite simple to do and can be started with little or no upfront investment. What happens is as a site owner you can search for products or services offered by others and promote those products with a custom unique affiliate link given to you by the product site.

With that affiliate link you can place advertisements on your web site or in your email newsletter, and if any one purchases a product through your affiliate link, you will earn a commission.

Let's return to the example of the tire salesman. He would most likely want ads shown on his site related to wheels, maintenance, and other similar products. In these advertisements, payment is only made should a searcher actually clicks on the ad to go to the product website and purchase that product.

It is a very reasonable, inexpensive way to advertise, and you'll also find that, in some cases, advertising other sites on your web pages will result in sizeable commission payments.

For this particular method of advertising, it is quite simple to become an affiliate for many different products. There are many affiliate marketplaces online where you can search for certain product types and commission percentages. We'll discuss affiliate marketing in greater detail in chapter 5.

Internet Marketing Maintenance Options

When it comes to internet marketing, all avenues are available to every business, and anyone can handle creating and managing the campaigns. However, it is a continuous learning process, and there are lots of little tricks that aid in successful online marketing that not everyone has access to. In this book, we'll try to cover a number of those inside tips so that you can determine if you would like to handle your business's internet marketing programs internally.

However, because of the time and complexity involved in not only creating but actively managing advertising campaigns online, a number of businesses opt to outsource this project. Think of it as a commercial campaign, or even the creation of newspaper ads. Most companies don't house these projects internally. However, having an advertising department can cut the cost of marketing involved in outsourcing.

When you choose to outsource, you'll want to look at the credentials the experts have to offer and how many of the various aspects of internet marketing they will handle. It is not always possible to find an agency that houses all marketing expertise. You may, for example, have to use one agency for email and affiliate marketing, while hiring yet another consultant to manage your PPC and SEO campaigns.

Now that we've covered the options available for internet marketing, you may be wondering why you would choose this route for your advertising needs. The next chapter will discuss the many benefits of online marketing, especially as the face of the advertising world evolves.

Chapter 2: Why Choose Internet Marketing?

While all companies strive to have a versatile presence in the marketplace and advertise with a variety of methods, there are a number of advantages to consider when opting for internet marketing over more traditional forms of advertisement. First, you need to consider the expense involved with what used to be the mainstream advertising world. By comparison, internet marketing saves a great deal of money. Also, it reaches a much larger audience than other forms of media today. Let's take a look at each advantage, one at a time.

Cost Effective

When you think of business advertisements, what forms of media come to mind?

Traditionally, you have an array of options:

- Television and radio commercials
- Flyers and newspaper/magazine ads
- Mailers and coupons (direct mail advertising)
- Billboards

Each of these types of media reach a certain audience, depending on the type of advertising chosen. However, these forms of advertisement are also costly, especially

broadcast media marketing and billboards. Unfortunately, by the time these forms of advertisement become effective, your business may have bled the marketing budget dry.

With online marketing, you can start with a very small budget, as there is a much lower cost involved in a successful online campaign. In fact, some forms of internet marketing involve no cost at all, such as search engine optimization (no media costs) and email marketing (again, no materials expense). Even those that do incur fees are easily controlled and do not have to break the bank.

Because you can designate the price of a good ad, you can begin with a lower overhead, increasing your budget with the success of your advertising campaign. Also, improvements to your website can lower the cost associated with most online marketing techniques, thereby allowing you to increase your exposure without incurring greater expenditure.

Of course, aside from saving you money, internet marketing options can also assist you by helping to reach a larger audience, as well as targeting your audience more carefully so that the money you do spend achieves more results.

Broadcast Advertising

Again, consider the traditional marketing resources in which you can invest and think about the audience you are attempting to reach. While some of these methods are still

effective, the number of people you will reach is dwindling all the time, and those who will receive the message via these avenues may not be the audience you want to target.

For example, consider television commercials. These were, traditionally, one of the best ways to reach a large audience to advertise a product or service. By extension, radio ads were quite popular and effective. However, with satellite television and radio and the advent of DVRs (digital video recorders), commercials are not seen by a large number of people. If your audience is watching commercialized television and they have the option to record it and play back later minus commercials, what is to stop them? Obviously, the money spent on the ad spot is wasted in a number of circumstances.

Because the audience is smaller to begin with, your overall cost essentially increases further. In addition, within that audience, you may or may not be reaching the people to whom you want to market. For instance, if your target audience is single people under the age of forty, you are less likely to receive a response, since a vast majority of individuals opting for commercialized television without technological advances allowing them to skip commercials are part of an older audience.

With internet advertising, you don't have to worry about people missing your ads.

Because ads are used more often on websites and search engines as opposed to within various downloaded or streamed media, a larger audience is more likely to view your ads, therefore creating a larger response and a more cost effective strategy.

Print Media

While advertising in newspapers and periodicals incurs less cost than broadcast advertising and targets a more specific audience, fewer and fewer people are subscribing to hard copies of such publications. News can be accessed with the click of a button via the World Wide Web, and magazines and news publications are offering more and more online subscriptions all the time, cutting their costs and catering to a technologically advanced, on-the-move crowd. Devices like Amazon's Kindle and Barnes & Noble's Nook allow subscriptions to be downloaded on a regular basis and carried around without the weight of traditional print media, and no advertisements are included.

Because the audience has changed, your business will need to evolve as well, placing advertisements online where they are seen by those who check regularly for new information. People are connected to the internet 24 hours a day, and that means more opportunity to reach them with online marketing tools.

Preparing for Internet Marketing

Taking a look at the way your website is set up is a step in the right direction for a shift to this newly introduced avenue of advertising. Search engine optimization (SEO) can really up your chances of being noticed on the internet without even costing you anything for materials or actual advertising space.

In the next chapter, we'll take a look at what aspects of your website make a difference in internet marketing specialization, how to go about making the appropriate changes to your site to increase visibility on the internet, and various tips and hints that not everyone has access to regarding best practices for SEO and overall web design.



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Chapter 3: Search Engine Optimization

As defined earlier, search engine optimization, typically abbreviated SEO, is the practice of preparing your website for better recognition by search engines. This involves a number of aspects that allow the search engine to “read” and define your website so that it appears in search results provided to individuals entering in keywords. For example, if you deal in car stereos and window tints, you want searchers who enter in the keyword “window tints” to be able to see your website listed in the organic search area.

SEO is different from SEM, or search engine marketing, which will be discussed later in this book. By definition, SEO is the least expensive means of advertising your business, since costs nothing to have your site listed in organic search results. How does SEO work exactly, and how can you guarantee that your site will have high placing results on the various major search engines?

How It Works

SEO involves conditioning your website so that it is ranked highly by search engines based on content. Let’s break it down into the simplest of terms, considering each aspect of SEO by itself. The areas we’ll be concerned with are web content, metatags, relevancy, and organization.

Content

Every website contains specific content, and creating the perfect content for your website is a bit daunting at times. Your goal is to conquer the market, having your business rank at the top of the search engine's organic listings.

Organic Listings

Organic listings are those that are not paid for. When you search Google, Yahoo, or other search engines, the first 2-3 ads appearing on the page at the top are in a colored box, and there are additional ads down the right-hand side of the page. These ads are paid advertisements, PPC or SEM advertising, which we will discuss later. The listings straight down the page below the colored box are the free organic listings that are based on SEO. When you see the "Results 1-10 of 15,534" message at the top of the list, this is what it is referring to. Your goal is to have your site appear on the first page, preferably in the top 5-6 listings, since studies show searchers rarely read results on multiple pages and almost never reach beyond the second page.

The best way to have your site appear at the top of search results for appropriate search terms is to include valid, clear content on your site regarding your business. For example, if your business is installing car stereos, you'll want to include information on stereo installation, brands that you carry, recommendations, and other related information. The more you include in a concise, easy to read manner, the more likely a crawl of your website will produce successful results.

Crawling

Search engines use your content as one factor in determining under what searches to place you, as well as ranking within those searches. Other factors in this decision will be discussed as follows. Crawling refers to the automated software search engines use to read your website and pick out keywords. Because crawlers do not regularly check an existing website, you will find that, upon posting your material initially, you may have excellent results, while over time, your ranking slips.

Maintenance is required to maintain your ranking, and you'll find that making a change to your website or posting new material will improve your ranking again. This is because search engines will note the resubmission of your changed site and crawl it again for new material. With proper SEO practices, crawlers will offer you excellent results, and you'll be on the road to success.

Relevancy

When creating your content, it is vital that the information you include on your website is relevant to your business. For example, you don't want to have information about tires and wheels on a site selling car stereos. Rather, you would want articles regarding specific sound systems, types of speakers, how installation works, recommended installation tools, and brands of stereos.

Relevancy is achieved with several tools. First, you want to advertise any products you sell on your site, using both images and words. Each image should be labeled with a specific name. For example, if you have a specific stereo pictured on your website, you'll want to label it with the make and model number, as well as the words "car stereo". In addition, a description of the device will aid in peppering more keywords onto your site.

Keyword Content

Keywords are literally the key to good SEO. When you have a certain percentage of your content related to keywords that searchers might enter to find your business, you'll find that your ranking improves significantly, as crawlers are more likely to register these keywords. Another means of adding relevant keywords to your content is to publish articles with keyword density directly on your site.

For example, think about car stereo sales. Articles that may come in handy to someone browsing your site might include reviews of a specific car stereo system, cost of installation in various types of vehicles, the dynamics of a sound system, how to determine the best output for a specific car, etc. Each of these articles should include a peppering of relevant keywords that will be found by search engine crawlers, therefore gaining you a better placement when search results are produced.

Metatags

All websites are published based on some kind of coding. Whether you know anything about producing or reading the coding behind the website is irrelevant; you still need to pay attention to portions of the code, since SEO crawlers actually read through this and not the visible site itself.

One major aspect of your coding is metatags. Metatags are underlying keywords that are included in the coding of the website while not actually being published on the visible page. They are literally marked within the coding by a label that reads “meta keywords”. The best way to learn to include these is to study HTML coding, which is most commonly used in website publishing. If you outsource the publication of your website, you can simply provide the relevant list of metatags to your web administrator and ask that they include them.

Organization

Organization of your website is important to your SEO results as well. You want your information to be easy for viewers to navigate, and the best way to assure this is to create the website in an organized manner that search engine crawlers can understand as well. Remember, crawlers are automated, so you need to think “simple”.

Landing Pages

Make sure your website is organized into specific landing pages. A landing page is a visible page on your site that contains specific, related information. For example, if you sell car stereos, one landing page may be used for each brand of car stereo, with the various models listed and described briefly on that page. You may have a separate landing page for mounting and balancing equipment. Yet another landing page may offer links to your articles on the topics mentioned earlier.

Home Page and Navigation

Aside from your internal landing pages, you want to have a nicely enticing home page. It should be attractive, well organized, and include easy navigation tools that can guide even those who are not incredibly computer literate through your site with little or no trouble. Once you've achieved this, your SEO results in the organic search results will improve by leaps and bounds.

Strategies

When you create your website, you'll want to have a specific strategy in mind. The idea is to draw a viewer in so that they spend more time on your site, therefore increasing the chances that the individual will contact your business or make a purchase directly. The more valid information you include on your website, the longer a visitor will stay on your site.

Keyword Density Rules

Another important clue to successful SEO is knowing the exact keyword density to use when publishing your content. This is a delicate balance. Without enough keywords, crawlers from search engines won't recognize your site for the purpose you intended. However, if you over-saturate your site with keywords, the search engine crawler will throw it out, regarding the keyword content as "spam".

Optimum keyword density for a website is pretty standard across the board, no matter your industry. For the main keyword, you'll want to aim for 4-5%, and for additional keywords, 2-3%. In other words, for a car stereo sales site, "car stereos" would be your main keyword, while things like "car stereo installation", "mounting car stereos", "installing car stereos", and variations of the brand names would be supporting keywords. Your main keyword should appear about 4-5 times in every hundred words on the site, while your supporting keywords should be included 2-3 times for every hundred words.

Loading Time

One more consideration that can be detrimental to your success if not heeded carefully is to keep your pages light. If there is too much information on a page, the page will load slowly, and no one will wait for the information to appear. Studies show that pages which take more than a few seconds to load cause viewers to "bounce", or back out of your site and go elsewhere to find what they need. When determining your load speed, always use

the slowest standard bit rate so that you are configuring your site to the most antiquated user's system.

Once you have your SEO completed and in order, it is time to start looking at other avenues of advertising. Email marketing is perhaps one of the widest reaching methods of online marketing and, second to SEO, probably the least expensive. In the next chapter, we'll consider the aspects involved in email marketing strategies.

Chapter 4: Email Marketing

Email marketing is a common form of advertising these days, and there are multiple ways to approach your campaign strategy. However, maintaining an email campaign requires some diligence and creativity in order to achieve the goal of growing your customer base. Several areas of concern are sources of email addresses, email content, and target audiences.

How It Works

Email marketing is a simple process in its basic format. You are simply using a list of emails for potential customers to contact with information on your goods and services. For example, you have probably received emails from Barnes & Noble or Amazon.com, especially if you have ever made a purchase from their online storefronts. Each email advertises current deals, new releases, and other information that the company feels would be of interest to former and potential new customers.

Email Contact Lists

The important thing here is to have a list of email addresses to contact. Several means of collecting these addresses come in handy. First, you'll want to set up your website to collect email addresses. This is the free, easy way to gain an interested audience. Create a form to fill out for visitors to your site who wish to receive information regarding your

business in the future, or to download a free gift. Also, make sure that, if you have an online storefront and customers can make purchases over the internet, you are collecting email addresses during these purchases. After all, return customers make up a large portion of any business's profits.

Content

Once you know who you are going to contact regarding your email marketing, you need to determine what to include in your emails. Typically, email campaigns are configured into weekly emails, plus an additional email that would be sent out in the course of a major event (a large sale or something similar). Much like a store's weekly flyer, you'll want to include anything that may be of special interest that week:

- Sales – everyone wants to save money, so if you have a special sale, be sure to make it a prioritized part of your email advertisement message.
- Coupons – like sales, coupons get major attention. If you can provide a coupon which your potential customers can use to save an additional percentage off purchases, you are more likely to entice them to go to your site, after which they are more likely to make a purchase.
- Great deals – if you think you have an offer that trumps the competition, even if it is not on sale, be sure to include it in your email content. People will pay attention and comparison shop, leading them back to making their purchase with you.

- New offers – Whether goods or services, anything new that you have to offer or that you didn't have previously, should be addressed in your email marketing campaign. This is a prime opportunity for you to elicit interest in a new product or service that your customer base may have been looking for all along.

Presentation

Aside from good quality content that will get people to your website to make a purchase, you need to be greatly concerned about presentation. You can list your goods and services in a simple bullet point configuration all day long, but it is not likely to gain the attention of your email list clients. Rather, you'll want a bright, attractive page that catches the eye.

Again, think to email marketing ads you've received. Usually, they include pictures, bright colors, and large bold typeset that assures you get the message being sent. Your emails should be similarly designed. An additional piece of the presentation is the subject line of the email. If you are a tire salesman, you don't want to have something like "Car Tires On Sale". While it gives the message, it is boring and doesn't tell the recipient of the email much about the contents or what is being advertised. Think to yourself, would I open that message?

Rather, use a creative, inspiring subject line that will make the recipient want to learn more about the offer. "40% Off Brand Name Tires – This Weekend Only!" is a much

more telling, interesting title for you email. Be sure to include some specific information so that the customer receiving the email knows why he or she should open the email. Other tag lines that will add emphasis include “and More Inside!” and “Get Coupons Here!” Telling your audience that there is something of value within the email will assure that the email is not simply sent to the trash bin.

Organization

Like your SEO information, you’ll want to make sure your message in the body of the email is carefully organized. For example, you don’t want to offer one sale item, then a new item, followed by another sale item. Rather, take the example of an Amazon.com email marketing campaign. They will typically list their featured product or sale item at the top of their email, followed by other great deals, then new items. This will allow the reader of the email to make sense of the contents and to decide what is of interest to them.

Strategies

One important thing to remember in email marketing is that, like all other forms of advertisement, you will save yourself a reasonable amount of time and hardship if you create a target audience. When you know who makes up the majority of your client base, you can target individuals with the same criteria, knowing that they are more likely to purchase from you. In addition, you can configure your sales offers and email content to

appeal to this segment of the market, rather than creating a more generic advertisement that would hopefully appeal to a broader spectrum of people.

Loading Time

Much like your web pages, you need to assure that the loading time for an email is not extensive. First, making sure the content is small enough to get through the lightest of email services is essential to reaching your target audience. More importantly, if you want your potential customers to continue to open emails from you through the weeks, you need to make sure they are configured in a manner that they open easily and with very little wait time. If a member of your audience opens an email and finds that it takes a long time to load, they are more likely to send future ads straight to the trash bin.

Links

Aside from speaking about specific sales and offers, you want to make finding them on your website easy for an email reader. For example, if a tire salesman offers 40% off Toyo tires and not all tires, he doesn't want the client to have to click through three or four pages on his site to reach the information about the Toyo tires. Rather, to increase likelihood of a sale, he wants the customer to be able to access the page directly.

Including links to the specials within the email, right next to the offer description, is a way to assure a greater volume of traffic to your site. While many people are perfectly

capable of finding the information on their own, the fact is that a great many consumers are lazy shoppers and need everything catered to them. By offering them the simplest, quickest steps to achieve their goal of saving money, you set yourself apart from other competitors and increase the chances of completing a sale.

Now that you have a good, search engine optimized website and an email marketing campaign to get customers to the site to view it, it's time to move on to another form of internet advertising: affiliate marketing. You'll find that this form of advertising offers benefits in terms of inexpensive advertising, more traffic to your site, and even a way to make money.

Chapter 5: Affiliate Marketing

In order to understand how affiliate marketing works, you should first understand the definition of the term “affiliate”. In online business, an affiliate is someone who decides to promote a product and earn a commission every time they sell a copy of it through their unique affiliate link. A product owner can have affiliates promoting his products for him, and each time they make a sale, the product owner is notified. As mentioned in previous chapters, a tire salesman might become an affiliate for a provider of custom wheels, car stereo installation, and other care décor providers

How it Works

Affiliate marketing is unique in that it is a two-way street between the product owner and the affiliate. Most marketing is done through becoming a member of an affiliate program. In order to do this, you simply sign up with the site and either use their pre-made affiliate promotion tools, or create your own.

Exposure

Using affiliate marketing services allows you to gain exposure, whether local or worldwide. Many of the affiliate marketing programs advertise and make online product sales possible throughout the world. As a product owner you can sell physical or digitally delivered products like ebooks and software anywhere in the world, and therefore

affiliates can join your affiliate program and help you promote your products. As an affiliate, it doesn't matter where you are located in the world, as long as you have access to the internet.

Affiliates will receive commissions for any sales made through their affiliate link when clicks have led from their site to the product site, and they will get a percentage of the sale price of the product. For digitally delivered products, often times the commission rate is 50% or higher. As for physical products, the percentage is usually 2-8%.

Tracking and Payment

On both sides of affiliate marketing, the affiliate and the product owner, tracking sales and payments is very important to record and have access to. Affiliates should make sure to track their ads using scripts or programs designed to help determine which affiliate promotion is bring in the most number of sales. The same is important for product owners, so that they can track which affiliate makes the most sales and in order to make sure no affiliate is going against their terms of service.

Tracking links and conversion rates will help you know:

- How effective your ads are on other sites;
- How much you are spending on leads to your site;
- How much profit you have made through the affiliate marketing program;
- How well other ads and promotions are doing on your site; and

- How much commission you are making for the clicks and sales produced through ads on your site.

With this sort of analytics, you can count on accurate reporting that will make it easy for you to scrutinize the effectiveness of affiliate marketing for your particular business.

Payments to the affiliate are made in one of two ways, either by the product owner themselves, or through a middle affiliate marketplace service. Either way it is important for the affiliate to keep track of their commissions and the product owner of how much they have to pay out each month.

Writing Ads

For product owners, usually affiliate marketing programs will allow one of two types of ads to be posted on affiliate websites. First, you should prepare a written ad that follows the format of Google AdWords (discussed in Chapter 6 under PPC Marketing). These are the most common ad styles. However, some affiliate programs actually allow you to use an image advertisement. Either one should be formatted to include specific information that will catch the attention of a potential customer to an affiliate's website.

You should be sure to include information about common deals you have, sales you are promoting, and items or services you offer regularly. Once these ads are created, you simply submit them to the affiliate marketing program or place them on your affiliate page, so that affiliates can use them on their websites. You don't pay for advertising

unless a potential client actually clicks on your ad, an action that will then take them to your website.

The cost of affiliate marketing is incredibly low, if not free. While the traffic volume can fluctuate from day to day depending on which affiliates are promoting the product, the audience that will visit your website based on these types of ads is much more targeted, since they were already interested in a related business's site and were redirected to you from that site.

Putting Ads on Your Site

For affiliates who are wishing to promote a product to earn commissions, all they have to do is sign up to an affiliate marketing marketplace which displays many different products, or sign up with individual product affiliate programs.

Once they sign up they will need to decide which product they want to promote. They will then need to take the piece of coding that is equivalent to the ad they want to use and include on their site. Simply copy and paste the code, following instructions, so that the ad is shown in the left or right hand column of their site, and republish the site. The ad will begin appearing, and every time someone clicks on the affiliate's ad and purchases, the product owner will pay out a commission.

Strategies

Using what you learned about search engine optimization, you can also create a great long lasting affiliate marketing system. With your optimized website targeting certain keywords, you can possibly rank in the search engines for the topic of the affiliate product you are promoting. This will allow you to drive more targeted traffic to that affiliate program through your website, and therefore make more affiliate sales and earn commissions.

Landing Pages

When you created your optimized website, you included specific landing pages related to specific products or services. In doing so, you have built a perfect platform for your online advertising process. Much like you included links in your email marketing campaign to arrive at a particular landing page that correlated to the offer, you will want to create your affiliate ads to literally dump searchers directly on the related page.

In other words, if your ad references truck tires, you won't want to land your potential clients on a generic car tire page but rather directly on a page that lists only truck tires. If your client is coming from a 4-wheel or off-roading website, you want to send them to a page related to off roading tires. Landing pages add relevancy to your campaign and direct potential customers straight to their interest so they don't have to spend a lot of time digging for information. The easier and more available you make the information to them, the more likely they are to purchase that affiliate product.

Taking the strategies used in affiliate marketing and search engine optimization and building on those, you can create a search engine marketing, or pay-per-click campaign that will take your business to the next level. In the following chapter, we'll delve into the involved process of creating a successful SEM or PPC campaign.

Chapter 6: Search Engine Marketing & Pay Per Click

Perhaps one of the most involved forms of internet marketing is the pay-per-click function, also known as search engine marketing. The terms are synonymous and both refer to the same type of advertising. Pay-per-click is a less formal term and describes the way that such advertising is purchased, while search engine marketing is a more technical term and describes the targeting mechanisms used to create your advertisements.

However you refer to the program, it is a bit more complex than any other form of internet marketing and yet can lead to the highest profit margins of all. Search engine marketing (SEM) allows you to choose when and where your ads are seen and how much you are willing to pay to get your audience. Therefore, you are able to better target your advertising area, audience, and cost. Let's look at how exactly this way of advertising works.

Paying Per Click

The term pay-per-click (PPC) is derived as an honest description of the manner of payment for this advertising. In creating the campaigns, you are literally writing ads and choosing keywords for which visitors to your site will search, then setting a price for each individual keyword. This is the maximum cost you are willing to pay to get traffic to your website based on this particular keyword.

Each time a user types a particular keyword into a search engine, the results are shown, and based on your bid price, you are given a position outside the normal organic search area. This costs you nothing, unless the user clicks on your ad. At that point, they will be directed to your site, and you will pay for that click as a service of advertisement that led to results (a visit to your site). Thus, the term is obviously quite fitting.

Marketing to Search Engines

However, there are a lot of technicalities involved in the process of creating your PPC campaign that make it successful. In order for your campaign to perform well, you need to market to the search engines. In other words, you must not only know what a user will be searching when looking for your product or service but must also be aware of how the search engine will look at your advertisements and dole out favor. This is where the term search engine marketing (SEM) comes from; you must be able to draw attention from the search engines with your campaign in order for your campaign to be effective and affordable.

Choosing Keywords

Your first duty in creating a successful SEM campaign is to create a list of keywords. Know your business well, and research what your potential customers and site visitors will be searching for when using Google, Yahoo, Bing, and other search engines to find your company online. For example, if you own a maid service, you'll want to look at

keywords and keyword phrases related to “cleaning”, “maids”, “housekeeping”, etc. A longer list means more chance of users finding you, since you will cover more bases. However, you don’t want just anyone to find you, either, and you don’t want to be overwhelmed with charges.

To avoid random searches pulling up your ads, you want to choose what is referred to as long-tail keywords. These are keyword phrases that include at least two words, preferably three or more. This will lead to a more distinct search return. In other words, using the word “maid” by itself can lead to faulty results, and you may pull in click charges from people who are not looking for your services. In fact, your ads may appear for searches for “French maid costume”.

Instead, choose terms like “maid service”, “housekeeping services”, “home cleaning service”, etc. These narrow down the search results and make sure that only when someone is looking for a service to come and clean their home will your ad appear.

Pricing and Bidding

Once you have a list of keywords, you’ll want to determine how much you are willing to pay for a click based on a search return for that keyword. For example, because it is more specific, you may be willing to pay more for “housekeeping service in San Francisco” than for “maid service” because it is more specific and actually includes a search for your particular location.

Higher bids offer you the opportunity for higher placement in the search results. While you may not want to aim for first place, because often large chains bid outrageous amounts of money to maintain these positions, you can always aim for the top six positions. Remember, SEM advertising is a paid search, and these search results on Google, Yahoo, and most search engines appear at the top of the page in a colored box (the first three listings) and then down the right-hand side of the page.

As long as you have a first page impression, or ad appearance, you have a good chance of being noticed. The goal is to balance the cost with good practices. You don't want to bid so high that you are running out of budget too quickly. However, you don't want to bid so low that your ads show only on the third page either.

Writing Your Ads

There is a very specific format to the ads that are allowed in SEM campaigns. You are allowed 70 characters, and many search engines divide that into two lines of 35 characters. You are also allowed 25 characters for a title to the ad, and you can show your URL beneath the entire ad.

Your title should refer to the types of keywords you are advertising. The more relevant your ad to the keywords, the better placement you will get on search returns for a lower cost. This is based on something called a relevancy score, which, aside from bid price,

helps to determine the ranking of your ad on search returns. Using specific keywords in your ad will help your relevancy score, and it will call more attention to the user as well, since the results returned will be more specific to their initial search.

Punctuation is also limited in SEM. On Google, you are allowed only one emphasis punctuation per ad (exclamation point), and in Yahoo, no exclamation points may be used. However, using excessive punctuation is not as effective as using a call to action in your ad, which will grab the users' attention and get them to continue on to your site. Things like "Call Today!", "Get Yours Now!", "Schedule An Appointment Today!", etc, are incredibly effective when it comes to getting new customers.

Sample Ads

Consider some of the samples below as good SEM ads.

For a mechanic service:

Brakes, Repairs, and More *(title)*
Affordable Mechanic Repairs & Car *(ad line 1)*
Care Services. Call For Quotes! *(ad line 2)*
www.MikesMechanics.com *(URL)*

For a beauty parlor:

Full Massage Services *(title)*
Facials, Full Body Massages, Manis *(ad line 1)*
& Pedis. Give a Gift Certificate!\ *(ad line 2)*
www.ABCMassage.com *(URL)*

Notice that, for best practices, all important words in the advertisement are capitalized, and the call to action is punctuated with an exclamation point. Again, rules on punctuation vary between search engines, but where allowed, this is best practice.

Landing Pages

Another part of creating good ads that are related to your keywords is to determine landing pages. With each ad you write, you'll also have to choose the location to which a click on that ad by a user will be sent. Choosing the most relevant page on your site with the information being sought is a best practice in SEM advertising.

It is rare that the home page is the perfect landing page for this type of advertisement. For example, if your searcher is looking specifically for “brake pads and shoes”, you don't want to send them to your home page, nor have them sort through several pages to find what they need. Rather, related keywords can be grouped and paired with a specific ad that will be set up to land them directly on the page referencing brakes and brake repairs.

Location Targeting

While you can set up keywords with locations as part of the search term, this is not the easiest way to limit your advertising area. For example, if you leave your ads on a national setting and use keywords like “car repair Los Angeles”, anyone in the nation

could type in this term and find you. You don't necessarily want someone in Atlanta or New York searching your site, and since these are not likely customers, you don't want to pay for their clicks.

Therefore, within the search engines' PPC programs, there are geographic target areas to choose from. They are set up in various ways – zip codes, cities, metro areas, states, radiuses from a particular point, and even a drawn specific shape. Telling the search engines that you only want your ads to be shown in the Dallas-Fort Worth metro area will limit the target audience to a more localized setting. Therefore, if someone in Dallas types in “car repair service”, he will see the ad, while someone in Phoenix searching the same term will not.

Other Settings

Some search engines offer other ways to limit your ads' target audiences. For example, Yahoo offers the ability to weed out any user that is under the age of 18, since these users are less likely to be purchasing a product. Most search engines also let you choose certain hours during which to show your ads. Some businesses only want to advertise during business hours, such as an emergency care clinic. If they are not open between 11pm and 5am, they do not necessarily want their ads to show during this time and can turn off their campaign.

Other businesses may choose to limit hours of advertising simply because there are particular times of the day when users are more likely to look for them seriously, and they want to focus their expenditure to these periods. For example, for those having car trouble, searchers will most likely be looking for maintenance early in the morning when trying to get to work or just after arriving at work, or again during lunch and when getting home from work. By contrast, a dance club is more likely to get traffic online in early and late evening, when users are looking for someplace to go that night.

Google also has an option to accelerate the ads. Under normal circumstances, the program is set to rotate your ads with others to make the budget you have set for the day last throughout your advertising hours. However, if you want your ad to continue to show with every search until you have spent your entire budget for the day, you can choose this option.

Setting Your Budget

Budgets are set in two ways. First, you have a daily budget that caps the amount that you will spend on your advertising each day. Because the budget does not update in the engine real-time, you may spend an extra few dollars on some days; typically, the engine will try to make up for this later on in the campaign. Secondary to that, you have a monthly cap on your budget through some search engines. What this means is that, regardless of how much you have spent on a daily basis up to a certain point, if you have hit that cap, your ads will no longer show for the rest of the month.

The best way to set each budget is to take the monthly budget you wish to designate and divide it by 30, setting that as your daily budget. Be aware that you cannot have a daily budget that is below any of the bid amounts on your keywords, as it will cause your ads not to run. You should also consider that, in limiting your daily budget, you are limiting the number of visits to your site. Best practices assure that you will get at least 4-5 good clicks to your site for the day. Again, this is a simple matter of math.

Ways to Find Help

PPC and SEM advertising can be incredibly overwhelming because of the many aspects to building a strong, successful campaign. However, there are a number of resources you can use to help you build a good base for advertising.

First, check out the Google Keyword Tool. This allows you to enter a word or two that you are considering as keywords, then pull up a longer list of similar keywords that show you how much search activity each of those terms have received in recent months. Also, the Google AdWords program, their PPC program, offers a complete training for anyone wishing to use the service.

If you don't have the time to do any of this yourself, or you find it too difficult to comprehend from the start, there are also firms that will build and run your campaign for

you, most for a nominal fee, though some charge a percentage of the actual search engine fees rather than a flat fee.

Overall, SEM should be used as part of a larger marketing plan, which should include multiple means of internet advertisement. How do you know what the right mixture of advertising sources is for you? We'll discuss in the next chapter how to keep your advertising scheme well rounded, depending on your business.

Chapter 7: Creating an Internet Marketing Empire

Perhaps the best secret to remember in internet marketing is that all avenues are not equally successful for all business types. Learn about which aspects of internet marketing are more applicable and enriching for your particular type of business

This chapter will touch on several businesses that are more specifically assisted by certain types of online marketing programs, as well as some means of advertising that should be avoided by various industries because they aren't as effective. However, the suggestions do not include every industry and should not be taken as gospel, since there are always exceptions to every rule. These are simply meant as recommendations for those just starting out in internet marketing as a jumping off point, to help better understand the difference in markets.

What Works

Below is a list of example businesses that have proven to benefit from various types of internet advertising. Please note that there is no list for SEO, since almost every business can benefit from maintaining a healthy, targeted website. Rather, these lists cover affiliate marketing, email marketing, and PPC/SEM campaigns.

Affiliate Marketing

Car care industries – brakes, maintenance, mechanics, body shops, etc
Beauty industries – beauty supplies and products, services (massages, facials, etc)
Technological services – computer, internet, audio visual equipment, etc
Pet care industries – supplies, grooming, vet services, day care, boarding, etc
Medicine – over the counter products, hygiene, herbal health care, dieting, etc
Travel services – flight services, car rental, hotels, travel agencies, cruises, tour guides

Just about every kind of business can benefit from affiliate marketing, online or offline.

Email Marketing

Beauty industries (see above)
Food industries – grocery stores and supermarkets, restaurants, etc
Pet care industries (see above)
Travel services (see above)
Car sales – dealerships and parts dealers
Retail – clothing stores, home décor, beauty, department stores, etc
Home care services – housekeeping, maid services, carpet cleaning, lawn care, etc

Search Engine Marketing

Dentistry – general, orthodontics, pediatric, sedation dentistry
Home care services – see above, plus landscaping, remodeling, painting, etc
Pet care industries (see above)
Car care services (see above)
Garage door repair and installation
Furniture sales (online)
Heating and A/C repair and plumbers
Any online store

What Doesn't Work

Again, there is no hard and fast rule as to what will or won't work for a business.

However, in general, there are some business models that simply are not likely to profit from various types of advertisement, and being leery of these can help to save you a great deal of money that could be budgeted for more effective practices.

For example, while doctors may benefit from various forms of internet advertising, it is less likely that they will receive a good amount of business from any form of online marketing, with the exception of affiliate marketing. Through this method, they can network with other practitioners and advertise their complimentary types of medical practices on each others' sites. For example, a chiropractor and an orthopedic surgeon may find that they can refer patients to each other through affiliate marketing practices.

By contrast, an urgent care clinic can benefit greatly from an SEM campaign, especially if they advertise during their business hours and target the times that a general doctor's office would not be open.

Lawyers may also find that affiliate marketing is a good source of business. For example, if someone is searching for information on divorce, suing a business, etc, they can market their law firm on the sites this user may be visiting. While many lawyers attempt the SEM route, it often turns out that this particular form of advertisement for them is extremely competitive, leading to high costs, low positioning on search results, and poor return on investment.

Note that almost any online store can benefit from SEM campaigns, and these same businesses may find that email marketing is quite profitable. You may also note that dentists can achieve profitable results through SEM but is not listed under the other forms of internet marketing above. Again, while anything is possible, people are not usually looking for dental advertisements in their email, making this a waste of time. Also, the dental industry is not quite as specialized, so it is difficult to network with other dentists to advertise practices on other sites.

Diversifying Your Advertising

If your budget for online marketing is small, you may want to start with a single form of advertisement and grow from there. However, the ultimate plan should be to diversify your investments in different areas of marketing to achieve the best possible results. You can profit best by learning how much you can gain from each form of internet marketing and devoting that percentage of your budget to each aspect of the program.

For anyone just starting out, the first thing to be concerned about is SEO. If your site is not up to par, none of the other means of marketing will get you anywhere. You can have flashy ads, great email offerings with discount coupons, and still a poorly designed website will not entice a user to buy your product or service. You must have the information and formatting necessary to draw their interest once they arrive, and in order

to get them there, you have to set up your site in a way that the search engines recognize and place your site well in the search rankings.

Once this is set up, consider the above lists and see if your business fits into any of these categories or if you want to start a website in any of those areas. Start there, and increase your budget gradually in that area. When you begin to profit from your advertisement, you may wish to dabble in other areas of marketing online as well. If you don't know for sure where to start, try email marketing. This is the least expensive of the three forms of marketing and perhaps the simplest to become involved in.

Of course, creating a campaign and getting it set up and running is only a small part of the responsibility involved in internet marketing. In addition, you have to maintain your various forms of advertisement for best results. In the next chapter, we'll review what needs to be done for upkeep purposes in each aspect of marketing on the internet.

Chapter 8: Maintaining Your Online Marketing Programs

You can spend hours and hours, as well as large amounts of money, solidifying your online marketing program and assuring that it is well organized when it begins and still fail because you don't understand the proper care and maintenance of each aspect of your campaign. As with all things in business, you cannot expect the programs to run themselves on auto-pilot without intervention. Someone must maintain each aspect of your campaign in order to not be draining away the cash you are putting into it.

SEO Maintenance

Search engines will regularly crawl sites that have new information or that have any changes to them. However, if you allow your site to sit with no updates or changes for weeks and months, the search engines will fail to recognize it as valid. Therefore, your site will fall off the organic search list or, at best, be relegated to the end of the list several pages down the line. If you want to keep your site visible to the public, you need to find ways to keep it current.

Articles and blogs are great means of frequently updating your website on a regular basis so that you may continue to be recognized by search engines. Not only will articles and blogs related to your business be seen as relevant (with keywords that increase your ranking and subject matter that is of importance to users searching those keywords); they are also *current*. This means that your site will always have fresh information to offer a

searcher, and that searcher will want to return to your site for new information on a regular basis. The more often a user visits, the more likely you are to create a firm customer.

Changing page formatting, adding new pages, posting pictures, and other technical means of updating your site can also draw the search engines' attention more closely. Whatever you choose to do to maintain your site, you should make sure that SEO is a high priority in order to aid you in the maintenance of your other means of advertising as well.

Email Marketing

By nature, email marketing is not a “set it and forget it” method of advertisement. If you send only a single bulk email and never contact any of those email recipients again, you won't have done anything to increase your business clientele. One email is incredibly easy to ignore.

Rather, you need to send out *regular* email, contacting everyone on your mailing list on a regular basis, whether that is once a week or once a month. You need to update them on new offers, new specials, and anything that has changed about your business. Not only will these give them an incentive to come to you for product or service; it will also be a constant reminder of who you are. Much like learning, repetition is an important method of achieving results. The more often the recipient sees your business's name in his or her inbox, the more your business is ingrained in his or her mind. Therefore, the person is

more likely to come to you the next time he or she needs use of your product or service for any reason.

Affiliate Marketing

Because you want to maintain relevant contacts and affiliates, you need to make sure that you are regularly updating information through your affiliate marketing program if you are a product owner. This requires adding new products or services to your profile, removing any that you no longer offer, and keeping up with your promotional tools needed to help affiliates.

Also, as an affiliate, you'll be showing the ads of others on your own site. You'll need to regularly update your site with new ads and keep tracking which ads are bring you the most success. This can be done at the same time as updating your SEO content on your site, so that it is all refreshed at the same time. New ads on your site can also get you picked up more readily by search engines in organic results if it's a text based ad.

Maintaining this particular aspect of your online marketing strategy can pay off in more ways than one.

Search Engine Marketing

Unfortunately, while perhaps the most profitable for many businesses, search engine marketing also requires the most maintenance and upkeep of all forms of internet marketing. You'll find that a good deal of time needs to be devoted to this in order to achieve the results you want.

Updates include adding new keywords to your advertising list, removing those that don't perform well, rotating ads so that those that perform better for you are more readily shown, making changes to your advertising area to target those areas from which you seem to get the best results, and adjusting your budget. You'll find that, as more competitors come into play and as existing competitors fine tune their own campaigns, your current keyword list and bid prices may be less effective. Making changes of your own, much like SEO, refreshes your campaign in the eyes of the search engine and also allows you to keep up with competitors.

How to Judge Effectiveness

In making your changes to the various types of internet marketing, there are ways to judge the effectiveness so that you know where the faults lie and can concentrate on these areas. For affiliate and PPC marketing, you can use analytics programs. The software is simply a type of coding that is added to your site and allows you to gather information on the traffic to your site.

Web analysis allows you to track what keywords produced the best results, where within your geographic advertising area you are getting the most business, and which aspects of your campaigns are providing the best return on investment (meaning the lowest cost for the most sales).

You can also use your own methods of information gathering, though these may not be as effective. By including a form on your site that visitors will fill out – name, location, and how they found you at a minimum – you can learn more about the demographics of site users. However, this is all subjective, since not all visitors will fill out a form, and those that do may not always be completely honest. Also, not everyone will know the difference between an organic ad that they clicked on and a PPC advertisement, so it can be difficult to separate out these types of searches.

Outside Assistance

For maintenance and upkeep, as well as analytics, you may be able to create your own internal department to handle the advertising online. However, you may wish to outsource these particular tasks, since the fees charged by experts may actually equate to less than it would cost to dedicate your own manpower to such tasks.

In choosing outside help, try to adhere to the following guidelines:

- Find a firm that can help with all aspects of internet marketing under one umbrella to avoid paying several fees and dealing with several experts.
- Look for certifications, especially in SEM advertising. The best marketing firms will have their agents complete Google AdWords Certification, as this title means

they are well versed in perhaps the largest pay-per-click advertising source in the world.

- Look for transparent fees. Some firms wrap their fees into a package, guaranteeing you a certain number of clicks per month, rather than setting an online budget and having you pay a commission on top of that. This is not the best way to assure your clicks are valid.
- For email marketing and SEO work, make sure that there are graphics experts involved who can make your site and your emails eye-catching and organized.
- Make sure that the firm can make use of analytics and reporting software to provide you with a complete overview of how your campaigns are running.

As you can see, there is a lot to consider, even if you are going to hire help externally.

While the idea of online marketing may be a bit burdensome and overwhelming, remember that starting small and just getting your feet wet will be an excellent learning experience, and you can build upon that to gain success. By starting small and simply creating a fantastic, optimized website, you'll gain a great deal of traffic and business.

This increase alone can be motivating to try new things, both because you have seen the success of online marketing and because you have increased the profit margins of your business.

Don't hesitate to use all the resources available to help you build your internet marketing empire; there are a number of great references online, especially through the search engines that offer you various forms of online campaigning. While this ebook is formatted to give you a good learning basis, it is not meant to be a one-stop-shop for the perfect online presence. It is simply a guide to take with you and refer back to as you learn more about building a strategy for marketing on the internet.

Once you've weeded your way through this information, you should feel comfortable at least taking your first step towards online marketing success. You may even be anxious to begin, wanting to put the suggestions made here into practice to see just how much you can increase business and improve your online presence. My advice is to take it slow, start small, and enjoy reaping the rewards as they build higher and higher through your own diligence and determination to create a successful online advertising program for your business.

Reputable Resources

Business Vaults

Get A COLOSSAL Collection Of Resources To Build Your Online Business, And Get New Products Added Every Single Month! The Ultimate Business Solution!

Free Gifts Directory

FREE Tools And Resources For Webmasters And Marketers

Internet Marketing Video Training

If you're serious about wanting to build an online business, I know you'll benefit from this course. The course covers all of the important topics for someone wanting to start a business. Login at any time and watch the videos in your Internet browser.

Niche Websites

Get ALL The Private Label Content, Tools & Training Needed To Create Your Own Niche Sites! And...Get top quality software that was designed specially to build your quality, moneymaking niche sites.

Software Business

If you're serious about making money online...Instantly set up your very own low cost, exclusive software business... without having to write a single word of programming or do any of that techie stuff. Owning your own product is the #1 key to success online and the best selling business online is software products.

We Build It. You Own It!

This is a membership site you can call your own, but you don't have to worry about anything except collecting 100% of the profits. The ultimate dream come true for anyone looking for a profitable membership site to call their own.

Advertising

If you're like many people online, you're actively searching for ways to cash in on internet marketing... But it's not as simple as some people make out is it? But it doesn't have to be a hard, time-consuming and expensive exercise... In fact, we've simplified the whole process for you...

Free Brandable Ebooks And Reports

Feel Free to Pass These Reports and Ebooks On to Your Friends, Offer them for Download on Your Website or Give them as a Gift to Your Subscribers.

Free Traffic System

A brand new project that helps you to get top quality one way links for free. A natural, safe and smart way to build backlinks.

Internet Marketing Software

High quality software that every webmaster and Internet marketer needs. Instant downloads of quality Internet Marketer software with a Money Back Guarantee...



[Click Here For High Quality Internet Marketing Software](#)

Recommended Resource

Dear Valued Reader,

I want to let you in on something special - at absolutely no cost.

It's a valuable club for marketers and webmasters called "The Marketing Bronze Club" and I'm going to give you a lifetime membership for nothing...

The membership is packed with exclusive moneymaking software and resources.

And you get regular new software too - all at no cost.

[So jump on this while you can, by visiting...](#)

Wishing You Success!



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