

# Online Marketing Course

Internet marketing strategies for beginners!

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## **Introduction**

This ebook was written as a result of my interest in online marketing. Over the past several years I have bought many ebooks, courses and read widely on the subject.

When I first started in my online marketing journey I was totally overwhelmed by the amount of information out there, I had also spent a lot of money trying things out! Where does someone new to all of this start? I gradually made my way through and learned a lot of things.

This ebook is my attempt to distil some of the basics of internet marketing. I do not claim to be an expert but I have gained some knowledge that I hope will be of use to those new to it. Even if you have some knowledge in this area, perhaps you will still learn a couple of new bits that will contribute to your knowledge.

This ebook should provide a good foundation from which to learn more.

I hope you enjoy it.

Waiman Yau

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## Content

- 1 - [Keyword Research](#)
- 2 - [Domain Names](#)
- 3 - [Websites](#)
- 4 – [Pay Per Click](#)
- 5 – [Search Engine Optimization \(SEO\)](#)
- 6 – [Blogs](#)
- 7 – [Article Marketing](#)
- 8 – [Autoresponders](#)
- 9 – [How is Your Site Doing?](#)
- 10 – [Ten Tips to Better Rankings](#)
- 11 – [Resources](#)

# 1 - Keyword Research

Keyword research forms the backbone of all online marketing. As such it is one of the most important steps. Time spent here will be richly rewarded and time should be taken to do it properly.

Keywords are the words and phrases a user may type into a search engine in order to find information about a particular subject. For the online marketer, it would be very useful information to know what people are typing into their browsers to find a particular product or service.

Say you had a business opportunity that you wanted to promote, it would be a useful thing to know the demand for the product before you entered the market, it saves time and money!

When you know the demand for a particular product or service, you can see whether it is viable and profitable to enter the marketplace. If you already have a product or service and just want to promote it, keyword research would tell you what people are typing into their browsers in order to find it. You can then find the keywords with the most demand and target those keywords in your marketing campaign.

So how do we find what people are searching for and what keywords they are typing into their browsers to find a particular product or service? Well, there are several ways to do keyword research.

The best way is the cheapest way and that is to use your brain! That's right, use your brain. Put yourself into the shoes of your target customer, who are you aiming at? Who are your customers? If you were a customer looking for your product/service, what would you type into a search engine to try and find it? Simply brainstorm and jot down everything! I mean everything, do not discriminate at this point, you can do that later.

In addition to using your brain, you can use software to help you. Here are some free online tools you can use to brainstorm more keywords.

[Digital Point Keyword Tool](#)

[Google Adwords Keyword](#)

[Nichebot](#)

[Overture](#)

Simply enter a keyword, such as 'business opportunities' and the tool will provide a list of associated keywords. Of course they will not all be relevant, so pick out the ones that are relevant to your business. For example, if you

were promoting a business opportunity, you would not want to use the keyword 'business opportunity ebook', unless of course it related to what you were promoting. Ideally you would be more specific such as using 'vitamin business opportunity', or 'internet business opportunity'.

The other way to find a list of keywords is to use commercial software. Whilst not free, they do offer some great benefits, especially saving you hours of manual research. Two of the most popular are:

[Keyword Elite](#)

[Ad Word Analyzer](#)

Once you have a keyword list, you need to find out the **demand** for those keywords. The demand is the number of searches the keyword gets per day or per month. The Overture keyword tool is very popular and provides information on the number of searches for a particular keyword made in the previous month. You can do this research with the following free online tools.

[Overture](#)

[Digital Point Keyword Tool](#)

Open the Overture tool using the link above. In our example we will use 'business opportunities'. You can see with the Overture tool, that the keyword 'business opportunities' received 182,902 searches in the previous month (at the time of writing). The other related keywords, such as 'online business opportunities', has only 6154 searches (still a significant number!).

Bear in mind that the online tools usually show you the demand for a keyword in the USA. This is important because if you live in the United Kingdom and say that you were selling wine online, you would want to find customers in the UK (unless you were prepared to ship abroad). For example, the Overture tool may show a monthly search for wine of say 40,000, when in fact the number of searches specifically from the UK for wine may only be 5,000 (an example only!). So the figures may not provide an accurate picture. If your product or service is aimed at a worldwide audience, then the Overture figures will be ok as the USA market will give you a rough idea of the worldwide demand.

There are tools available that allow you to find country-specific demand for a keyword so you get a more accurate picture of the marketplace. The following are tools that allow this.

[Digital Point Keyword Tool](#) – free

[Nichebot](#) – online paid for service

[Ad Word Analyzer](#) - software

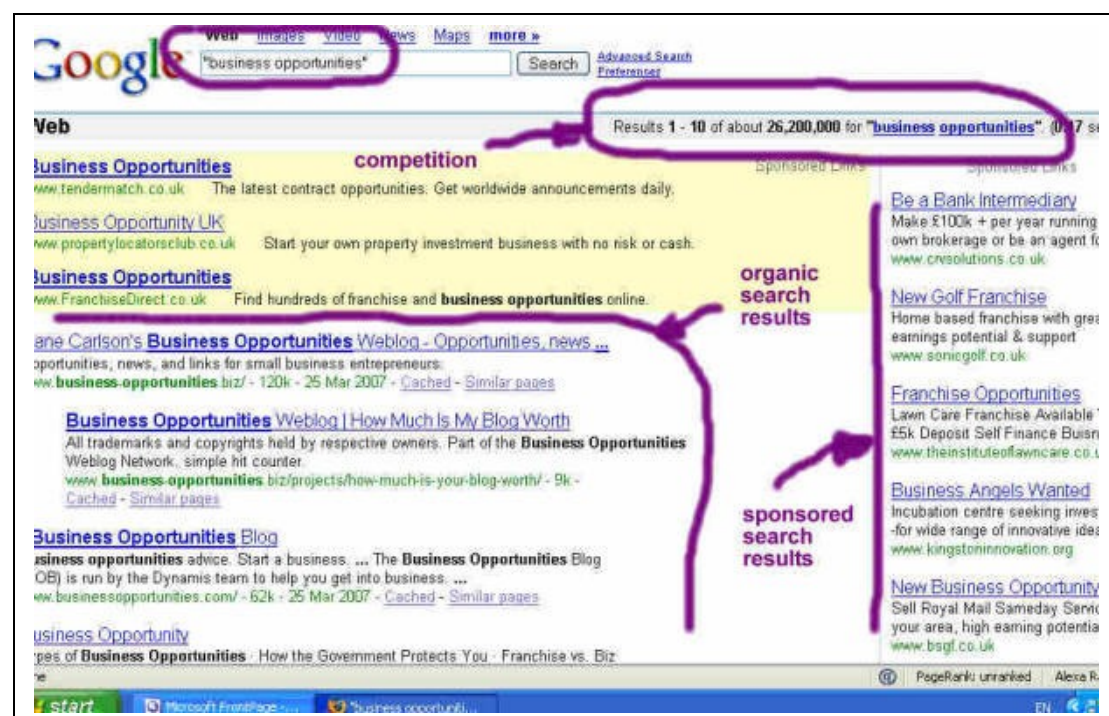
[Keyword Elite](#) - software

If your product/service is country-specific, then you need to get country-specific data.

Ok, so you have done some research and brainstorming, got a list of relevant keywords, got the demand data for the keywords and the figures look promising.

The final stage is to figure out the supply or the competition! There is no point in promoting a keyword if the demand is high but every other marketer on the Internet is also after that keyword. Take for example, 'business opportunities'. This is an extremely competitive market and the keyword 'business opportunities' may have huge demand, but the data also suggests that the competition is enormous!

So, how do we find out the competition? First you need to decide if you want to use the natural or paid-for search listings. When you type a keyword into Google, the results that show up on the main page are the organic results. The narrower column on the right hand-side consists of sponsored adverts that users have paid for to be there (more on this in a later lesson).



The competition is the number of pages listed in the **organic search listings**. If you look at the top right of the Google main window you will see a number, that is, the number of pages that Google has listed under that search term. Understand that this does not give you the true figure. To get a more accurate figure, put the keyword you are researching, within an apostrophe. So in our example type in "business opportunities" (*with the commas*) and the number you get is **26,200,000** (without the apostrophe, the number of pages is **187,000,000!**). This gives you a truer picture of the competition.

As you can see, with our example keyword, 'business opportunities', the competition is massive at over 26 million pages listed! It would not be wise to target this keyword as we are highly unlikely to get a decent ranking for it. You want to find keywords or phrases with high demand and low competition. What is high and what is low is subjective and also depends on the industry.

I would say a good figure to go for would be a demand of greater than 250 searches per month. You need to realise that this is not a hard or fast rule. If you have a very niche product, for example, a 'red leather cat flea collar', then the number of searches will obviously be lower than for a term like 'business opportunities'. In the case of the flea collar, a monthly search of 20 may be sufficient as the keyword is very targeted. So, the number of searches (demand) will depend on what your product or service is like.

And this brings me to another point to consider with keyword research. Keyword phrases like 'red leather cat flea collar' is more targeted than 'flea collar'. As a general rule, the more keywords within a phrase, the more targeted the user is likely to be and the more likely they are to convert into a sale or lead. A more general keyword such as 'flea collar' will not be targeted. The user may be searching for what a flea collar does, where you can buy a flea collar or just information about whether flea collars work! Therefore, the more targeted (specific) the keyword the better. However, this also means that the demand (searches) will be lower as will be the competition. As a rule of thumb it would be good to try and get a list of keyword phrases with at least 3 keywords in the phrase such as:

Home business opportunity  
Internet business opportunity  
Free business opportunity

Etc.

That's the basics of keyword research! Find the demand (searches) and supply (competition). If you come across a high demand keyword with low competition, then you are onto a winner! It is important to do good keyword research, so spend time doing this.

If you can get the tools you need for free, then why have paid software like [Keyword Elite](#) and [Ad Word Analyer](#)?

Great question. The main reason for me and most others who take their internet businesses seriously is that it saves time! And potentially lots of it! You simply type in the keyword phrases and press go! The software drags out a list of related keywords and also picks out the supply and demand for each of the keywords. You can then sort them and quickly find potentially great keywords very quickly. I use the software all the time and it just streamlines

the work. I love both [Ad Word Analyzer](#) and also [Keyword Elite](#), both do a similar function and also with some differences. I would say, [Ad Word Analyzer](#) would be better if you are looking at doing lots of pay per click marketing (a later lesson) and [Keyword Elite](#) if you are looking more for organic search listings. There is no need for paid software mind you, simply use the free tools mentioned above and your brain, they do the same thing, but just takes a bit longer.

## **TASK**

- 1) Brainstorm a list of at least 20 keywords that users would type into a search engine in order to find your offering.
- 2) Pick some keywords to expand upon them to make them into keyword phrases
- 3) Find the demand for those keywords
- 4) Find out the supply for the keywords
- 5) Pick the 5 Top keywords with high demand and low competition. If you do not have 5, then do more brainstorming!

Congratulations on completing this segment of your online marketing education!



## 2 - Domain Names

When you start an online business it is wise to start thinking about getting yourself a domain name. There are a variety of reasons for getting one and even if you are promoting an affiliate program, it is still useful to get one for marketing purposes. Some of the advantages are:

1. More professional image
2. Your own email address e.g. bob@domain.com
3. Flexibility for online marketing
4. Have your own professional looking website

You may already have a domain name in mind and that's great. You can use your own name or you may have something else in mind that you like. If you have no idea how to go about choosing a name then this section is for you.

Well, if you have not yet chosen one, then what you choose would depend on your keyword research! Yes, the keyword research you did in Part 1 of this course. Pick the main keyword that best describes your product or service. Ideally, it should also conform to the high demand and low competition guideline.

It does not matter if your domain name has several keywords in it such as [www.law-of-attraction-beyond.com](http://www.law-of-attraction-beyond.com). Obviously, the shorter the domain name the better, partly because it is easier to remember.

Now, if your domain name contains several words, you should link them together with a hyphen and not an underscore. It is ok to not separate the words with a hyphen and to just string them together into one word. The hyphens can make it easier to read. There is some debate as to whether you should hyphenate a domain name or not, but no real conclusions yet, so do what you want, I personally prefer to hyphenate if the domain is long'ish.

To .com, or not to .com. Well, if your site is international or USA, then a .com domain is usually best. If your site is aimed at a particular country, say you are selling wine to the UK market only, then a country specific .co.uk domain would be better. It helps with search engine optimization and also gives the user an idea of which country audience the site is aimed at. If in any doubt, it is safer and best to go with a .com domain.

Once you have a domain name idea, you need to register it. [www.GoDaddy.com](http://www.GoDaddy.com) is one of the cheapest and most popular domain registrars on the Internet and I would highly recommend them.

They don't register .co.uk domains and if you need one of these I recommend [www.123-reg.co.uk/](http://www.123-reg.co.uk/). They are quite cheap!

Alternatively, just type in "register domain name" and you will get a list of companies that will register one for you.

## **TASK**

1) Choose a good, appropriate domain name for your online business or website

5) Register your domain name at [www.GoDaddy.com](http://www.GoDaddy.com)  
or [www.123-reg.co.uk/](http://www.123-reg.co.uk/).

Congratulations on completing this segment of your online marketing education!

### 3 - Websites

At this stage of the book it is appropriate to talk about websites. With virtually any online business, having a website is almost essential.

Whether you sell a product or promote a service you need a website. Now, if you run an online affiliate business promoting other peoples products then you may be given a copy website with your affiliate details. Here is an example of an affiliate website; <http://beyond.thesgrprogram.com/>. Even if you are with an affiliate program and you are given an affiliate website, it is still recommended that get your own website. You have so much more flexibility and control. Many affiliate websites do not provide you with the opportunity to customize it and make it your own.

The other reason for owning a website is for search engine rankings. Search engines like Google do not like duplicate content. As such if there are hundreds or thousands of websites with the same content (as is the case with affiliate cookie-cutter sites), then Google are highly unlikely to rank your affiliate site. So, get a separate one!

Now if you are new to online marketing then the thought of designing your own website can be a scary thought but hopefully an exciting one. Fortunately, you have several options and technology can help make the job easier.

#### Website Options

1. Design one yourself!
2. Get a friend or freelancer to design one for you
3. Use an online website builder
4. Blog it!

#### Design One Yourself!

This is be the best option if you have the time and patience to learn as you will have full control over the site and it offers the most in terms of features and flexibility. As a consequence, it can also be the most difficult option if you are non-techie but not necessarily. You just need to go through the steep learning curve.

There are software programs that can help you put up a simple website, two of the most popular are:

[Microsoft Frontpage](#)  
[Macromedia Dreamweaver](#)

[Dreamweaver](#) is the software of choice for many professionals but it is also less user-friendly compared to [Frontpage](#) especially for the beginner, not to mention more expensive. If you are thinking about designing your own website, I would recommend Microsoft Frontpage as a good option. The interface is quite similar to Microsoft Word and so is fairly easy to use for most people. Quite stunning websites can be designed with Frontpage so it's worth a look.

Some other Microsoft Office products like Microsoft Publisher can also produce simple websites but this route is not recommended.

For a website, you ideally want to be able to have access to the HTML code which is the programming code for the webpage. At first sight it looks impossible to decipher, but when you work with it a little, the code is actually quite simple to learn. There is a whole host of free online information on how to code using HTML. Simply type in 'learn HTML' into Google and you will find many resources. This website [www.w3schools.com](http://www.w3schools.com) is an excellent place to start when you have time to learn.

For those who are a little less adventurous or simply have less time to mess about with designing a website, there is another software that I became aware of and have used. It is becoming more popular amongst Internet marketers. It is [XSitePro](#). This software is billed as being made by Internet marketers for Internet marketers. It is a simple system to use, very intuitive and you can very quickly rack up a few webpages together to make a website within a short period of time.

Arguably, [XSitePro](#) is a great piece of software and may be perfect for your needs and is easier to use than Frontpage and Dreamweaver. It is a very good starting point.

[Get a friend or freelancer to design one for you](#)

This is the simplest option to designing a website. Get someone else to make one for you! Most people know a computer-wizard of some description (and they may only be 14 years old!), a bit of persuasion and you will bag yourself a half-decent website. Just give them the content and get them to put a site up for you.

If you do not know anyone who knows how to make a website, then you can get a freelancer to make one for you. There are a few sites online where you can post your 'project' up and web-designers will bid for your project. You can get a good basic website made for quite little money. I have used all of these sites before and can recommend them.

[RentaCoder](#)  
[GetaFrelancer](#)  
[Scriptlance](#)  
[Elance](#)

The downside to using a freelancer is that if you want changes made, then you will have to contact them and they may ask for more payment even for minor changes. So, at the end of the day, you may end up learning some web-designing yourself anyway in order to maintain the site!

### Use an Online Website Builder

The final way to get a website made is to use an online service. These services allow you to build a website online and all the hosting is included for you.

They tend to offer a single solution for all your website needs. It is often a case of drag-drop designing and typing in your text, all very simple. These are good options if you are starting out but bear in mind that the websites are hosted on their servers, so you cannot really move your website away if you wanted to. This is something you really need to consider especially if you develop an amazing website, you will have to stay with them as moving will be very difficult! Also, they often register a domain for you and if you wanted to move away and use someone else at a later date, then it could prove difficult to move your site and domain away. So, as an all-in-one solution they are very good but are potentially inflexible.

The best option out there is [Site Build It!](#) (or SBI). SBI has been established for many years and has proven tools for results. In addition it is one of the few online services that do not suffer the limitations mentioned that is so common of online site builders. I've used them before and it was very easy to get a website up and running with minimal of fuss.

Check it out yourself and you can see if it is the kind of service that would suit you. [Site Build It!](#)

## Blogs

Blogs are like online journals or diaries where people make an entry on a regular basis. They can sometimes replace the need for a website as some blogs can be pretty comprehensive in features.

However, to make a blog function like a website you will need to have some programming knowledge to customize it, and for our purposes I would recommend getting a traditional website. A traditional website is required for some of the marketing techniques that you will be learning about later on.

If you want to make a quick start and not mess about with websites or want to leave them until a later date, then I would recommend starting a blog. You can get a free blog at: [www.blogger.com](http://www.blogger.com) or [www.wordpress.com](http://www.wordpress.com).

I will go into blogs at a later lesson.

Whatever option you go for, it is worth learning how to make your own website as you will have ultimate control over it and can do as you wish.

Some of the marketing techniques later on can get a little technical (I'll try and minimise that!) so any knowledge gained in how your website works is good knowledge to have.

## Website Content

So, if you have decided to have a website, you need to think about content and what you are going to include in your site.

Say you were selling a nutritional drink. You may have pages as follows:

1. About the company
2. About the drink
3. Research information backing up effectiveness of the drink
4. Testimonials
5. Contact page

The best way to get listed in the search engines is to provide **high quality, relevant content**. As the saying goes, 'content is king!' It is also quite important that your content is grown over time in order to keep your website fresh and up to date.

If you are selling products, then you may have a shopping cart integrated with your site so customers can buy directly online, this requires a bit more work

and you would be advised to consult someone who knows what they are doing. That is beyond the scope of this ebook.

Before you write your website, you need to plan it. So, how do you decide what content to include? Well, the most obvious way is to use commonsense. What information would someone looking for your product/service be interested?

The other way, is to brainstorm a list of topics that you think people would want to read about. These topics are your keywords or keyword phrases! For each keyword, you should go through the keyword research process (Lesson 1) and assess the demand and competition for each keyword. You ideally want keywords and phrases with high demand (high number of searches per month) and low competition. This way your site is more likely to rank higher in the search engines.

With the business opportunities example we used previously, the figures were as follows.

Keyword	Demand	Competition
"business opportunities"	182,902	22,900,000
"online business opportunities"	6154	203,000

A page about 'online business opportunities' would be a better topic than a page about 'business opportunities'. Simply look at the difference in competition! Though the demand is much lower (but still significant), you are more likely to get ranked in the search engines and get some hits.

So, get your topic list and do the keyword research to see which have high demand and low competition (see Lesson 1 for a review). If you don't find any decent keywords, you can still write about it, quality content is the key here. You should continue brainstorming topic areas until you find one with high demand and low competition.

Ensure you do not try to cram too much information onto any one page. In other words, **keep each page focused to a single topic keyword**. This will make the information easier to take in for the reader and will also help the search engines list you. You should scatter your keywords around the page but do not plaster it in every sentence as this is called keyword spamming and the search engines will penalise you.

There you go, websites explained briefly.

## **TASK**

1. Decide whether you want a website and which method of producing one suits you best
2. Brainstorm topics and headings for your website content
3. Do keyword research on supply and demand for your topic headings
4. Write the content for each topic area you have chosen
5. Design the layout/look of your site on a piece of paper
6. Design your site and get it online.

Congratulations on completing this segment of your online marketing education!

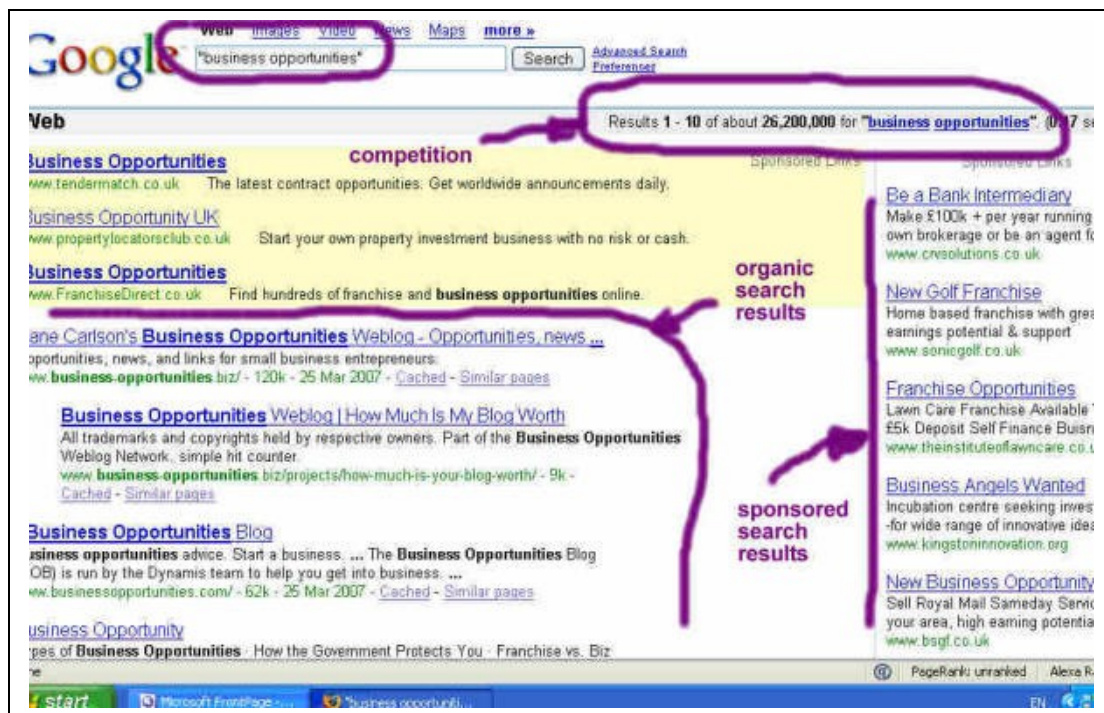


## 4 - Pay Per Click Advertising

Pay per click (PPC) advertising has become one of the main methods of driving visitors to a website.

PPC is a form of advertising where a client can bid on certain keyword terms. If a user types in the keyword into the search engine browser, then the clients advert will show up as a 'sponsored ad'.

Google is the largest of the PPC search engines and their PPC program is called 'Google Adwords'. If you take a look at the screenshot below, you can see that the user has typed in "business opportunities" as the keyword. On the right hand side of the search results page are the sponsored ads. These are Adword ads, in other words, people have paid to be there! *You cannot pay to be in the organic search results.*



You can pay to have your advert shown on the sponsored search results by opening an Adwords account and setting up an advertising campaign.

Once you have setup a campaign and your advert goes live, whenever a user types in a keyword search term that you have bid on, your advert will display depending on how many other people have bid on that term and how much they are bidding. It works like an auction, the more you bid, the more chance you have of being high in the results

That is, every time a user clicks on your sponsored advert, what is the maximum you are willing to pay to get that click? It can vary from anything from 5 cents to \$10 or more per click! (depends on the industry). In very

competitive markets such as 'business opportunities' and where commission rewards are high such as 'personal loans', people are willing to bid very high prices in order to get a click or visitor to their site, because in their judgement, the potential profit far outweighs the costs.

***If you are inexperienced, then PPC marketing can burn a big hole in your pocket. This ebook is not an extensive tutorial on Google Adwords but will introduce the basics and some tactics you can use. So, use it with care!***

First thing is first, you need to open an account. Go to [Google Adwords](#) and open an account.

**Before you start any campaign, you need to plan ahead.**

So, we start yet again with our keyword research. This is extremely important with PPC marketing as it will save you both time and money! Here you really need to brainstorm a good list of relevant keywords, relevant to your product or service. Think of any and all phrases one might use to find your offering.

Now, once you have your list of keywords, you do not need to find out the competition data but you do need to find out what the demand is! The competition data using the free tools mentioned in the previous 'Keywords' lesson refers to the organic search listings, not the competition for the sponsored ads, this is a different animal altogether!

As for the competition, yes you do need to find out the competition but not the way you did it in the previous lesson. If you go to Google and type in the keyword of your choice, say "business opportunities" for our example. Now, at the bottom of the sponsored ads on the right side of the results page, you can see the link, **'More Sponsored Links'**. Click on this and you will get a list of all the competition bidding on that keyword! In our example, for "business opportunities" there are over 100 competitors! (I did not bother looking at how many exactly). Now if there are so many people competing, it is likely to be difficult to get a decent position for that particular keyword and you would probably have to pay through the roof for it!

A quicker way would be to use software and this is where they come into their own. [Ad Word Analyzer](#) would be the one for this job. It gets a list of keywords, the demand, the competition, the number of Google Adwords competition and the top bid for a particular keyword! This is a great piece of software for Adwords and a huge time saver.

Ad Word Analyzer 3.0 - [New Search 1]									
File Datacenters AdWords Tools Window Help									
New Search Open Saved Report User's Manual									
Report Edit View Item Keyword Saving									
Save as AWA Report Save as CSV Save as HTML Save Keywords Print Report									
Search Using: Google Sandbox Tool For Keyword: "business opportunities" Use Quotes									
Keyword	Searches	Results	R/S	KEI	Google Ads	Overture Ads	#1 CPC	Est. C	
"business opportunities"	182,902	20,400,000	112	1,639.9	40+	45	\$ 2.70	355	
"small business opportunities"	17,744	269,000	15	1,170.4	40+	30	\$ 3.04	8.0	
"business franchise opportunities"	7,656	68,400	9	856.9	40+	56	\$ 6.46	1.0	
"mfm business opportunities"	5,861	68,200	12	507.1	40+	51	\$ 3.49	0.1	
"home business opportunities"	58,877	977,000	17	3,548.1	40+	44	\$ 2.39	29	
"internet business opportunities"	9,020	238,000	26	341.9	40+	29	\$ 2.78	5.0	
"new business opportunities"	2,495	1,080,000	433	5.8	40+	35	\$ 2.76	2.0	
"business job opportunities"	931	13,400	14	64.7	40+	35	\$ 0.05	0.1	
"business investment opportunities"	1,975	43,500	22	89.7	40+	44	\$ 4.33	1.0	
"business opportunities for sale"	0	59,600	N/A	N/A	40+	24	\$ 2.34	0.1	
"work at home business opportunities"	7,871	184,000	23	336.7	40+	25	\$ 2.26	1.0	
"work from home business opportunities"	7,871	99,500	13	622.6	40+	23	\$ 2.63	1.0	
"home based business opportunities"	32,413	580,000	18	1,811.4	40+	36	\$ 2.41	22	
"at home business opportunities"	58,877	195,000	3	17,776.9	40+	45	\$ 2.21	3.0	
"business opportunities from home"	58,877	54,100	N/A	64,075.8	40+	40	\$ 1.93	3.0	
"business opportunities"	182,902	58,600	N/A	570,872.7	40+	44	\$ 0.05	0.1	
"business opportunity"	182,902	13,200,000	72	2,534.3	40+	45	\$ 2.97	510	
"home business opportunity"	58,877	1,200,000	20	2,888.8	40+	42	\$ 2.61	84	
"home based business opportunity"	32,413	984,000	30	1,067.7	40+	40	\$ 2.64	40	
"small business opportunity"	17,744	299,000	17	1,053.0	40+	29	\$ 3.48	23	

When you have your list of keywords, you need to group them together. So, keywords with a common word are grouped together.

For example:

### Group 1 (business opportunities)

buy **business opportunities**  
online **business opportunities**  
**business opportunities** listing  
etc

### Group 2 (home business)

**home** based **business** opportunities  
**home** based **business**  
work at **home business**  
etc

and so on.

Each keyword groups is called an 'Ad Group' by Google. Each keyword ad group should ideally not have more than about 25-30 keywords in them. Once you have grouped your keywords, it is time to setup your campaign online. Log into your [Google Adwords](#) account.

You want to click on 'Create a new campaign' and select 'keyword-targeted'. You are then taken to the campaign set-up screen.

### Create a campaign and an ad group

Name your campaign:  [Example](#)  
A campaign is the top level of account organization for all your ads. [?](#)

Name your new ad group:  [Example](#)  
An ad group connects your ad and its related keywords, which you'll create in a few moments.  
This name is for your use; it won't be seen by customers. [?](#)

### Target customers by language

What language(s) do your customers speak?  
Hold down the *control* or *command* key to select multiple languages.

English

Chinese (simplified)

Chinese (traditional)

Danish

Dutch

Finnish

French

German

### Target customers by location

How large is the area where you'd like your ad to appear? Choose one:

- ☒ **Countries and territories** - Your ads will appear for searches made anywhere in the locations you select.
- ☐ **Regions and cities** - Your ads will appear for searches made in the regions and cities you choose. (Not available for all locations or ad formats.)
- ☐ **Customized** - Your ads will appear for searches made within a specific distance from your business location.

Enter the 'campaign name', then enter a name for this Ad Group (the grouping of keywords as mentioned earlier).

Select the language and then ensure 'Countries and territories' is selected. Select continue.

Next select the Countries you are targeting.

You are then presented with the following screen to place your ad:

Campaign Summary | Tools | Conversion Tracking Search

### New Keyword-targeted Campaign Setup

Target customers > **Create ad** > Choose keywords > Set pricing > Review and save

#### Create an ad

Create ad: Text ad | [Image ad](#) | [Local business ad](#) | [Mobile text ad](#) | [Click-to-play video ad](#)

Example short ad:

[Amazing Home Business](#)  
Looking for an extra \$1000/month?  
Incredible Home Business Now.  
[www.homebusiness.com](http://www.homebusiness.com)

Headline:  Max 25 characters

Description line 1:  Max 35 characters

Description line 2:  Max 35 characters

Display URL:  Max 35 characters

Destination URL:  Max 1024 characters

[< Back](#) [Reset Ad](#) [Continue >](#)

The headline is very important. You need to grab the users attention. The body copy also allows you to pre-sell and entice your visitors. Take time to carve out a great ad. The ultimate function of the advert is to get people to click on your ad to get to your website.

**Notice anything about the words in the picture above?**

**Keywords!!!**

Remember the ad groups you created earlier, where you grouped all the keywords with a common keyword together? Well, that common keyword ('home business' in the picture above) you should place into the title and also into the ad description. **This is very important!**

It is important because it increases the relevancy of your advert and Google will reward you for that by lowering your costs!

Also notice the Display URL. This is the website address that will be displayed in your advert. Now, notice the Destination URL. It is different because this is the actual page the user will be taken to when they click on your ad. Having the root domain name in the 'Display URL' looks cleaner and more professional, that is one reason it is good to get a dedicated domain name as mentioned in a previous lesson on domain names.



Amazing Home Business  
Looking for an extra \$1000/month?  
Incredible Home Business Now.  
[www.homebusiness.com](http://www.homebusiness.com)  
[Edit](#) - [Delete](#)

You can create additional ads for this ad group, if you choose.  
[+ Create new ad](#)

### Choose keywords

**Who will see your ad?**  
When people search Google for the keywords you choose here, your ad can show. Keywords must be directly related to your ad. (Don't enter 'real estate' when you're selling cars.) Enter 20 or fewer keywords for best results. [Example list](#)

Enter as many specific words or phrases as you like, one per line:

home based business opportunities  
home based business  
work at home business

**Want more?**  
Enter any word to see related keywords:

► [Advanced option: match types](#)

[< Back](#) [Continue >](#)

Done adwords.google.com

When you are happy with your advert, click on 'Continue' and then you will be able to enter your keywords. Copy your keywords for that particular Ad Group ('home business' theme), ideally no more than 25-30 or thereabouts, you may only have 5!

Click on continue and you then need to enter your Daily Budget. This is the amount of money you are willing to spend on your campaign. Set what you are comfortable with, it does not necessarily mean that you will spend it all. Perhaps to start with \$5-\$10.

You then need to enter your maximum Cost Per Click (max. CPC). This is the maximum you are willing to pay if someone clicks onto your advert. It does not necessarily mean that you will be charged that amount for every click.

**What is the most you would like to spend, on average, per day?**

The daily budget [?](#) controls your costs. When the daily limit is reached, on average, your ad will stop showing for that day. (The budget controls the frequency of your ad, not its position.) Raise or lower your budget as often as you like.

Enter your daily budget: \$

[How will my budget affect my ad performance?](#)

**What is the maximum you are willing to pay each time someone clicks on your ad?**

You influence your ad's position by setting its maximum cost per click (CPC) [?](#). The max CPC is the highest price you're willing to pay each time a user clicks on your ad. Your max CPC can be changed as often as you like.

Enter your maximum CPC: \$  (Minimum: \$0.01)

Higher CPCs lead to higher ad positions, which usually get more clicks.


[Want to purchase the most clicks possible?](#)

▼ [View Traffic Estimator](#) - Enter a CPC and see the estimated rank, traffic, and costs for your keyword(s).

Maximum CPC:

Daily budget:

[Get New Estimates](#)

 **Things to note:** If you're unfamiliar with some of this terminology, take a look at our [Traffic Estimator glossary](#).

- Because your campaigns do not yet have a performance history, keyword estimates are based on system-wide performance information. [?](#)

**The actual CPC charged depends upon the competition and how relevant your advert is to your keywords! Read this sentence again, it is important!**

We make it relevant by putting the common keyword into the headline and main ad copy...amongst other things!

Once you have set your max. CPC you can click on 'Get Traffic Estimate' and Google will return the estimated number of clicks, daily budget spend and average ad position for the settings you have chosen. This will give you a rough idea of how your Ad Group may perform. You can manipulate the costs and see how that affects the outcome. Remember, this is only an estimate to give you an idea, it may not be that accurate. When you are happy with it, click continue, then review your Ad Group and save it.

**It is now live! Congratulations, you have just setup your first Adwords campaign.**

You can then go onto setting up additional Ad Groups for the other keyword groupings within the same campaign. You can have many, many ad groups within a single campaign or just one to start with.

### **IMPORTANT**

One last thing I need to mention. Click on 'Campaign Summary' on the tabs and then select the campaign by selecting the box and click on 'Edit Settings'. Go to where it says 'content network'. Ensure that this is unchecked. It will save you a heap of money!!

When you have a campaign up and running, have a good look around Adwords and really explore the site and different settings. They have a fantastic online tutorial which is detailed and one of the best around! [Click Here to See it.](#)

Google Adwords is the main PPC engine, the other 2 services worth looking at would be [Yahoo! Search Marketing](#) and [MSN AdCenter](#). These are slightly less popular and you may get better results with these because of less competition and lower costs. There are lots of other fringe pay per click engines but I would concentrate on the Big 3!

### **TASK**

1. Open a [Google Adwords](#) account
2. Do your keyword research
3. Group keywords into Ad Groups
4. Setup a new campaign
5. Ensure you switch off 'Content Network' in the Campaign Settings
6. Complete the relevant sections and Go Live!!!
7. Keep a regular eye on your campaigns to monitor costs and also how many clicks you are getting. Adjust the settings/costings as necessary.

Congratulations on completing this segment of your online marketing education!



## 5 - Search Engine Optimization

Website optimization otherwise known as **search engine optimization** or SEO, is an important aspect to getting your website tuned up. This tuning up is required for several reasons and most importantly so the search engines can hopefully find your website and once found, to rank it better.

In reality it is not really SEO that gets your website indexed but it helps. What it does do is to play a role in getting your website hopefully ranked a bit higher in the results listings for a given keyword.

You see, search engines have what are called 'spiders', these are little programs that search the Internet for websites to list and rank in the results listings.

If you imagine that the Internet is a vast library and each book in the library is a website. Now, the search engine spider is the librarian and they want to have a quick overview of what books they have in stock. Rather than read all the books in stock, they will simply just look at the covers, flick through the contents page, read a paragraph or two of each page and then make a quick note of it before moving onto the next book. This is basically what the search engines do to find and list websites.

Now, if the librarian comes across a plain book with no good information or organisation, then the librarian doesn't give it much attention, as there are so many other books to flick through. If the librarian comes across a well-organised book and nicely laid out with the title, contents page and a good paragraph or two, then it will be more pleased with it.

So, what you are going to do is make your website into this nice, well organised book so the librarian (search engine spider) can find it easily and flick through it to find the information it needs. It does take a little bit of technical work but I will make it as painless as possible.

In fact, the whole field of SEO is vast and many books have been written on the subject. It is constantly changing as the search engines constantly change the way they index sites so I will only outline some basics which are still true as of this writing and will hopefully help you rank a bit better.

### Meta Tags

Meta tags are lines of instruction within the webpage that provides information to the search engines.

### **<Title>**

This is the page title, and is very important. If you look at the top of your web browser, you can see the page title. Make sure you have your keyword in there somewhere. Some engines use this for the title of the results listings.

This is the format:

```
<title>REPLACE WITH PAGE TITLE HERE</title>
```

### **<Keywords>**

These are your keywords that are relevant to your page.

The format is:

```
<meta name="keywords" content="REPLACE WITH YOUR KEYWORDS">
```

### **<Description>**

This is a short sentence or two describing what your page is about. Ensure your keyword is in here somewhere. Some engines use this as the description of the results listings.

The format is:

```
<meta name="description" content="REPLACE WITH YOUR PAGE DESCRIPTION">
```

Google doesn't really take much notice of meta tags but the other search engines do. The **<title>** tag is the most important one and most experts believe all search engines take notice of this one. It does no harm in having the meta tags in, so why not include it anyway for those that do use them.

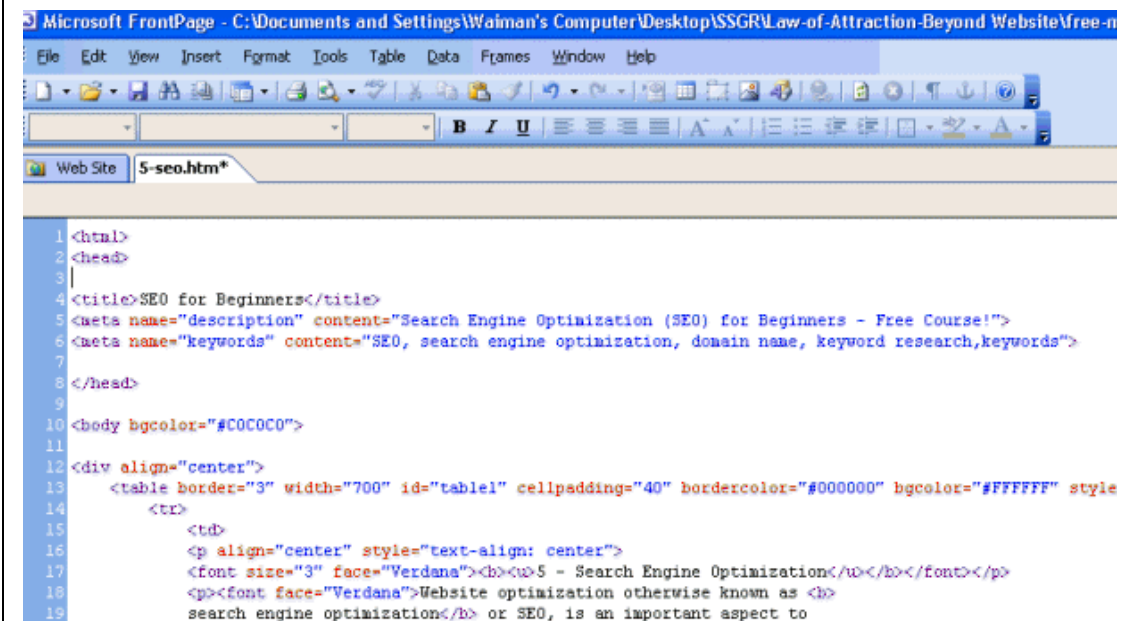
### **<h1>**

This is the heading of the first paragraph. This is also an important tag to use. Make sure your keyword is in the heading tag if possible.

OK, so you have the meta-tags, but where do you put them? This is the more techie part, as you will need to place them in the HTML code. You can only do this if you have access to the HTML code. Copy the HTML code below and paste it into Notepad on your computer. Replace the text with your own details (title, keywords, description) for the page you are optimizing.

```
<title>REPLACE WITH PAGE TITLE HERE</title>
<meta name="description" content="REPLACE WITH PAGE
DESCRIPTION">
<meta name="keywords" content="REPLACE WITH YOUR PAGE
KEYWORDS ">
```

Right. Now you need to get to the HTML code and go to the start of the code. If you look at the screenshot below, I've used Frontpage. You can see the meta tags placed on lines 4-6. I've placed a gap above and below just so you can see it more clearly, the space is not necessary. You are looking for the **<head>** tag (line 2 in the picture) and the HTML tags can go right after it. There should be a closing **</head>** tag after but not necessarily immediately after. Save your work and upload it to your web server. When you check your page online, you should see the new title at the top of the browser.



```
1 <html>
2 <head>
3
4 <title>SEO for Beginners</title>
5 <meta name="description" content="Search Engine Optimization (SEO) for Beginners - Free Course!">
6 <meta name="keywords" content="SEO, search engine optimization, domain name, keyword research, keywords">
7
8 </head>
9
10 <body bgcolor="#C0C0C0">
11
12 <div align="center">
13   <table border="3" width="700" id="table1" cellpadding="40" bordercolor="#000000" bgcolor="#FFFFFF" style
14     <tr>
15       <td>
16         <p align="center" style="text-align: center">
17           <font size="3" face="Verdana"><b><u>5 - Search Engine Optimization</u></b></font></p>
18           <p><font face="Verdana">Website optimization otherwise known as <b>
19             search engine optimization</b> or SEO, is an important aspect to
```

If you right-click on your webpage, and select "view source code", Notepad will open up and the HTML code for the webpage be displayed. You should see your meta tags at the top of the code somewhere! Well done, you have just done some very basic SEO work.

One final thing with the HTML. You need to sort out the **<h1>** tag or heading tag if possible. It tells the spider what the main heading of your page is. With Frontpage, it is simply a case of highlighting the heading and then selecting **<h1>** as the type of text it is. So, for this page, the heading is "Search Engine Optimization".

Hopefully whatever package you are using for your webpages, you can simply highlight the text and then select **h1** for the type of text. If your package does not allow you to do that for whatever reason, you will have to bring up the HTML code and find the main text and the heading. When you have found the heading text, you need to surround it with the following tags:

**<h1>HEADING GOES HERE</h1>**

There you go. The most important tags to use would be the **<title>** tag and the **<h1>** tag.

*Ok, now something a little easier!!*

Go to your website text. Each page should be focused on a particular keyword or theme. You need to sprinkle your website text with your keyword phrase, but don't overdo it and have it in every sentence otherwise you will be penalised 'keyword spamming'! The best way would be to ensure if possible that you have at least 300 words on the page, ideally around 500 words. Then, right within the very first paragraph, in the first sentence make sure you put your keyword there somewhere. Then put it in the middle of the website text, and once more in the very last paragraph as near to the last sentence as possible.

It is very important that you ensure that the site still reads very well. That is your main priority. Quality content is the main guideline. Adding meta tag bits is the icing on the cake so to speak.

So, there you go, some very basic SEO techniques for you to apply to your website.

## **TASK**

**Please backup your website before making any changes in case!**

- 1) Write the HTML tags as described above for each of your pages and insert it into the correct place in the HTML code.
- 2) Add your keyword at the beginning, middle and end of the text.
- 3) Upload the newly optimized pages to your site.

Congratulations on completing this segment of your online marketing education!

## 6 - Blogs

This lesson is about blogs!

First of all what is a blog? It is basically a site where a person writes down their thoughts and opinions on a subject. It's quite similar to a personal journal or diary but online.

How can this help you market online I hear you ask? Well, several ways. The nature of a blog means that it is content driven, and search engines love content, especially if it is original and regularly updated. You can setup a blog specifically with the aim of promoting your product or service.

Because blogs are like journals, they should be kept up to date and entries made on a regular basis. Many people have set up a blog only to find that they either forget or get bored of updating the content and eventually stop posting. Blogs should be seen as a more long-term strategy as it will take time to write the content and get visitors, but it is a worthwhile strategy.

Blogs have evolved over time and some are extremely sophisticated and function pretty much the same as a website. In terms of blogging, that is, 'to blog', you need to first set yourself up with one.

**There are two main methods with two main products you can use.**

They are as follows:

[www.wordpress.com](http://www.wordpress.com)

This is a free blogging service and is probably the leading service out there. There is another version available that you can host on your own server ([www.wordpress.org](http://www.wordpress.org)). It is an excellent choice and very popular but does require a little technical knowledge to install but not too much. Wordpress is my favourite blogging service and one that I personally use.

[www.blogger.com](http://www.blogger.com)

Blogger.com is an online blogging solution that is also free. Your blog is hosted on blogger.com's server. It is also a great choice to start blogging with.

## Writing Your Blog

So, once you have a blog, what do you do with it? Well, you write stuff! You do not need to worry too much about making mistakes or whether people are interested in reading what you write. If I were you I would personally just get writing and enjoy the process.

Some people get worried about how they come across or even how to write. If you are not sure, then a good way is to write as if you are talking to someone. This will come across more naturally to the reader.

Have a theme for your blog. One of my blogs ([www.blog.innerguru.co.uk](http://www.blog.innerguru.co.uk)) is on the theme of personal development and the law of attraction. I started just by writing my own thoughts and experiences in this area. I did also start writing about online businesses, which is another one of my passions but I realised that my blog was getting a bit muddled so I kept the focus of this blog on the law of attraction and personal development. The online business blog is a separate one altogether.

Remember, entries do not have to be great long essays, and it is perhaps best that it isn't, certainly to start with. Write about yourself, your background, about your product or service and how you came to get involved with it. As you post more, you can start talking more about your product, or what is new with it, new in the industry, any trends, what your general thoughts. Basically get writing and keep the tone of the blog to a theme related to your industry, business or service.

The other way to write your blog is to do the good old keyword research (see Lesson 1 - Keyword Research). When you have a good list of keywords with demand and supply, find the ones with low competition and good demand. The main thing here is to find keywords with the competition as low as possible. Any phrase returning below 5000 pages is good to base a post around (see Keyword Research lesson). The demand doesn't have to be high, if it is above 200 per month, I would go with it. You then take your keyword and write blog entries around the keyword!

Personally, I just tend to write entries as I like. They tend to revolve around certain keywords or a specific theme anyway.

Now, on your blog, you should be able to enter links to other websites from the admin area. So, the idea is to add links to the website(s) you are promoting. If you look at [www.blog.innerguru.co.uk](http://www.blog.innerguru.co.uk) you can see under the links menu some links to other sites, these are sites that I own and run or are affiliates of. You see, search engine spiders like fresh content and your blog should be updated regularly. If it is, then the spiders are more likely to like your site and follow any links to other sites, so helping your other sites get indexed. Also, hopefully visitors will go to your blog, find it interesting and then follow any links to other places.

## Ping Pong!

When you have your blog up and running and there are some entries, you then need to let the search engines know that you are there and that they can spider your blog. This is known as 'pinging'! You simply need to go and enter your blog URL to the following sites:

### [Google Blog Ping](#)

### [Yahoo Blog Ping](#)

<http://api.my.yahoo.com/rss/ping?u=http://www.blog.innerguru.co.uk/>  
(replace "<http://www.blog.innerguru.co.uk/>" with your own blog domain, ensure it ends with "/" and then copy and paste it into the web browser address)

### [MSN Blog Ping](#)

<http://www.moreover.com/ping?u=http://www.blog.innerguru.co.uk/>  
(replace "<http://www.blog.innerguru.co.uk/>" with your own blog domain, ensure it ends with "/" and then copy and paste it into the web browser address)

**Or simply go to this site and ping them all in one go!**

<http://pingomatic.com/>

You do not need to ping the search engines, you can simply wait until they come along and spider your site. However, there is no harm in letting them know that you are there by pinging them

## TASK

- 1) Set yourself up with a blog at [www.blogger.com](http://www.blogger.com) or [www.wordpress.com](http://www.wordpress.com)
- 2) Write some entries over a period of a week or two to build some content.
- 3) Ensure you have a link to your main website that you are promoting from your blog.
- 4) Ping the search engines.

Congratulations on completing this segment of your online marketing education, you are now a blogger...if you keep it up to date!

## 7 - Article Marketing

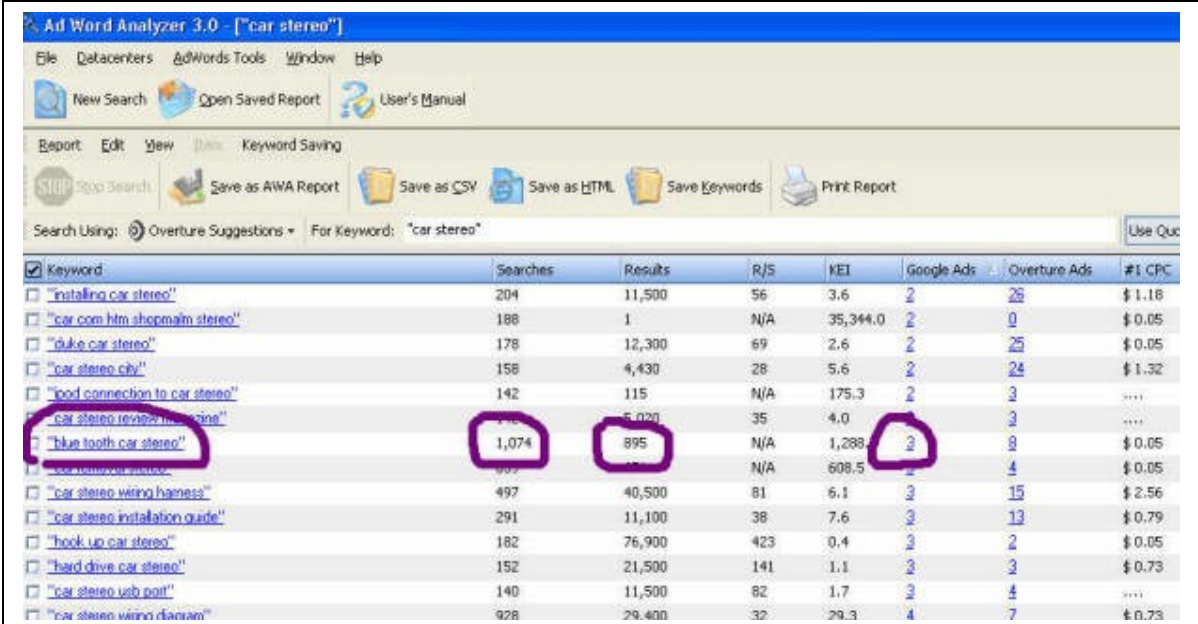
In this lesson you will learn about article marketing.

Article marketing is a great way and free way to generate some traffic and links back to your site. It can be quite effective and being free, what have you to lose apart from the time for you to write it?

Now, a lot of people, myself included think "I'm not a writer, I can't write an article, I wouldn't know where to begin!". Well, most articles should be about 400-500 words in length. Now, that is not too much and should be very doable for most people.

Where do you start? Well, I would say, you need to start by doing your keyword research. Yes, keyword research again! It's that important, that is why it was the very first lesson! (see Lesson 1- Keyword Research).

You need to research and find high demand (number of searches) keywords with low competition (results returned by Google). Low competition means less than 5000 pages on that keyword (using "quotes", see the keyword lesson if you have forgotten). This will usually mean that you need to find keyword phrases, phrases with 3 or more keywords. An example of a keyword phrase would be "home business opportunities" or "free home business opportunities". Software such as [Ad Word Analyzer](#), can really make this job a lot quicker and easier, saving you hours of work!



The screenshot shows the Ad Word Analyzer 3.0 interface. The search term is "car stereo". The results table lists various related keywords with their search volume, number of results, and other metrics. The keyword "blue tooth car stereo" is highlighted with a red circle, and its search volume (1,074) and results (895) are also circled in red.

Keyword	Searches	Results	R/S	KEI	Google Ads	Overture Ads	#1 CPC
"installing car stereo"	204	11,500	56	3.6	2	26	\$ 1.18
"car com htm shopmain stereo"	188	1	N/A	35,344.0	2	0	\$ 0.05
"duke car stereo"	178	12,300	69	2.6	2	25	\$ 0.05
"car stereo chy"	158	4,430	28	5.6	2	24	\$ 1.32
"good connection to car stereo"	142	115	N/A	175.3	2	3	....
"car stereo revised magazine"	142	5,020	35	4.0	2	3	....
"blue tooth car stereo"	1,074	895	N/A	1,288	2	8	\$ 0.05
"car stereo wiring harness"	497	40,500	81	6.1	2	15	\$ 2.56
"car stereo installation guide"	291	11,100	38	7.6	3	13	\$ 0.79
"hook up car stereo"	182	76,900	423	0.4	2	2	\$ 0.05
"hard drive car stereo"	152	21,500	141	1.1	3	3	\$ 0.73
"car stereo usb port"	140	11,500	82	1.7	2	4	....
"car stereo wiring diagram"	928	29,400	32	29.3	4	7	\$ 0.73

This is a screenshot of a search I did using [Ad Word Analyzer](#). The keyword was 'car stereo'. You can see that a load of related keywords came up, with



the number of searches (1,074) and the competition results (895)!! This would be a great keyword to base an article on. If you wanted to go after this with PPC such as Google Adwords, then you can see that there are only 3 campaigns bidding on this specific keyword! This is a powerful piece of software. [You can learn more about it here.](#)

Please, realise that the software is not required, you have all the free tools to do the job as outlined in Lesson 1, but it will just take a bit more time.

## Writing the Article

Once you have found some phrases that fit the criteria of low competition and high demand, you can write an article based around the keyword!

Make sure you put the keyword phrase in the title and in the main text of the article. The phrase should appear in the first paragraph, in the middle of the text somewhere and around the last paragraph. Make sure that these keyword phrases are in **bold** so they stand out.

Another thing about the title, make it appealing to the reader so that they will want to read it. It takes a bit of thinking to make your title sound great and also containing your keyword as well.

'Tips' work well as an article format and in your titles. For example, rather than write an article about "How to Improve your Online Business", you could have "Top 10 Tips to Online Business Success!". It sounds much more interesting and compelling.

It doesn't have to be the best article, I'm no great writer but I am improving all the time. Just make sure that the article is interesting and provides good information, that way you are more likely to be used by webmasters.

## Submitting Your Article

Once you have written your article you will want to submit it to the article directories so webmasters can find your article and use it. Directories house thousands of articles, submitted by writers such as yourself. People who operate websites can search the directories for articles to use as content for their site. The condition is that the article is kept intact and the author's biography is included at the bottom of the article, this usually contains a link back to the author's website.

So, when a Webmaster publishes your article on their site, it will have your link details back to your own website from your author biography box! If you write a great article that is popular, you could have plenty of webmasters

adding your article to their site and you will instantly have lots of links pointing back to your website which helps with ranking and brings in valuable visitors.

The true article directories tend to have strict submission guidelines that you must conform to. Some do not allow text links in the article text itself, some do, some require your article to be a certain length etc, etc. You need to read the terms of submission for each service.

There are several places you can submit your articles.

1) [www.Squidoo.com](http://www.Squidoo.com)

Squidoo is a social network where people can open a free account and write articles (squidoo call them 'lenses'). In fact, it is kind of between a blog entry and an article. It is very simple to use, it is free and is a growing network. This is a great place to start and squidoo is to article marketing what blogger.com is to blogs.

This is not a directory as such, because it is like a hybrid article directory and blog.

2) [www.goarticles.com](http://www.goarticles.com)

This is an article directory and lists thousands of articles submitted by writers such as yourself. It is a bit easier to get your articles accepted here. The main advantage is that you can add links within the article text pointing to a website, and even an affiliate link.

3) [www.ezinearticles.com](http://www.ezinearticles.com)

This is another popular article directory and it is slightly more difficult to get your article accepted here, though I have not had a problem with them. You cannot link directly from the text of your article but that is to affiliate links. Their terms say that you can link to your website root domain name (e.g. [www.innerguru.co.uk](http://www.innerguru.co.uk) is ok, but [www.innerguru.co.uk/articles/example.htm](http://www.innerguru.co.uk/articles/example.htm) is not ok). This is another good reason to have your own domain name (see Lesson 2 - Domain Names).

Make sure you read the submission rules of each service that you decide to use to ensure that they have not changed.

OK, so that is it in a nutshell. Article marketing is not a quick fix solution to online marketing. If you keep producing articles regularly and submit them, it will provide a good steady stream of visitors in time and also help with your website ranking.

Remember, you are not looking to write a best-seller, so just get writing, see it as an extension of blog writing!

A superb resource for article writing is by Travis Sago at <http://www.bummarketingmethod.com>. Definitely go to his site and sign up for his free guide!

### **TASK**

- 1) Do your keyword research as per Lesson 1
- 2) Write an article or articles based on your keyword phrase.
- 3) Register with some article directories.
- 4) Ensure your articles meet the submission requirements.
- 4) Submit!

Congratulations on completing this segment of your online marketing education!

## 8 - Autoresponders

In this lesson you will learn about autoresponders!

Autoresponders are programs that automatically send out emails upon request by a user.

Autoresponders allow you to pre-load a series of email messages to be delivered over a specified time frame, and all automatically. This has many uses and applications and is a powerful marketing tool.

**The benefits?** Well, once setup you don't have to sit at the computer sending out standard emails all the time. **Once it is setup, it is automatic!** It automates your communication with your end users.

What can an autoresponder be used for? Some of the uses include:

- \* email courses
- \* follow up sales messages
- \* newsletters
- \* upselling products
- \* post-sales support

Emailing and communicating with your end-users can be one of the most important and time-consuming aspects of online marketing and when operating an online business, autoresponders can be a life-saver, or certainly a time-saver!

**Another HUGE benefit is the ability to build up some sort of mailing list.** When someone registers for your autoresponder series, they become part of your mailing list. A targeted mailing list is considered to be worth a lot in terms of future profits. In other words, when you make a sale to someone, they are more likely to buy from you again in the future.

An autoresponder will enable you to make regular contact over a long period of time recommending other products that may be of interest your list. With an autoresponder you can deliver pre-written sales messages over a period of time and at set intervals. It is said that it takes on average of about 7 exposures of a product or service before someone converts to a sale. So, use an autoresponder to follow-up on your leads but use it wisely and don't pester them else they will unsubscribe!

So, where can you get an autoresponder? There are several options available. You can get free autoresponders whereby they tag a small advert to

the bottom of each message that goes out, this helps to fund the service and make it free for you. Then there are paid for subscription services and the most popular used by marketing pros are [Aweber](#) and [GetResponse](#). There are also some autoresponders that you can host yourself on your own webspace, but it requires knowledge of how to install them. I do not have experience with the self-hosted ones, so we will confine ourselves to the most popular options, free and paid subscription services.

1) [Aweber](#)

This is a paid for service and is one used by many professional online marketers. Currently it costs about \$19.95/month and there is a good discount for paying upfront on an annual basis.

2) [Get Response](#)

This is another paid for service that currently is a little less expensive than [Aweber](#) at about \$17.99/month and there is also a good discount if you pay upfront for the years subscription. This is the one that I use.

3) [Send Free](#)

This is a free autoresponder that tags a small advertisement at the end of each message that is sent out. If you are just exploring autoresponders then this is a good option to try first. They do offer a premium subscription service at around \$19.99/month (at the time of writing) if you want to get rid of the advertisement and have other features.

The main difference between the autoresponders are the features offered. I think you need to explore the various options and see which fits your needs the best. If you are looking for a free option to test, then try [Send Free](#).

When you first setup an autoresponder, you can load up a series of pre-written marketing emails and set the time interval for which they are to be sent out. You can then add in either a signup form to place onto your website or you will be given an email link which users should send an email to. Once a user sends an email to this autoresponder email address, the autoresponder kicks in and the series of messages are then started.

Most autoresponders work on a double opt-in method. That is, the user signs up to the autoresponder, that is the first opt-in. The autoresponder then sends an automated email to the users email address to ensure it is correct. The user then needs to click onto a link within the email to confirm that they have opted-in in. This is double opt-in email. It is there to reduce the risk of SPAM and to protect you the owner of a mailing list. People can forget that they have opted-in to your list and if you send them an email they may accuse you of SPAM and complain to your Internet Service Provider (ISP) which can get you into problems. With double opt-in, you have additional proof that they did opt-in.

That's all there is to it. You may not have a need for an autoresponder right now but I would strongly recommend that you explore them anyway.

## **TASK**

1) Sign up for an autoresponder service:

[Aweber](#)  
[Get Response](#)  
[Send Free](#)

2) Write a series of follow up sales emails or a series of newsletters.

3) Put an opt-in form on your website or a way of subscribing to your list.

Congratulations on completing this segment of your online marketing education!

## 9 - How Is Your Site Doing?

In this lesson you will learn about how your site is doing!

What am I talking about? With all the online marketing, you need to know how you are doing and whether your efforts are paying off! It's always nice to see some sort of return for your hard work.

To start with, you will need to establish some sort of baseline. From this baseline you can reassess at a later date and see where you are and whether your marketing efforts are paying off. There are criteria with which websites can be assessed to see how they are performing.

The first thing you need to do is to basically decide what your business model is and how you are going to define success. This will vary from business to business. You may see your efforts as being successful if you are listed high in the search engines. Or you may wish to get X number of visitors to your website each month, or you may define your success by the number of sales you get through your online activities. So, before you start, have an idea of how you are gauging your success online, you may even have a number of criteria to measure against.

Possible criteria:

### 1) Google PageRank

Google PageRank is a measure of a website's popularity. It is often described in terms of a voting system and is scored from 0-10 (10 being highest ranked). Google places a lot emphasis on links to your site from other websites. Basically, if you see each website on the Internet as a 'person'. Each person can vote for another person, much like an election! The more people who vote for you (link to you), the higher the Google PageRank you can achieve.

Unfortunately, it is not as simple as that. Each casting vote has a weighting, the more important the 'person' the more weight they have behind their vote. So, if you have a politician vote for you, their vote will have much more 'weight' than if just any 'Joe Public' voted for you. Translated, this means that the more 'important' the website that links to you, the more likely that is going to help your ranking.

Another aspect that aids your ranking is content. In addition to the factors mentioned, Google has sophisticated algorithms that assess your webpage content. It can scan your page and know what it is about. If your site is of poor quality, it will not rank well (on-page SEO can be useful here as we covered earlier).

Also important is relevancy. If a website that links to you is relevant to your website (on the same theme/industry), then it will help your ranking more than a website that links to you from a non-similar theme/industry.

This is a link is to the Google information page that tells you about its PageRank technology, <http://www.google.com/technology/>.

It is important to realize that no-one really knows the exact factors that help you gain a high PageRank. However, with testing and experimentation, marketers have discovered strategies that seem to work well.

So, in summary, get lots of good links to your website from other high quality and relevant websites. Find some sites you like and that have good content and fire off a personal email to the webmaster requesting a link, they may agree if you offer to link to their website in return. This is called reciprocal linking. Reciprocal linking tend not to be as useful as single one-way links to your website alone.

You can check your website PageRank using this free tool:  
<http://www.checkpagerank.com/>.

## **2) Alexa Traffic Ranking**

Alexa is another one of those tools that is used by many to assess how their website is ranking. [Click here to see the Alexa Tool](#) and enter your domain to get the traffic ranking.

The lower the number, the better the ranking. Alexa looks at your number of 'pageviews' and the 'reach' of your website. It calculates this via its toolbar, which is installed on millions of browsers.

Regular checking of this tool over a period of months will hopefully show your marketing efforts are paying off in terms of better traffic ranking.

To learn more about this useful tool, go to the website at:  
[http://www.alexa.com/site/help/traffic\\_learn\\_more](http://www.alexa.com/site/help/traffic_learn_more)

## **3) Search Engine Listing**

One of the most important starting areas in having an online business or website is to get listed on the search engines. If you have a website but it is not indexed by the search engines, then users will not be able to find your site.



So, how do you go about doing this? Well, once you have your website up, you can submit the URL of your website directly to the search engines. However, there is a general consensus that this is an inefficient method to getting listed and is not necessary. If you decide that you want to submit your website to the search engines anyway, then you can do so through the links below to the main search engines.

<http://www.google.com/addurl/> (Google URL Submit)

<https://siteexplorer.search.yahoo.com/submit> (Yahoo URL Submit)

<http://search.msn.com.sg/docs/submit.aspx?FORM=WSDD> (MSN URL Submit)

The best way to be found by the search engines is via links from other sources that point to your website. That means, being found via links that are placed in directories, articles, blogs etc. Links placed on these sites can enable a search engine spider to find your site quicker and to get your website indexed.

To see whether your website has been indexed, simply enter your website domain name into the search engine search box. If you look at the screenshot below, I have typed in one of my website URL's and it appears in the Google results. This shows that the website is indexed. The job now is to promote it over time using the techniques covered in this ebook and get it ranked higher (the best way is to generate great content on a regular basis and lots of one-way links).

The screenshot shows a Google search interface with the Google logo on the left. Navigation links include Web, Images, News, Maps, Froogle, Groups, and a 'more »' link. The search bar contains the text 'www.law-of-attraction-beyond.com' and a 'Search' button. Below the search bar, there are radio buttons for 'the web' (selected) and 'pages from the UK'. To the right of the search bar are links for 'Advanced Search' and 'Preferences'. The search results are displayed under the heading 'Web' and show 'Results 1 - 7 of 7 for y'. The first two results are highlighted in yellow and are sponsored links. The first result is 'The Law of Attraction' by TheSecret.info, with the description 'Bob Proctor Makes It Simple Make It Work For You Now.'. The second result is 'The Law of Attraction' by getwealthy.thesgrprogram.com, with the description 'Manifest the Law of Attraction With Lessons From "The Secret" Teachers'. Below these are three organic search results. The first organic result is 'Law of Attraction' from www.law-of-attraction-beyond.com, with a description 'The Law of Attraction is a powerful Universal Law that affects all aspects of your life. Learn about it and how to use it to move your life forwards like ...'. The second organic result is 'How to The Law of Attraction Works' from www.law-of-attraction-beyond.com, with a description 'The Law of Attraction is a powerful Universal Law that affects all aspects of your life. Learn about it and how it works for you. Incredible stuff.'. The third organic result is 'Secret of Law of Attraction - Metaphysical Articles' from www.articlestree.com, with a description 'Waiman Yau writes about the secret of law of attraction at www.law-of-attraction-beyond.com. You can also get a FREE email course on the Law of Attraction ...'. Each organic result includes a 'Cached' link and a 'Similar pages' link. At the bottom of the organic results, there is a link to 'More results from www.law-of-attraction-beyond.com'.

Google Web Images News Maps Froogle Groups more »  
www.law-of-attraction-beyond.com Search Advanced Search Preferences  
Search: the web pages from the UK

**Web** Results 1 - 7 of 7 for y

[The Law of Attraction](#) Sponsored  
TheSecret.info Bob Proctor Makes It Simple Make It Work For You Now.

[The Law of Attraction](#)  
getwealthy.thesgrprogram.com Manifest the Law of Attraction With Lessons From "The Secret" Teachers

[Law of Attraction](#)  
The Law of Attraction is a powerful Universal Law that affects all aspects of your life. Learn about it and how to use it to move your life forwards like ...  
www.law-of-attraction-beyond.com/ - 7k - [Cached](#) - [Similar pages](#)

[How to The Law of Attraction Works](#)  
The Law of Attraction is a powerful Universal Law that affects all aspects of your life. Learn about it and how it works for you. Incredible stuff.  
www.law-of-attraction-beyond.com/how-the-law-of-attraction-works.php - 8k - [Cached](#) - [Similar pages](#)  
[ More results from www.law-of-attraction-beyond.com ]

[Secret of Law of Attraction - Metaphysical Articles](#)  
Waiman Yau writes about the secret of law of attraction at  
www.law-of-attraction-beyond.com. You can also get a FREE email course on the Law of Attraction ...  
www.articlestree.com/metaphysical/secret-of-law-of-attraction-tx374775.html - 22k - [Cached](#) - [Similar pages](#)

Once your site is indexed, you can then work on improving its ranking over a period of time. Understand that it can take some time to get indexed but not always. By creating links to your website, you can get listed faster.

#### 4) Keyword Positioning

Where in the search engines does your website appear for your targeted keyword? Use the free tool below to find out.

<http://tools.seobook.com/general/advanced-rank-checker/index.php>

Simply enter your keywords and your domain name and you can see if you are listed within the Top 1000 sites for that keyword!

#### 5) Website Traffic

This can be a good indicator of how your website is doing. Usually it is a measure of how many visitors your website gets per day or per month.

The way to determine this, you need to access your website statistics package that your website hosting should have. Usually you log into your control panel and you should be able to find your website statistics and visitors information there.

If for some reason, you don't have access to any website statistics, then you can add some statistics to your website using this free application from <http://www.statcounter.com/>.

The number of visitors you get to your site is a good indicator of how your website is doing. At the end of the day, if your website has no visitors, then you will get no leads or sales! Traffic is the life-blood of any online business.

Just a quick note, there is a difference between 'hits' and 'visitors'. 'Hits' is the number of times your website/webpage is viewed. A single person who looks at 3 different pages on your website will count as 3 hits. With 'visitors', this is the number of **unique visitors** that go to your site. So, if that same person looked at 3 different pages of your website, it will only count as 1 visitor. Visits or more accurately, **unique visits** is the benchmark you should be using here.

## **6) Sales/Leads**

This is probably the best indicator of how your website is doing particularly for e-commerce sites. This is the number of leads or sales you make through your website (this only applies if your site is aimed at bringing in sales and leads).

At the end of the day it is results that count and nothing but results.

You need to set yourself a goal of how many sales or leads you want to generate from your website and over what period of time. Once you know this, then you have a target to aim for with your online marketing activities. You can tailor your work and time to achieve your goals.

By the way, traffic does not necessarily mean sales. You can have a website that has thousands of visitors, but unless those visitors are looking for what you are selling, then you will get zero sales. You need targeted traffic, that is why keyword research is so important!

## **Final Note**

People often think that they can simply place a website online and submit their site to the search engines and get lots of visitors. It does not work that way! Marketing online can often take a long time and should be seen as a long-term project. Sure, there are ways to bring in faster results and this includes using Google Adwords, but this method costs and if you are inexperienced it can cost you dear.

It can take time in getting your website ranked well in the organic search engine listings and generating a good steady traffic stream. You are talking 6-12 months plus! So, use the tools above to find your baseline for your website, then review it after a couple of months and more, and you will gradually see changes.

As an example, I personally developed a back pain website that was purely content driven and was written by myself. After 7-8 months nothing really happened and it brought in an income of about \$12/month with no Google PageRank. I ended up selling it as I got frustrated. 6 months later, it started generating about \$80/month and had gained a Google PageRank of 2 and no further work had been done on the site by the new owner! So, the moral of this story is patience!

## **TASK**

1) Check your website ranking, using:

[Google PageRank](#)  
[Alexa traffic Ranking](#)

2) Establish a baseline using the Google PageRank, Alexa ranking, website traffic etc.

3) Decide what your goal is for your website, whether it is generating X number of visitors per month, generating X number of sales, achieving a certain Google PageRank etc, decide some sort of goal and then you will have something to work towards.

Congratulations on completing this segment of your online marketing education!

## 10 - Ten Tips to Improved Website Rankings

In this lesson I will briefly outline 10 ways to help assist your website to better rankings in the search engines. These techniques are intended to grow your ranking naturally over time.

### 1) Keyword Research

This is one of the most important aspects of promoting your website. In fact before you build your website, you should do your keyword research thoroughly. If you already have a website, that is fine, still do your keyword research and rewrite some of your website text around those words you have found with relatively high demand and low competition. (see lesson 1). If necessary, change the text a little of existing pages but not too much unless necessary, it is often best to just add new pages.

### 2) One Page per Keyword

Ensure each page of your website is dedicated and focused upon **only one** keyword or keyword phrase. Ensure your page has at least 400 words or so of text. Within that, you should have your keyword phrase appear about 3-4 times. It should be present at first paragraph, middle of the page, and also in the last paragraph. Ensure that the text reads naturally.

### 3) Title

Each webpage of your website should have a page title. If you look at the top of your web browser when visiting a website, you should see some text, this is the page title. The page title is often used by search engines to help with ranking, in the sense that it can help the spider get an idea of what your website is about. It is wise to place your targeted-keyword for the page here.

### 4) Basic SEO

You should certainly have a go at doing some basic on-page search engine optimization (SEO). There are some basic things you can change or include such as meta-tags that can help with your rankings. (See Lesson 5)

### 5) Write Articles

Write articles based around certain keywords that you discovered from your keyword research. The articles should be different from your website copy, so do not just take the text from your website and submit it to an article directory. Write a new article specifically around a keyword and submit it to the directories. In the 'Author Biography', ensure you place a link back to your website (See Lesson 7), and also use the correct anchor text back to your site (see point 9 below).

## **6) Blogs**

If you have a separate website, it is not a bad idea to start a blog to support it. The blog can be where you regularly update and post your thoughts. From here, you can link it to your website.

If your blog is regularly updated with your thoughts, ideas and whatever you want to write about, then the search engines will love it and when it visits your blog, it will also follow the links to your website. In your blog, you can also write or 'talk' perhaps a little less formally about things. It is also an opportunity to promote or pre-sell your website or products more easily. (See Lesson 6)

## **7) Give away a free product**

By giving away some sort of free gift from your website, it may be a money-off voucher, it may be free information, it may be a short report, anything at all.

If you do this, then there are a few ways you can benefit. Whatever it is that you give away, if it is an e-product such as an ebook or a report of some sort, then you can place a link back to your website from it.

Alternatively, you may encourage other website owners or blog writers to try your free gift. If they like it, they may recommend it to their readers and put a link on their site to yours, and so you get more links!

This is a great 'viral marketing' activity.

## **8) Linking**

This is an important aspect of improving your website ranking. When you browse online, you can type in your websites subject matter (e.g. 'business opportunities') or theme and see what other sites come up. When you find a good site that you think compliments your own site and that your readers would be interested in, then email the website owner and see if they are

willing to link to you. They may agree if you link back to their website. This is an important aspect of improving your website ranking over time.

There are programs and sites out there that you can join on a membership basis that help sites link to each other. It is generally better to do this work manually and contact the websites individually. It does take longer but the results will be higher quality links.

## 9) Anchor Text

This is another SEO technique used in linking. The 'anchor text' is the highlighted text that a user can click to visit the link. The wording of the highlighted text is the anchor text. The highlighted text that follows is an example of an anchor text for 'life coaching'. The highlighted text is '[life coaching](#)' and if you click on it, it takes you to the linked page.

OK, so you know what an anchor text is, why use it? Well, whenever you get a link from an external source back to your website, if you can tell them what you want your anchor text to be, then it can help with your ranking for a keyword. **The anchor text should be the keyword or phrase that you are targeting.**

Say you were targeting the keyword 'life coach'. You could write an article about coaching and in the Author Biography box, you could say something like;

*"William is an experienced [life coach](#) and writer on the subject of personal development."*

So, when this article gets accepted, it gets posted into an article directory and some website owners may decide to use your article on their site as content. They will have to keep the Author Biography box unmodified as part of the agreement. You then have an external page about 'life coaching' that points to your website and provides a one-way link, the anchor text of which contains the keyword that you are targeting!

## 10) Content

This is probably the most important factor of all 10 tips. **Create great quality & original content for your users!** Ensure your website content is unique, good quality and interesting. If you write something that you yourself would be interested in reading, then you are on the right track and cannot go far wrong. If you do nothing else but one thing, then content is it! **Search engines love quality and regularly updated content, so remember that!**

## **TASK**

1) Pick 2-3 strategies above and work with them to help your website rankings over the next couple of weeks. This needs to be an ongoing campaign in order to get the results you want and it can take time, but it will be worth it.

Congratulations on completing the final segment of your online marketing education!



## **11 - Congratulations, You Have Finished - Now What?**

Congratulations, you have completed the 10 basic lessons in online marketing. You should have a good idea of some of the strategies and techniques used in online marketing and online promotion of your website.

The lessons are more of an introduction to the various techniques out there and hopefully will provide a foundation for which you can build on. Please realize that each method outlined in this book can be very successful in themselves. There are 'gurus' out there who each have their own preferred system. Some use exclusively Google Adwords, some just use article marketing, some just use blogging, etc, etc.

So, any method can be successful if you invest time and learn to master it. Within a particular technique are even more sub-strategies that you can apply, and that is down to your own self-study to learn.

I hope you have found the course a good introduction to online marketing and wish you all the best for the future.

### **Compilation of Resources Featured in this Book**

Free Keyword Research Tools

[Digital Point Keyword Tool](#)

[Google Adwords Keyword](#)

[Nichebot](#)

[Overture](#)

Keyword Research Tools

[Keyword Elite](#)

[Ad Word Analyzer](#)

Domain Registrar

[www.GoDaddy.com](http://www.GoDaddy.com)

[www.123-reg.co.uk](http://www.123-reg.co.uk)

Webdesign Software

[Microsoft Frontpage](#)

[Macromedia Dreamweaver](#)

[XSitePro](#)

## Online Website Builders

[Site Build It!](#)

[Moon Fruit](#)

## HTML information

[www.w3schools.com](http://www.w3schools.com)

## Freelance Sites

[RentaCoder](#)

[GetaFrelancer](#)

[Scriptlance](#)

[Elance](#)

## Pay Per Click

[Google Adwords](#)

[Yahoo! Search Marketing](#)

[MSN AdCenter](#)

## Blogging

[www.blogger.com](http://www.blogger.com)

[www.wordpress.com](http://www.wordpress.com)

[www.wordpress.org](http://www.wordpress.org)

## Ping

[Google Blog Ping](#)

[Yahoo Blog Ping](#)

[MSN Blog Ping](#)

<http://pingomatic.com/>

## Article Directories

[www.Squidoo.com](http://www.Squidoo.com)

[www.goarticles.com](http://www.goarticles.com)

[www.ezinearticles.com](http://www.ezinearticles.com)

## Article Marketing Masterclass

<http://www.bummarketingmethod.com>

## Autoresponder

[Aweber](#)

[Get Response](#)

[Send Free](#)

Misc.

[About Google PageRank Technology](#)

[Google PageRank](#)

[Alexa traffic Ranking](#)

[Keyword Rank Checker](#)

Submit URL

[Google URL Submit](#)

[Yahoo URL Submit](#)

[MSN URL Submit](#)

Statcounter

<http://www.statcounter.com/>