

# Positive Steps Towards Internet Marketing- Resource Book



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Positive Steps Towards Internet Marketing Steps To Generate Leads With A Sequential Auto responder

As an Internet marketer, unless you are dead and buried, you already know how effective a tool a sequential auto responder can be. However, there is one way to use it that you may not have thought of, and then again you may have and decided against it. To be straightforward this particular on line marketing strategy has been around awhile. But, because its so simple many folks, like you perhaps, have said it doesnt work, its worn out, and its no longer effective. If you have been one of those, you may need to rethink your position on this marketing tactic. Heres why! Millions of new users come on line each and every day. The primary reason most of them come on line is to learn something new or get information that will help them solve a problem. These newbies to the Internet have never been exposed to this marketing tactic. So in todays modern Internet marketing vernacular its an evergreen marketing tactic. Now lets get on with it. Step 1: You need to set up another project directory on your Internet site. Come up with a universal password and user name which your present opt-in list folks will use and the new subscribers to your list. Name your new project My Magic Steps To Astounding Weight Loss ... or something else which makes them want it. The next step may be the hardest part of the whole sequential

auto responder marketing tactic. Step 2: Take the time to find some really valuable reports, e Books, articles, scripts (are good), videos or perhaps software (Of course it must fit your niche market). Upload to your new directory for your subscribers to get hold of. Make sure its free. Step 3: Very Important! Prepare a short series of auto responder messages (3 or 4) to go out to your list. They should create a buzz about whats coming from My Magic Steps To Astounding Weight Loss .... If possible each of these messages should have a tidbit of good solid information. Naturally they will be in sequential order with the buzz building to crescendo. Space them out over a week. In fact your sequential auto responder will distribute them in the order you set them up in. Step 4: Write an intriguing and curiosity arousing conversational sales page about My Magic Steps To Astounding Weight Loss ... You must include the fact that this information/whatever are free. To make this tactic really work for you set a time limit or the number of people you are going to release this to. Make subscribers feel they are taking part in a very personal and private event. A word of caution here! Dont make the mistake of not shutting down your offer when you reach the total number of people or the deadline date. You could damage your credibility with your new subscribers and your old subscribers. When that happens you may find yourself losing leads instead of gaining them. Now heres the payoff! Once all these good folks have opted in to your new list you can send out new notifications to them of whats going on with your My Magic Steps To Astounding Weight Loss .... You can also include information about other products which are in the same niche market. Go ahead and try the sequential auto responder marketing tactic. It still works and it can be very profitable when used properly.

Build Your Business With Niche Affiliate Marketing If you want to try your hand at affiliate marketing (why not, its easy!) but the idea of promoting a bunch of different products you have no interest in doesnt hold much appeal, then niche affiliate marketing is probably for you. Many people simply look online at the programs and websites that offer the biggest commission for affiliate marketers, they build websites promoting those programs, or they write ads or articles to do so, and they sign up for several different types of programs. Many of them are programs about how to make money on the Internet, which is one of the hottest types of affiliate marketing programs out there. But what if you dont care for that scatter-shot approach of several different types of programs? And what if the idea of getting started in affiliate marketing by promoting programs that teach affiliate marketing or promise to help customers make money online feels strange to you or makes you uncomfortable (particularly if you havent used the program, and really dont know if it really delivers on its promises)? There is a way to

make money with affiliate marketing without making yourself uncomfortable with what you are selling, or having to sell several different types of products: niche affiliate marketing. What knowledge do you have that other people might want? If you are shaking your head, thinking you couldn't possibly have any valuable knowledge, you are not thinking hard enough. Think of everything you have done successfully or know how to do. Just because these things came easily to you, or you think of them as everyday humdrum things in your own life, it doesn't mean that other people won't find it fascinating or helpful. If you have children, that alone is a gold mine of opportunity for affiliate marketing. Just based on your experience with raising a child, you have advice and tips to offer potential parents who are hungry for information about the best way to do things. If you have pets, the same holds true. If you know how to golf, or catch record-breaking catfish. . . anything you do holds the potential for niche affiliate marketing. You might be wondering how this leads to niche affiliate marketing. It's simple. Let's say your interest is parenting. Find a parenting and child-related merchant that offers an affiliate program. Once you get that set up, then write an article about parenting. Don't panic, it's not hard! Simply write a short article, about 500 words or the length of this article about something relating to parenting. Possibilities are the steps you took to wean your child from bottles or pacifiers, how you began teaching the child to read, home remedies you used for diaper rash. You don't have to be a writer, you only have to be able to convey that information. Then at the end you put your affiliate link. The more you write the more people will read and click your link, so the more money you will earn with niche affiliate marketing.

### Bum Marketing Is It The Same As Article Marketing

The bum marketing method is devised to be a simple if not completely fool proof method of article marketing that allows you to earn commissions from affiliate product sales, Ad Sense, product sales and so on. Bum marketing is designed to take the article marketing concept to the next level by creating a full proof means to earn money online by writing keyword optimized articles for niches that are not getting enough exposure and to submit them to popular article websites so that search engines can pick them up. This method of marketing will allow you to earn significant affiliate commissions, in addition to getting opt-in newsletter sign ups and generating money from the sales of your own products, provided that you follow the process correctly. Bum marketing is not the same as traditional article marketing, but is rather an improvement upon traditional article marketing to generate income rather than simply traffic or linking. Bum marketing is a marketing style that was designed and popularized by a man named Travis Sago. The reason why it is called bum marketing is because it is

meant to be so simple and straight forward that if a bum off the street was given a computer with Internet access, he would be able to generate money with this form of marketing in no time at all. Bum marketing is a unique form of article marketing to generate revenue because it is one of very few occasions where making money is possible without spending any money. In a nutshell, here is the basic concept behind bum marketing, which should explain how it differs from traditional article marketing: 1 - First you find a low competition niche that is largely untapped. 2 - Next you find an affiliate program that has a product that compliments the niche and pays a decent commission. 3 - Next you research keywords that are low competition but that you can easily write articles about. 4 - The next step is to write articles based on these low competition keywords and keyword phrases. 5 - Now you will submit your articles to popular article directories so that Google and other major search engines will pick them up and display them in search results. 6 - Finally, you earn affiliate commissions, make money from selling your own products, earn opt in newsletter signatures and earn Ad sense revenue without spending a dime in the process. This is similar to regular article marketing, but much more emphasis is placed on earning income through affiliate products than you would normally see in traditional article marketing which is why bum marketing is a completely unique concept to your traditional article marketing concept. While bum marketing is based on article marketing, it has a much more unique end result, and is more ideal for people looking to make money over simply generating customers and visitors.

### Develop Your Online Marketing Strategy

Achieving maximum sales and return on value is based on how well you develop your online marketing strategy. It can be extremely difficult to differentiate yourself from the competition when you do business online. For any product or service that you sell, it is likely that there are dozens, hundreds or even thousands of other businesses available who are selling the exact same thing. So to maximize your potential, it is important to use key strategies to offer the best options to your customers. You should set yourself apart from the competition; continuously attract new customers and retain current clients. What products and services do you offer to your clients or customers? It is so important that you offer the highest quality in whatever it is that you offer. If you cannot stand behind your products and services, it will be unlikely that you will attain your business objectives. In order to develop your online marketing strategy, you will need to look at exactly what you have to offer and determine first what audience it will appeal to and second how you can reach that audience. Its unlikely they will come to you without your developing a way to go to them first. You can easily find ways to target your potential clients by identifying

them and then looking specifically at ways to utilize the internet to get the information about your products and services to them. After you have determined what you have to offer to your potential clients and customers and looked at ways to use the internet to reach them, you next need to look at ways to differentiate yourself from your competition. If you and five other online stores all offer the exact same product and service, why should they choose to buy from you instead of one of the other businesses? What, exactly, can you offer to ensure that you are the most valuable choice that they can make? Whether its free shipping, enhanced support, superior reputation or any other factor, you need to identify these explicitly to your potential clients. Finally, you need to continuously attract new customers as well as retaining your current clients in order to remain viable in your business objectives. Although some new clients will probably be reached through word of mouth promotion by your existing clients; you cannot count on this as your only means to build up your clients. You need to continuously find new ways to reach additional shares of the marketplace. You may also need to continuously update your products and services in order to continue to appeal to your past clients. If you sell a one-time-use kind of product, look for any products or services that may be related or may enhance your primary offering. Always remember to go back to your past clients in order to advertise new offerings while showing how valuable they are and reminding of the value you offered in the past. By diligent work, you can develop your online marketing strategy and enhance your ability to reach your business objectives.

### Discover Internet Online Marketing Advertising Business Solutions

When you decide to use the internet as your marketplace, you are opening yourself up to nearly endless possibilities to achieve business success through harnessing the power of the internet. Discover online marketing advertising business solutions that can help get the word out about how valuable your products or services can be to potential clients or customers. Rather than struggling through working on every step of the traditional marketing process on your own, you can instead take advantage of valuable programs and services that can automate steps and help to keep you on the right track to success. First, you will need to identify the subset of the market that you want to reach. Next, you need to determine how best to differentiate your business to gain their patronage. And finally, you can choose the best online marketing solutions to advance your goals. Not any people have products and services that will appeal to every sector of the marketplace. Instead, it is far more likely that your products and services will only appeal to a fraction of that marketplace. Why waste your time and efforts and advertising dollars on people who will never be interested in your services? Instead, there are

two distinct groups in any market to which your products or services your business belongs that you should target. The first is people who are most likely to need or want the products or services that you offer. The second are one level farther out and are those who may benefit but are not yet convinced of their need for what you offer. You should work up a profile of both of these groups in order to most effectively reach out to them with your internet online marketing advertising business solutions. Next, you will need to figure out how you can make your business stand out from the competition. If a dozen different businesses offer the exact same service, why should your offerings stand out from your competitors? If you can not figure out any ways, they may not yet exist. If this is the case, you will need to do work to determine what you can add on to your products and services offerings in order to make them appeal to your identified audiences. Perhaps you can offer free shipping, or a free gift with purchase. For services, consider offering an introductory rate, or periodic bonuses. Any way that can make your product more valuable will net you more clients. Finally, you can look at what online tools you can use to get the word out about your differentiated products and services to the two layers of identified target audience members. For advertisements, take the guesswork out of when they will display and to whom. Instead, use keyword based services so that your ad only displays to relevant individuals. You can also look at ways to send mass emails, updates or newsletters on a periodic basis to keep your potential clients up to date on how you can best serve their needs. When you discover internet online marketing advertising business solutions, you will be able to utilize methods to maximize your profit potential and maintain loyal clients.

Discover Some Of The Disadvantages Of Internet Marketing

Is your business ready to move to the next level, but you are needing more exposure to get there? You know for sure you have a service or product that people need and are looking for. You just simply have to get the word out to them right? Have you thought about using the World Wide Web to get your business out there? If you answered yes to the last question; you should read on to discover some disadvantages of internet marketing. The internet has become incredibly popular in the last decade, and while people have begun using it for advertising to an extreme level, there are some disadvantages of internet marketing. Many people may not realize this, however. There are some important facts concerning online advertising that you should understand before you take the leap and put your company on the web. One of the biggest problems that many people have with promoting businesses through the internet exclusively is that they often run into people who worry about being scammed and are afraid of fake promotions or companies. This infiltration

of bad internet marketing schemes has made too many people weary of trusting anything that is offered online. This can leave you in a very troubling place if you have an extremely tight budget and the internet looks like your best option. However, you can eliminate some of the disadvantages of internet marketing by following a few basic rules. First of all, do not send out a lot of spam and expect people to jump through hoops to buy your merchandise. You might have very good products, but it is unlikely that people are going to realize this if your advertisements look the same as all of the other ones they see. If you want to reach someone on the web, then you are going to have to do it in a way that makes them see past all of the clutter that is already clogging their screen. You can do this by finding a way to appeal to your audience. You know what you are trying to market better than anyone else, so think about this for awhile before you put up some generic advertisements and find a way to point out why your company is better than any other. If you are not sure of what makes you stand out, then your potential clients are not going to be able to see it either. Its important that you find a way to demonstrate to your customers why they would need your products, and more importantly, why they need to buy products from you and not your competitors. While there are a lot of good points behind placing your product or service online for millions of people to see every day, there are also some bad points. These disadvantages do not have to keep you from achieving your goal of having a successful online campaign, but you should be fully aware of what you are getting into before you just put your name out there. Remember to keep the advertisements clean and effective, making your product a full fledged three dimensional item which people will want to go out and buy. By avoiding these disadvantages of internet marketing, you can create an online marketing campaign that will succeed in every way.

### Finding The Truth What Does S.E.O Stand For

Many people are aware of the term of S.E.O floating around the Internet, but just what does S.E.O stand for? The simple answer: it stands for Search Engine Optimization. Thats not very helpful though, so lets look at it more in depth. What we can find just from the name is that S.E.O is a process to optimize for search engines. Well, we all know what search engines are, but what does it mean to optimize for them? Well, S.E.O is mainly a marketing technique to make a website more visible to search engines. We are all familiar with what takes place when we search for something on Google or Yahoo! search: the site gives us several pages of results. Did you know that most people only bother clicking on results found on the first page of a search? Sometimes a search can result in 10 or 20 pages of results and the average user often ignores all those extra pages. Search engine optimization is just a bunch of fancy words really, what

does S.E.O stand for? S.E.O means more visitors, more traffic, and if you have a product, more sales. S.E.O is integral to a good marketing campaign there is no two ways around it. So, for people looking to sell something on their web page or even just to attract a bigger audience for their blog or pod-cast, S.E.O is very important. The goal is to get a web site to appear on the very first page of any search engines results when searching for specific words or phrases. These words or phrases are known as keywords they are your best friends when it comes to search engine optimization. There are a number of resources you can find on the web that will teach you how to use keywords. For instance, some tools will tell you how often a certain keyword phrase is searched for, and show you other, similar keywords. These other keywords might allow you to expand the focus of your web page to attract more visitors. You can also use this information to target keywords that are less common on the Internet which allows you to corner the market. Keywords are not the only search engine optimization tool you can use. Another important aspect of S.E.O is linking. Search engines basically use links to a website as references, like when an employer calls up past employers to find out how good an applicant is. The more legitimate references or links to a website, the higher that the site will be ranked in the search engines. Creating links between your pages is a great way to enhance S.E.O. Keywords and linking is just the tip of the search engine optimization iceberg. There are many more advanced techniques that can be used to bring a site to the top of the search page ranks and keep it there. This is just an introduction, but now you know the answer to the question; what does S.E.O stand for? Important Internet Marketing Information For Beginners If you have a business that you are just starting to promote online, then you should not forget to look into what Internet marketing information is available. With the growing dependence and importance of the web, online marketing is not something you can ignore when you are planning on promoting a company. Too many people turn to the Internet to get important information about products, reviews of them, commentary, and testimonials from previous customers. If someone is interested in your business and they cannot find anything online, they may turn to one of your competitors. This is not always the same for established businesses as they rely more solidly on word of mouth reviews to help them. If your company is just beginning, this one on one referral service is probably not going to work as well for you until you establish long time clients and customers. However, many small businesses are intimidated by the idea of building and maintaining a website on their own and this scares them away from using the web to its full potential. But building a site is now easier than ever with the advent of



networking sites and even online templates that will help you build your web-page. Most people do not realize that all of the internet marketing information they ever needed to build a site and attract people to it is right at their fingertips. After all, once you have put up a page on a networking site like MySpace, all you need to do is send out friend requests to people who may be interested in your company. Try to not let spammers into your friends as this will usually just look more tacky than professional. The other good thing about a site like MySpace is that they can walk you through designing your page step by step. Just be sure to stay away from too much clutter and flashing graphics because they tend to turn people away. Another way to use the internet to reach people through marketing is by finding a site that is dedicated to something similar to your business. These sites will usually have message boards where people discuss things and ask questions about different topics. If you can get on some of these message boards and talk to people, answer their questions, and leave behind your business contact information, you can bring more visitors to your site. When you are planning your web marketing, remember not to be too pushy or flashy with your online business plan. Any and all of the internet marketing information you come across will warn you that coming off as too pushy with potential clients will generally scare them off because they will worry you are trying to scam them.

#### Internet Marketing Examples For Your Website

It seems like everyone is marketing things online these days, but some of the internet marketing examples you find online or in marketing strategy books just do not seem to fit with your site or your marketing plan. Some, in fact, deal with spamming or posting your website all over, and you may not be very comfortable with that. Below are some marketing examples that may be more in line with your personal philosophy. The more important practice in internet marketing is to be careful with your website. Many people, especially those who have never done a website before, want to make it very colorful or use a lot of fancy animation and such. After all, the idea is to make it grab the viewers attention, right? Not exactly! While walking past a decorated store window may grab people attention, it does not quite work that way online. No one is simply walking past your site if they are on your page, they you have got their attention. What you want to convey right off is what your site or business is about and what you can offer them, not blind them with bright colors. Those fancy flash menus, movies, and animation are not necessary, either. The menus can be fine, but you want to minimize the number of animations and large graphics on your main page. These graphics can take extra time to download, and the animations might actually cause your viewers computer to act up if they do not have the right version of Flash or other add-on installed. The menus,

too, can cause some issues with older versions of internet browsers. Look for some internet marketing examples that use menus that require no extra add-ons or use add-ons that are very, very common. You do not want a potential customer leaving your website in annoyance because your menu didn't load or work correctly. Be aware of the amount of content on your pages, too. Users do not always want to read huge chunks of text on their monitors, especially since it bothers some people's eyes. Instead, break up your text into different pages. That's not to say that you want a bunch of short pages, but you want each major topic or area to have its own page. If you are selling items from your website, make certain to set up a way to search your site for particular items. You will also want to allow the user to browse your products by different ways—product name, price, and product category are good ideas. Give your customer as many options for finding things as you can. It is hard to say exactly what a great website is, especially since what's good and bad can differ by industry or niche. The best advice for designing your website and for marketing on the internet in general is to look at sites in the same market as your site. Incorporate things you like from those sites into yours. The best internet marketing examples, after all, are successful sites that attract a lot of customers.

### Marketing On The Internet Effects On Your Business

What happens when you search on the Internet? How do you get to what you want? Most likely, you will skip all the banner ads, and enter your own search term. You will skip the sponsored search engine results. Maybe at this point, you can not even see them. You probably do not even see the shaded results on the right, or any of the advertising or web infomercial type results. It's a lot like television: if you do not have a video recorder, you just tune out the commercials mentally. Clearly, if you are marketing your goods or services on the Internet, those sorts of sponsored results and banner ads give you a really dismal return on investment. Sure, they'll generate some clicks, which will in turn generate some sales, but they're only worthwhile for big, relatively rich companies. Ideally, you want to optimize your site so that it naturally shows up high on the list. The playing field is much more level than in any other form of marketing. Small companies can own their much larger competitors. In case it's still not quite clear what natural or organic search means, it's just the editorial rather than sponsored search results for whatever search engine you use. If you can fine-tune your site to land high in the list of organic search results, your marketing on the Internet will have the desired effects on your business. Unlike the paid advertisements, you can't buy your way in. The only way to punch your ticket for this dance is natural search engine optimization. The playing field is relatively level, but large companies do have some advantages when it comes to natural search

engine optimization. They tend to have large quantities of inbound links. This affects search engine results substantially. Vendors, affiliates and partners often link freely and unbidden to the corporations site. Smaller companies, on the other hand, have some advantages too. Smaller companies tend to be more willing to pursue optimizing their site to penetrate results organically. Smaller companies also have little or no red tape to sift through in order to get a decision made on optimizing their sites. Smaller companies tend to be more willing to outsource, perhaps because they tend to not have significant resources internally. Natural search engine optimization is both a technical and non-technical problem. Simple steps like figuring out what keywords people will search for are important, as well as understanding the technical aspects of how a search engine indexes pages. Huge corporations, tend to view natural search engine optimization as a very small piece of an enormous puzzle. Not only that, they have been doing without it for years. Quite possibly, they have even been doing without the Internet for years. The necessary steps to successfully marketing on the internet in order to get the desired effects on your business are often too much to get through committee after committee and miles of red tape. Smaller, leaner competitors can thus swoop in and take full advantage of organic search engine optimization and get better search engine results.

### Maximize Your Profits With Affiliate Marketing Companies

If you would like to make money online, one of the easiest ways to do so is with affiliate marketing companies. While affiliate marketing is one of the best ways to make profits online, that can seem overwhelming, especially for a beginner. Even though it offers all the advantages of e commerce, with none of the drawbacks of running a traditional store, or selling your own goods online, people new to affiliate marketing sometimes feel that theres a ton of information to digest and its hard to get started. Even after they understand the concepts and feel ready to begin, the thought of searching through thousands of affiliate programs to find the ones they want to promote can seem daunting. But affiliate marketing companies make this easy for you. There are companies in which hundreds of merchants who offer affiliate programs are gathered together in one place. Once you sign up with the company, you can promote any of the products of any of the companies in that network. You may have to fill out agreements with each individual company you want to promote, but theres a central place to get your affiliate links, and the entire process is streamlined and uniform. Once you start the process to become an affiliate marketer for one company, you know that each one will be similar. This shortens the learning curve and lets you get going very quickly. Affiliate marketing companies make it easy to find the type of merchant

you are looking for. Once you sign up with them, you can search for certain types of products or services, and find the list of those types of merchants associated with that company. Then you can review the terms of each ones agreement, like whether you get paid per click, lead or sale, and how much your commission will be, before making decisions on which product or products to promote. Another advantage of affiliate marketing companies is that the technical work of tracking which of your links are clicked on most often and how many result in sales is monitored by the company. Your records are online where you can easily see how much you are earning with each individual affiliate account, and all of your click through statistics, all in one place. You dont have to go to each merchants account for that information and keep track of everything yourself. Payment is also through the affiliate marketing companies, instead of the individual merchants, so you will be paid one time for all of your efforts, making bookkeeping more simple. These companies also typically offer ready-made banners and links to give the new affiliate marketer a starting place. And great information about how to grow your affiliate business, draw customers and make more profits are readily available for you. Anyone with Internet access can get started this way and start making money. So if you are interested in affiliate marketing but need a little help getting started, look into one or several of the online affiliate marketing companies.

### Profit By Affiliate Marketing On The Internet

Almost anyone whose ever looked into starting an Internet or home-based business has heard people talk about making great money while affiliate marketing on the Internet. Many people overlook the idea as just another another get-rich-quick scheme designed to get your money and give you nothing in return. While its true there are plenty of scams out there, even scams that ask for large amounts of money in exchange for million-dollar tricks of affiliate marketing, theres also a ton of good information that help you make money online with affiliate marketing. First, you need to understand what affiliating marketing on the Internet is, and what it is not. Its not like any other kind of business. Affiliate marketing takes away the hassles of running your own store, with products to store and ship, the need to be able to take credit card payments or any type of payment at all, or the need for your own business and merchant account website. You dont even have to have a website when you start out, though top affiliate marketers do use their own websites to entice people to click on links that take them to the merchants website, where they will choose products and make payments. Affiliate marketing on the Internet could be likened to a salesmans job, but with a twist. If you walk into a car dealership, you are approached by a salesman who does everything but rub your forehead in order to convince you to buy a

car. With affiliate marketing, you do try to convince people to click a link to take them to a merchants website, and there is some salesmanship involved if you want to go beyond the very basic marketing that only requires a banner or link available for clicking. But unlike that car salesman, you dont have to approach each individual customer and spend time convincing them how great that new car will be. You create each pitch one time, whether its a banner youve placed on a website, or a short article youve written to promote the product, and it keeps working for you. Then, when the potential customer clicks your link, the merchants website works hard to sell to them. Once they make a purchase after reaching the merchants website via your link, you are paid a commission on that sale. Affiliate marketing on the Internet sometimes doesnt even require sales. Some programs offer a small commission for each person that clicks through, whether they purchase anything or not, or you are paid a commission for each person who then registers at that site to join a mailing list, for instance, because thats a lead that the merchant can use to make future sales. By signing up with some merchants and using the links they give you, you can promote their products and make money. By posting ads online, writing articles relevant to the product with links, or promoting them on your own website, you can profit by affiliate marketing on the Internet.

### Profit By Internet Marketing Techniques

The Internet offers a unique opportunity to market your product or service without investing a lot of money. You might find you need to invest considerable time and effort, but you cant really expect to succeed at anything without investing time and effort, can you? The uniqueness of the Internet as a way of communicating means you must adapt your marketing strategies to take advantage of its strengths. The place to start is your website. If you are trying to market your product or service over the Internet, you no doubt have a website. Once your site has been carefully written to tell people what you do, how you do it, who you are, and why they need what you do, and carefully designed to support that message, it will hopefully start generating some traffic. Track and analyze that traffic. Most web hosting companies offer traffic analysis data to clients. It is probably your best tool to evaluate the effectiveness of your websites performance and your marketing techniques. If you take the time to understand the data, you can start to understand what makes your audience tick. Is one page attracting most of the traffic? Is there one page out of a series of pages where audience members tend to be tuned out and stop clicking? This can be a handy way to figure out what parts of your website need to be spiced up. Where do your audiences come from? The data can tell you that too. You can find what search terms got them there, what sites they are coming from, how long they are staying,

etc. All this information updates regularly, so you can assess the effectiveness of any changes you make. Try to get quality companies who do things that relate to what you do to link to your site. Links generate traffic. Of course, you won't get many competitors foolish enough to link to you, but whatever you do; there are no doubt companies with good reputations who do something relevant to what you are doing. Link building is one of the Internet marketing techniques that can dramatically increase your link popularity. Your link popularity is a major part of how your site gets ranked by search engines. If your site is not intended to sell a product or gain a customer, what is it for? Seriously! Think about it. Your Internet marketing techniques should have a clear purpose, and every page on your site should focus on getting the visitor to take an action. That does not necessarily mean buying something from you immediately. It can be as simple as filling out a form, sending an email, making a phone call, or just moving along to the next step in the process. Your website should not just be a billboard announcing that you are open for business. No offense, but um So what? No, you want to compel visitors to follow along a specific, well thought out, carefully mapped path that leads to a sale. Your internet marketing techniques should be designed to lead the potential customer, step by step, into a sale, not attempting to bully them into hastily buying from you.

### Proven Tips For Internet Web Marketing Search Engine Ranking

The most important goal of internet web marketing is to increase traffic to your web site. You can think of your web site as your shop front; and the more people you can entice to come into your shop front, the more customers you will have. The best way to increase traffic to your website is to increase your search engine rankings. This can be a challenge, but with some work and persistence you should not have too many problems. The first internet web marketing tip for increasing search engine ranking is to build your internal and incoming links. Internal links are simply links on your site that link to other pages on your site. It is important that each of your pages contains links to the all of the other pages on your site. This will increase the page rank of every page on your web site. Incoming links can be placed on other, smaller websites that you have built. These other sites will be smaller and you will only need a few pages for them. Now, put links on these pages that link to your main site and cross link them using the same keywords. Another thing you should keep in mind in internet web marketing is that you can improve your search engine ranking using some simple HTML tricks. You know that the Title tag goes directly under the Head tag. In this Title tag you have an excellent opportunity to place some keywords. Don't just put them in a list though; make a coherent sentence that explains what your site is and what it can do for the

visitor. Put 4 or 5 of the best keywords in this sentence. Make sure you have 1 or 2 keywords in each of your Heading tags (H1, H2) as well. Next, you should know a little bit about Meta tags. These tags used to be search Engines most used method of ranking webs sites. Today, they are barely used as search engines have moved on to use different methods. Meta tags are still used occasionally and it will only take a few seconds to put them in, so most people agree that you should have Meta tags in your web page. Use the META NAME=description tag directly under your title tag and make a list of the most relevant key words for your site. Do not use popular key words that have nothing to do with your site; search engines do not like this. The final thing that needs mentioning regards the keywords on your site. The text on your web pages should have some keywords in it. Just use them sparingly. Put 1 keyword at the beginning of your major paragraphs. This is enough. If you put too many keywords on your web site then search engines will just see it as spam and ignore it. Also, never put keywords in where they dont make sense. If you keep these and other internet web marketing tips in mind, you are certain to have great success in the promotion of your website.

### The Basics Of Internet Market Research

If you are going to have a successful internet business, then it is important that you know the basics of internet market research. Internet marketing is any way that you seek to improve the awareness of your business in the online marketplace. It is common for a person to dive haphazardly into internet marketing programs without knowing their target audience, or even enough about their business. This is what makes internet market research so important. By conducting this research you are better prepared to know who your target audience is as well as the best methods of reaching them. Many companies find that the markets in which they serve are filled with customers, competitors, and continually changing marketing conditions. Meeting the demands of these constantly changing market conditions is one of the most difficult aspects of marketing. It is because of this that market research is so important. The same marketing techniques that work today are not guaranteed to work in the future. This marketing research can provide information on what the target market is going to look like in the future, and how to prepare for it. Research is the process of gathering information in order to learn about something. Yes, that is a simple definition of something that is actually quite complicated. For the marketer, research is not simply for the purpose of learning, but is an extremely important ingredient in the decision making process. Internet market research will give you a full picture of both what is occurring and what is about to occur in the marketplace. When it is performed well it can let you know what the best choices are to be made.

Marketing decisions are less risky when you have looked at all available options. There are countless decisions to be made in business that are effected by marketing; these include: target markets, products, distribution, promotion, pricing, external factors, and others. Each of these marketing segments will require research. It is important that you perform the correct research for each of these segments or you will be wasting your time. Because marketing involves people, it is one of the social sciences. Social science is the study of people and how they react to different situations. In marketing, you study people and how they react to different marketing campaigns. Many marketing research techniques, such as surveys for example, are in actuality scientific experiments. Not all marketing research will require studies to be performed, but if these studies are not performed correctly then they are producing inaccurate results. Of course, any research, no matter how well performed, has the ability to be wrong. It is because of this that you must undertake many different methods of research in order to produce the most accurate results. Research reliability depends on making sure that the data gathering leads to accurate results. If you always make sure to conduct the proper Internet market research, you will find that your business will be much more profitable than if you had not.

### The Benefits Of Search Engine Optimization Services

Newcomers to the Internet business may be intimidated by the large amount of competitors you'll find no matter what your business is, and search engine optimization services may be what you need to get ahead of the competition. Your product may be better than others or your service the best you'll find in the area, but other companies could still show up on search engines before you and you might not understand why. That's why the professionals are there to help you get your site and your business to the number one spot. Make sure the people you hire are actually the professionals and not just con artists looking to make a quick dollar at your expense. People who know what they are doing will get to know you and what you want from their services, rather than simply ask for a keyword and go about their business. Companies that have been doing search engine optimization for a long time and have a long list of positive reviews are more likely to be a legit company that will help your website, not harm it. If you haven't made your site yet it could be beneficial to have S.E.O services create your entire website's text for you, since they will be able to place keywords in the text without making it seem choppy or forced. Some companies can even create a web address for your site which will make it even more noticeable to the search engines. If search engine optimization services mention using a doorway page or white text on a white background, go a different route immediately. Companies which get people to look at your site by



these techniques ignore search engine regulations and can get your website banned from the search engines completely. If you've got your site set up how you like it with all the information on it that you feel it needs, search engine optimization services can also provide your business with link building to other sites. Link building takes your web pages link and places it on a series of other sites that pertain to your business and every time someone gets to your site through that link it's as if you are getting an extra vote. The more votes, the higher up on the results you'll find your site. Having a link to a specific pet store placed on a local vets website is a good example of link building. Rates for services depend on how much work you need done on your business website as well as how long you would like the service to continue for. Some companies provide long-term maintenance to your site to ensure that your site keeps up with changes in the search engine guidelines. Most companies will offer writers for placing keywords in text either for your site or articles to link your site to. No matter what your business online needs, search engine optimization services are prepared to make your site soar above the rest.

### The Key To Internet Marketing For Online Businesses

The key to marketing for online businesses is simple: branding. Branding has been a marketing buzzword for a very long time. It has caused a flurry of redesigned corporate logos, spiffy new letterheads, mission statements, rewritten mission statements, and even theme songs, and an endless stream of focus groups to guide the process. All of this can play a role, but branding is simpler than that, really. It's letting customers know who you are, what you do, and how you do it (and it does not hurt if they come away believing you are better at what you do than your competition). If you want to create an identity for your online business, you need to define your brand up front. When customers arrive at your website, the first thing they should see should be what you do and why they should care. There are way too many websites that bombard you with flashy graphics and catchy slogans, yet leave it to you, the potential customer, to figure out what the heck they actually do! This is wrong, dead wrong. The best thing you can do is spell it out. Who you are and what you do should be immediately clear and unmistakable. A potential customer does not know who you are. The best way to make them care about who you are, is to start with what you do, not who you are. This may not make sense at first, but the most important concept of Internet marketing for online business is that your message should always start with stating a benefit for the customer. What is in it for them? Then, once they know what you can do for them, you can tell them who you are, and introduce your spiffy logo or flashy graphics. Rather than trying to get readers, visitors or users, think in terms of creating fans. Users

visit your site, maybe subscribe to your newsletter, and buy your products or services. Fans are better they rave about how great you are to their friends, cheer you on, and breathlessly await news about what you are up to professionally. It should not be too hard to see why fans are better than users. As much as you love that spinning flash graphic that takes ten minutes to load, the words the thing on the internet. What matters most online is what words you use. Do not believe it? Fire up your search engine. Go on, do it. Ready? Good. Now search by really cool flash graphic and let me know what you come up with. Do not worry, I won't hold my breath. If you want online fans, you need to give useful, interesting brand-related content. A conversational tone is best. Write like you are talking to someone. After all, would you rather listen to a real person talking, or a list of bullet points? Words are supreme, but visual elements are still important. (You can sigh in relief now, knowing you will still be able to use your spinning flash logo). The visual elements should reinforce your identity and message. In other words, do not decorate. Communicate. The key to Internet marketing for online businesses is simple. It's branding. And all branding means is letting them know what you do, how you do it, and who you are.

### The Many Forms Of Internet Advertising

If you have a small business that you are actively trying to promote, then there is no doubt that you will be able to capitalize on the many different forms of internet advertising available. These methods include: search engine optimization, pay per click advertising, online newsletters, and website advertising. Search engine optimization is the process of making your site more easily found by search engines. These search engines send out spiders which scan your page for any key words; they use this information in order to better rank your webpage on their result lists. S.E.O can be difficult to achieve correctly. You must maintain a good balance of keywords in the content of your site. Too many of the same word can get you banned; so do not think you can fill up a page with the same key word in order to get a high ranking. Put key words in the title tag of your webpage, in the headings, and in the major paragraphs. One of the more popular and successful forms of internet advertising are monthly email newsletters. All you need to do is offer to send the visitors to your website a free newsletter each month when they give you their email addresses. This is a great way to market your business because you are reaching the same person repeatedly. Every time you send out a newsletter you are giving the recipient another chance to take advantage of your services. The best part is that you can eventually get hundreds or thousands of people to sign up for your newsletter. Just make sure that you are sending them a quality email each month that is written professionally. If you are not a writer, then you can hire

someone to perform this task for you. Pay per click ads are offered by search engines such as Google and are a great way to promote your business. The way they work is simple. They will put your ad on the search results that are relevant to your site based on the keywords that you supply them with. Whenever a person clicks on one of your ads, you will have to pay a small fee, usually a few cents to a dollar or so. The cost depends on the keywords that you use and how high up they show your add. You do not have to worry about being charged too much either; you set your monthly budget and once that runs out your ads will stop being shown for the remainder of the month. The final method of online advertising that will be discussed is website advertising. Most websites that operate solely by content offer ad space on their sites. There are some sites that offer very inexpensive ad space, while others can only be afforded by large corporations. When advertising on websites, do your best to pick a site that is relevant to the business that you are advertising on it. If you try out these forms of internet advertising you will be amazed at how well your website performs.

### The Real Deal Search Engine Optimization Rules

Search engine optimization is an important element of modern marketing, but just what are the search engine optimization rules? Its not quite as easy as just saying heres what to do and what not to do every website will benefit differently from different S.E.O methods. Perhaps the only real search engine optimization rule is: you have got to do it! Seriously, though, there are some elements of S.E.O that are absolutely required for the process. One of these key search engine optimization rules is understanding keywords. Keywords are the words and phrases that users on the Internet use to search for the things they want. Optimizing your website for popular keywords is a surefire way of generating more traffic, which could lead to more ads served or more sales for products you are selling. Another rule of search engine optimization is to build up links that lead to your web site. By linking your own web pages together, or finding ways to have other web sites link to yours, you can greatly increase traffic to your site. This is because Google and other search engines use links to your site as references in other words, they view links as recommendations to visit a site. Because of this, more links will increase your web sites rank in search engine listings. This is all thanks to a process known as spidering. The way it works is that search engines basically send out automated robots or spiders to comb the Internet for data. When these spiders reach a link, they will follow it and then continue their search. So, the more links that lead to your websites, the more spiders that will find and index your site, making it more popular on search engine rankings. Another in the list of important search engine optimization rules is to check your status. Its not

enough to simply use S.E.O methods on your site you have got to make sure they are working. If not, you are just wasting your time and who has time to waste these days? You should check your page rank, and frequently check to ensure the keywords you are focusing on are still relevant. One tool that can help in this process is known as web analytics. Web analytics programs can give you a wide variety of data that can help you further customize your S.E.O plan. For instance, web analytics can tell you which keywords are bringing people to your website, how many people they are bringing, and through which search engines. If you sell a product or offer a service to users who sign up, it can also track which parts of your site are most effective at converting visitors to buyers. Search engine optimization is far more complex than these three basic concepts, but they will provide you with a solid foundation. For more information, there are a number of resources on the web to maximize your S.E.O. In the mean times, these search engine optimization rules will serve you well. **The Surefire Path To Search Engine Optimization Advantage**

When it comes to marketing on the Internet, search engine optimization is the big thing on everyone's minds but how do you get search engine optimization advantage? There is no tried and true way to guarantee results from S.E.O, as each web site has different needs. The one thing that cannot be denied is, regardless of the how you do it, you have at least got to do it. Some aspects of S.E.O simply can not be ignored. For instance, keywords these are the words and phrases that people will put into search bars to find what they need. If you want your search engine optimization to work, you absolutely must understand how keywords work. If you work keywords into your search engine optimization, you will definitely increase traffic to your website. If your website serves ads or sells products, then this will give you more page views, click through and sales. Link building is another very important part of the S.E.O process. If your site has a lot of other websites linking to it, even if its links from other pages that belong to you, this can increase your visitors by a lot. The reason for this is that Yahoo! and other search engines take links as positive referrals to your web site. Their logic is that if other people are linking to your site, there must be something worthwhile there. As such, more links will lead to a higher search engine result rank that is search engine optimization advantage! The process that search engines use to search through websites and index them is called spidering. The search engines use automated programs, also known as spiders, to crawl through the Internet and collect data. The spiders will follow links that they come across before moving on. The more links to your site, the more likely it is that spiders are to crawl to your site and index it in the search engine. Another way to get search engine optimization advantage is to

consistently check how your S.E.O is going. After all, what good is S.E.O if you cant tell if its working? In todays hectic world, you cant afford to waste time or money on search engine optimization thats not going to get results. So, you should be sure to check your web sites ranking in search engines, as well as check keyword trends to make sure your site stays relevant. Web analytics are a tool that can help you keep track of how your S.E.O plan is working. These services track all kinds of data such as which keywords are leading people to you, the numbers of people visiting based on keywords, and which search engines are leading to your site. These are just a few steps along the path to search engine optimization advantage. They will get you started, but if you want the top spots on Google search page results, you will need a lot more. There are a ton of articles and services available to help you master S.E.O and catapult your website to the front pages.

### What Is Opt-In Email Marketing

Have you ever wondered what opt-in email marketing is and how it compares to bulk e-mail marketing? Being a newbie to Internet marketing, and likely having limited funds, can leave entrepreneurs feeling lost in terms of marketing and they end up turning to extreme cost saving options like free classifieds and newsgroup sites. Most marketing experts will tell you that these efforts are not only time consuming, they afford very few results. Internet marketing experts have compiled countless studies as to why Internet marketing works, as well as the techniques that are proven successful. In addition to the techniques that are proven successful. Studies have also revealed techniques that prove unsuccessful. If you are interested in learning more about e-mail marketing help promote your business consider the following information before you decide on a method of advertisement. First lets look at the process of sending unsolicited bulk e-mail: Unsolicited Bulk E-Mail is the practice of sending out huge quantities of e-mail to a massive list of e-mail addresses that remain unverified or qualified. This practice is considered incredibly controversial and in many cases may be against the law. If you are considering this marketing tactic for your business; you must be incredibly cautious. Using unverified bulk e-mailing practices to promote your company could put your business and your reputation at risk; not to mention the possibility of huge financial fines and jail. The appeal of unsolicited email marketing, for many aggressive entrepreneurs, is very dramatic, and it has become incredibly popular because its extremely inexpensive. Bulk e-mailing costs much less than standard mailing and is less labor intensive. Postage costs alone can cut into the profits of a growing company quite dramatically. To offset the costs, many companies will resort to the less expensive route, even though the risk is very high. Unfortunately, massive bulk e-mail to unsolicited clients is considered in poor

taste. In most cases, potential customers will simply ignore your incoming e-mail block your website or have you forwarded to a junk mail folder. The worst-case scenario would include your companys website being reported to an Internet service provider resulting in your website being permanently banned from the World Wide Web. The bottom line is this; bulk e-mailing to unsolicited customers simply doesnt work. It doesnt get you leads and the risk is far too great. Now lets review the practice of direct opt in e-mail marketing: Opt in direct e-mail is the practice of sending out company e-mail to recipients that have requested contact with your company. It is possible to hire a company that will specialize in direct e-mail in order to promote your company legally, and without the hassles of bulk e-mail to unsolicited customers. Opt in e-mail marketing services offer you a legitimate way to reach customers who are actually seeking your services. When it comes down to your bottom line, opt in e-mail marketing is always the way to go. This process may be a bit more time consuming and could potentially be a bit more labor-intensive, but the benefits far outweigh the detriments.

### Why Choose Affiliate Marketing Partnerships

If youre looking to make some extra money, or build an entire business, online then affiliate marketing partnerships are a great way to get started. Affiliate marketing partnerships are free, and they are easy to start. Just dont make the mistake of thinking that because they are cheap and easy, you wont have to put a little effort in to really succeed. You can spend thousands of dollars on an Internet business in a box and the ads might have you believe that all you do is click a few links in some software, then sit back and let the money roll in. They may even show successful entrepreneurs kicked back on a beach sipping fruity tropical drinks while their computer does all the hard work. While affiliate marketing partnerships are an incredibly easy and inexpensive way to get started making money online, you do have to do more than click a few buttons. Its not hard work, though, if you know how to do it. Most businesses, whether online or traditional stores, fail. There are several reasons this happens. The expenses are more than the business brings in, quickly putting in into the red so deeply that it would take years to see a profit, and no business can operate that way for very long, unless the owners have unlimited capital available to them. An advantage of affiliate marketing partnerships is that this is unlikely to happen. You are putting no money out when you sign up with an affiliate program. And the money that you spend to promote your affiliate merchant can be very minimal, to nothing, depending on how you choose to start out. So this particular problem retail stores have wont affect your affiliate marketing potential. Another reason traditional and online stores fail so quickly is that no one buys from them. You have to have customers, paying customers, to

succeed in business. And in order for a person to become a customer, they have to first enter your store or browse your website. This is where affiliate marketing programs are brilliant for online merchants. They get people like you to sign up and promote their product, for a fee, called a commission. The best way to make money with affiliate marketing partnerships is to maintain a website that you fill with related content. You can do this inexpensively or you can spend a lot of money, it depends on how much you know about making a website and how much you are willing to learn. Once you have your site, write short articles filled with information that people visiting your site want to know. This makes it more than just a sales portal, it becomes a valuable resource that people will continue to visit, maybe sites with similar content will even link to yours, and more people will click on your affiliate links. If you can attract people to your site or even write ads that entice people to click links, you can make money with affiliate marketing partnerships.

### Why Is Article Marketing So Important To Internet Marketing

If you take the time to follow what S.E.O forums are saying all over the Internet, you will notice that everyone's S.E.O strategy of choice right now is a method of search engine marketing and print media marketing that has been around for years. Article marketing is something that is gaining an increasing amount of attention because of the positive impact that it can have on your search engine results. With everyone becoming more interested in achieving a powerful search engine ranking, it is critical that you turn to article marketing as a means for marketing yourself online. As search engines become increasingly intelligent regarding reciprocal linking and other forms of link building, article marketing is going to require decent understanding of the process in order to be successful. Here are the important things that you need to understand regarding article marketing and the role it plays in Internet Marketing:

- 1 - How traditional article marketing works,
- 2 - How to do article marketing correctly,

Traditional article marketing works in a specific way: First you write a 450-750 word article, and submit it to as many article directories and submission websites as you possibly can. If you do not feel confident in your writing capabilities, there are plenty of professionals that will do it for you. After a few days to a week, your article will be accepted and published into the article directories, allowing your content to be accessed by thousands of readers and websites in the process. After your articles are submitted, search engines will begin to pick up on them, and you will begin to see new links appearing for your website. Your search engine ranking will benefit significantly as your submitted articles will create links to your website, and potential readers and customers will follow these links to your website over and over. If you want maximum results when it comes to your article marketing

strategy, you should consider the following tactic: Implement article marketing as a means of link building. The first step is to submit your article to all of the top article directories in whatever category best matches the niche of your website. Over time, other websites will pick up your articles and display them elsewhere on the Internet. When you see other websites picking up your articles, you contact them specifically, offering to write unique content specifically for their website, including the same type of resource box and text link to create a new and even more effective link to your website. Using this method to build quality links for your website is one of the best and more essential ways to build traffic to your website, and is an excellent example of why article marketing is such a powerful part of Internet marketing as a whole. If you want to get the most out of an Internet marketing campaign, article marketing must absolutely play a part in the bigger picture.

### Why You Should Use S.E.O copy-writing Services

Its always important to make sure your clients understand what it is they are looking at, whether its a pamphlet at your office or the home page of your website. S.E.O (Search Engine Optimization) copy-writing services provide writers who will take the information you give them and create the article, blog, or web text that your clients will easily find and understand. By describing your target group the writers will be able to create work that can be read and enjoyed by the people that come to your site so that they will stay longer. If you specify keywords for your site, they will also place them in effective places throughout the content so your site can climb its way into the top results from search engines. Some companies may not realize that when they are selling a product thats geared to a certain group of people, the way they explain what their product is can be just as important as the product itself. Using college level terms when describing a product that is appealing to teenagers can cost you business. Copywriters will not only use any information you give them but also research your product so that your website is designed for the consumers ease of use. The longer a customer stays at your page, the more likely they are to make a purchase. A good flow to the writing is just as necessary as appropriate language. The writers that S.E.O copy-writing services provide are professionals who understand the English language and know .how to keep your content interesting and enjoyable to read. No one wants to read sentences that sound as if a robot is talking, so your site should avoid that at all costs. Fortunately, the writers are real people, not robots, so you can rest assured they can get the job done. Keyword placement is used for getting your site noticed on search engines. Search engines use a certain pattern when finding sites that match what the user is looking for and knowing where to put the keywords in your websites text can make or break your site. If people cant find your site,



they cant learn about your product, let alone buy it! Writers will provide thorough research of the keywords you should use and where in your text they should go. The end result: search engines will have you high on their search page results list. There are many companies on-line that provide these services. Prices will vary depending on the length of text that you need done, the amount of keywords you would like put in, and of course the provider you chose to go with. Most sites will allow a consultation where they will look at your site and tell you what to improve if you need to. A good tip: since these are S.E.O copy-writing services that you are looking for, if you find their name at the top of the search results page, you can safely assume they do a good job. Waheeda C. Jaffar.

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