

Internet Marketing Complete System



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Introduction

Can you make hundreds or even thousands of dollars a day with Internet Marketing? The honest answer is YES you can as long as you are prepared to do the work. Where many people get disheartened is when they HAVE put in the work but still don't get any results.

The main reason for this is it often takes too long to get to a stage where you know what you are doing; you've already given up before your first successful campaign. It can take ages learning a bit here, a bit there, and people won't give up ALL their secrets as they are afraid it will affect their own business.

Well, what a lot of people don't realise is the Internet is expanding at such a rate; there actually isn't enough marketers to go around! From being an IT Trainer for the previous 10 years, I know that you truly learn through teaching others. I used to get so frustrated reading people's posts on forums about how much money they were making when I hadn't yet made anything.

I have created this guide for your own education and you can even give it away freely to others as a gift to your web site visitors.

Believe me, nothing feels greater than getting up in the morning, sitting at the computer in your boxer shorts (or whatever you wear) and looking at how much money you made while you were asleep. I want you to experience that feeling, so please read this report in full and I hope it puts you on the path to your own success story.

About This Course

There are many E-Books published on individual aspects of Internet Marketing but I haven't seen many good ones which give you a path that you can follow which incorporates all the main aspects of the industry in one location.

If you are already an Internet Marketer, I would still advise you to read this from beginning to end as you will always find little tips or tricks which you didn't know about before.

Before you even start working on your computer, the first thing you will need to do is decide what topic / niche you are going to specialise in and what type of tactic you are going to use. Then, just as importantly, stick with it until the campaign proves to be profitable or not. If it's not profitable, you move onto the next one and KEEP GOING until you DO start making money.

RESEARCH

How to Pick a Niche

This is normally the biggest stumbling block for new Internet Marketers. The number of products you can market is so vast; it's hard to know where to start and whether your campaign will be profitable.

You may or may not take comfort from the fact that many people's first campaign isn't profitable because you are still finding your feet or you've simply picked something that's either too competitive or not in demand.

Many say that you should pick a niche you are interested in and already knowledgeable about. This will make it easier for you to write about the subject on your web pages or articles and it also means you shouldn't have to do quite as much research as you are already in the mind of the buyer.

Even if your first outing isn't profitable, you will learn a LOT from your efforts which you will be able to apply to the next campaign. Be prepared also to make some mistakes along the way, it's almost unavoidable but it is unlikely you will make those mistakes again.

If you are going to be an affiliate marketer promoting other people's products, then you will be relying on lots of sales to cover your costs if you are going to use paid advertising methods. If you are using free methods however, it's not as important unless you want to make a living from it.

Here's the big secret, although you can make money from any niche, to make the big bucks, you first need to find a crowd of PEOPLE who are desperate for a solution to their problem or are fanatical about a product.

Take two subjects, someone who has an interest in basket weaving and another person who has just lost their job. Which one do you think is more desperate for a solution? The answer of course is the second one.

How about somebody who wants to buy a new TV and somebody who thinks their partner might be cheating on them? You can guarantee that although we would all like a nice new TV, the person who's worried they are being cheated on will THINK about this many more times in the day. This is the key. There are Clickbank products that can help solve these problems.

Tip: Next time you go shopping, look around at all the different products available and think to yourself, could that product solve somebody's problem? If it can, then how desperate a problem do you think that is for that person or crowd? It could be obscure like a product that happens to help keep a travelling salesman stay alert when driving long distance in the car.

If on the other hand you are running a Google AdSense campaign, then you are simply looking for a niche where lots of people are searching for a term so you get lots of hits to your site. The more hits, the more advert clicks you will get for which you get paid. Just make sure your term isn't too competitive which you will learn more about later.

How to Research a Niche

If you are going to be selling your own product or promoting somebody else's product through an affiliate scheme then please read this section carefully as it is VERY important.

The biggest mistake many marketers make is they don't do enough research about the people they are trying to market to. What they then do is they try and guess what it is their audience wants and the result is normally they make little or no sales.

Think about it; if you don't know what the problems are that people are having or what specifically they are in demand of, then how are you going to provide the correct solution or product?

Here's a big tip, the more research you do about the people, the easier your sales pages will be to write and the more money you will make. It's a simple as that.

The easiest way achieve this is to hang out with these people on the forums. Go to a search engine and type the name of your niche followed by the word forum i.e. gardening forum, lose weight forum, World of Warcraft forum etc. You might want to sign up to a few in that field so that you get a cross section of people.

If you don't find any forums on that subject then there might be cause for concern. It's possible the niche is too small or doesn't have enough online presence to which you can sell. Later in the game you will want to promote your material through forums so this could be a stumbling block.

However, it could be that it is a thriving niche but it's just not a topic people discuss on forums, so do your research to see where they are buying their items. For a beginner though, I would advise you look for a niche with an active forum, ideally which is posted to daily by the visitors.

Keyword Research - Broad or Targeted?

This is where it all begins, without targeting the correct keywords, you are not going to make any money, that's quite a bold statement but I really believe it's true. It will largely depend on the type of site you are creating as to how specific your keywords should be.

For example, if you want to make money from people clicking on Google AdSense adverts then your term should be broad so that you get as many visits as possible, an example would be "video games". It doesn't matter that your keyword isn't targeted because you're probably not trying to sell a product on this type of site.

However, if you are selling a specific product, your keyword phrase should be targeted so that the visitors see exactly what they were searching for when they reach your site. So staying on the video games theme, a targeted keyword phrase would be "halo 3 baseball cap".

If this is the main product you are selling, you can see how the visitor is going to see exactly what they were looking for when they come to your site and is much more likely to result in a sale, especially if you are the only site to be found selling halo 3 baseball caps!

It is very important that you realise the main difference between the two and that is; "video games" is a browsing keyword whereas "halo 3 baseball cap" is a buying keyword. You will get less traffic with this broad phrase but you will convert more visitors in to sales with the targeted model.

If you are using a broad phrase for AdSense purposes, then make sure the phrase isn't so broad that it is too competitive. In order to make decent money from an AdSense campaign, you will need to be on the first or second page of Google. Normally a 2 word phrase will be too difficult to compete with but there are 3 word phrases that you can receive lots of hits but still rank well.

How to Pick Your Keyword Phrases

Next time you buy a product or subscribe to a service online, make a note of the keyword phrase you typed to find that product. Many Internet Marketers forget that behind keyword searches are REAL people searching for those terms. Many people will actually type their phrase as a question such as "where can I find the latest DVDs" or "how can I potty train my kid".

A keyword generator that only suggests combinations of phrases is great for giving you ideas but it won't tell you how many people are searching for those terms, unless you use something like [Keyword Elite](#) which we'll look at in more detail later.

Don't forget to use one of the best keyword generators which you have for FREE...your brain! This should be your starting point for your phrases which can then be plugged into a keyword generator to give you all the variations you wouldn't normally have thought of.

Once you have the statistics on which keywords are profitable and are not too competitive, then you can start building your campaign around these phrases.

Tip: I know you are keen to just get stuck in, but the more research you do into your niche and keywords, the less time you will waste. Also you will make less mistakes and the campaign will be more profitable!

How to Find Out How Competitive a Keyword Is

There are people who use the following technique but few seem to understand how or why it works. If we type in a phrase into Google like *how to bake a cake* then we get **3,250,000** results. This seems like an awful lot but luckily this isn't your true competition, this is simply the number of websites that have all of those words but in ANY order. For example, "*I thought I would bake if I stayed out in the sun too long, so I came inside and ate a cake*".

Instead, type the phrase in to Google with quotes, "how to bake a cake", now we get **18,700** results. These sites have that specific phrase in that order within the title or web site, this is your true competition.

Although people won't type the phrase in quotes when searching, the websites that have that phrase in that specific order will be positioned above all of the other web sites.

You can find an insider tip about this which less than 1% of Internet Marketers know about. You can subscribe to my newsletter and receive a re-brandable version of this Ebook and learn unpublished secrets. To join please visit [Internet Marketing Complete](#).

The higher the number of results from your targeted search, the longer and more difficult it's going to be to rank for that keyword. It can literally be the difference between taking days or months to get onto the first page of Google. If the number is in the millions then you may never get onto the first page unless you devote your life to that site.

In contrast, if the number is 10,000 results or less then you can appear on the first page of Google within a day or two, sometimes in minutes! Of course, this may not be suitable for somebody running an AdSense campaign so you would need to go for sites which receive lots of searches, which will probably mean

more competition. It's not impossible as I've done it before but you will have to be aggressive with your SEO techniques.

So don't dismiss keywords over 3 words, there are many people who search using 4, 5, 6 or even more words in their searches, especially if they search is written as a question "how can I fix ford mustang engine". These long-tail phrases can often unearth little goldmines.

Less than 20,000 results is always going to be easy to rank well for, and then as it climbs above this, it simply means you will have to do a bit more work such as getting other sites to link to your page, more about this later.

Using Keyword Elite

Part 1

Scenarios

At this point, you are probably in one of three situations which we will call scenarios; using [Keyword Elite](#).

Scenario 1: You have an existing business and website (or about to create a website) and you want to find out which keywords are going to be profitable for promoting your business and products.

Scenario 2: You have read somewhere that you can build a website around profitable keywords which people are bidding for within Google's Advertising program called Google AdSense. Therefore, when people click on your adverts, you will get paid a percentage.

Scenario 3: You have heard of Affiliate Marketing which is where you can promote other people's products on your site and you will get a percentage of the sale that is made.

For the first example, we will look at Scenario 1. Don't worry if you don't actually have your own business, the techniques I'm going to show you is relevant to ALL keyword searching.

I'm deliberately going to choose a topic I know NOTHING about so that I am researching this as I type! The reason for this is:

A) To show you the actual steps I would take myself with my research and



B) To demonstrate that despite knowing nothing about the subject, Keyword Elite will do all the work for me!

So, I'm going to pretend I own a pet shop which I want to promote via my website. I will need to know what keywords are being searched for so I can drive them to my site and make sales.

Project 1

1)Open Keyword Elite and make sure it says project 1 from the drop down list at the top.

2)I'm concentrating on Google so select the Google suggestion tool check box.

3)Use the slider bar to show results up to 300 (you can have more if you like but this is enough for now).

4)In the "Enter main keyword or phrase" section, type "dog food")**without quotes**) and click OK. I want to see which words I can use relating to that phrase I can target.

5)Once it says 100% complete or ;looks like it's finished searching, click on the report view Tab at the top and it will show you your first list.

6)This is just the first 100 keywords it produced for me

all natural dog food	alpo dog food
alpo dog food recall	bad dog food
bad pet food	beneful dog food
best dog food	bird feeders
blue buffalo dog food	blue dog food
buy dog food	california natural dog food
canidae dog food	canned dog food
Canned dogs	cat toys
cesar dog food	cheap dog food
chiwawa food	contaminated dog food
Contaminated pet food	del monte pet food
diabetic dog food	diamond dog food
diamond pet food	dog
dog and cat food recall	dog bed
dog beds	dog biscuits
dog care	dog clothes
dog collars	dog feed
dog food	dog food brands
dog food contamination	dog food coupons

dog food delivery	dog food ingredients
dog food list	dog food nutrition
dog food online	dog food pet store
dog food poisoning	dog food products
dog food ratings	dog food recal
dog food recall	dog food recall 2007
dog food recall list	dog food recalls
dog food recipe	dog food recipes
dog food review	dog food reviews
dog food scare	dog food secrets
dog food wholesale	dog foods
dog gifts	dog grooming
dog health	dog nutrition
dog obedience	dog products
dog sausages	dog supplies
dog toys	dog training
dog treat	dog treats
Dogfood	doggie food
doggie treats	dogs
dogs foods	dogs treats
dry dog food	dry dog food recall
dry pet food recall	eagle pack dog food
eukanuba dog food	evo dog food
fda pet food	fda pet food recall
find dog food	free dog food
gog food	gourmet dog treats
healthy dog food	healthy pet food
high fiber dog food	hill's pet food
hills dog food	hills pet food
holistic dog food	home made dog food
homemade dog food	homemade dog food recipesETC

Believe me, there are many phrases here I wouldn't have thought of! It's possible some of them don't even have the exactly words dog food in them but relate to dog food.

Now rather than going to Google and typing each of these in individually to see what you get, Keyword Elite will do all of these for you in one automatic operation!

1)To select all of the phrases in the list, you can just hold down CTRL on your keyboard and tap the A key on the keyboard. (If you just want to select a chunk of the list then click on the first word you want, then hold down the SHIFT key, then click on the last keyword you want from your list with the mouse.

Alternatively, you can select non-consecutive words by clicking the words while holding down the CTRL key.)

2) Now click with your RIGHT mouse button on any of the highlighted keywords and choose (with left mouse button) Send to Project 2.

3) In the dialog box, for step 3 just tick Google at this point. Step 4 you can tick all of them and step 5, choose Google Broad match so we can see other related phrases

Click OK.

4) You could wait until the progress is 100% but I always click on the Report View tab at the top so I can see the statistics as they generate. This is where it gets exciting as you watch all the keywords appearing with the data telling you how many sites use those words, how often they are searched for each month and the range of prices people are bidding for Google Adverts for each phrase.

NOTE: When your list is complete, you can sort the column by clicking on the heading. You will probably be interested in having the highest searches at the top. Also, look at Ratio, a low ratio means there are lots of searches but not many web sites provided a service for that key phrase. This is good as it means high demand, low competition...a niche in other words!

The list is too big to show all but here were a few that caught my eye:

Example One

Dog Biscuits:

Websites: 928

Searches: 5,925

Ratio: 16 (VERY LOW)

KEI: 37, 826 (VERY HIGH, unlike ratio, the Higher this is the better)

We can see that there are a very small number of sites advertising this compared to how many are searching, this is what you want to look for. By the way, the numbers of web sites and searches won't be 100% accurate but they do give you a good idea. I would say Ratio is the important one, as long as searches are quite high.

Example Two

All natural dog food:

Websites 38

Searches 3,590

Ratio 0.01 (the lowest I've ever seen!)

KEI: 339,307 (Unreal!!)

Also, I saw the bidding price range is \$2.46-\$3.07 which would be good for somebody doing an AdSense campaign which you will learn about in the next lesson.

OK, let's compare this to a bad example so you can make a comparison

Dog supplies:

Websites 250,000

Searches 11,699

Ratio: 21.37 (Very high which means there are a lot more websites than searches)

KEI: 547 (This is very low, so there will be a LOT of competition for this keyword)

From this project we can see which phrases would be good to have and target on a pet food shop which sells dog food, I'm no longer going to be promoting words which people aren't going to be searched for or make any money.

You will want to think about different broad searches you can type in and then follow the steps above so you can see the results. Note you can save your searches or even export them to Excel for future reference.

Stage 2

In the last scenario, we looked at how you could find related terms to your online business to see what people search for and how many times that phrase is searched for each month.

Now, we will look at scenario 2, just to remind you, here it is again;

Scenario 2: You can build a website around profitable keywords which people are bidding for within Google's Advertising program called Google AdSense. Therefore, when people click on your adverts, you will get paid a percentage.

With the pet shop example, I was a bit more specific by searching for dog food as that's something I would sell in a pet shop. However, if you are trying to find profitable Google Advertising (Google Ads / AdSense) keywords around which you will build your site, then at first, you will want to be as broad as possible so you can see a larger range of related phrases.

Now, I know that Pets is a massive industry, there are people that will spend all their spare cash on their animals so I'm thinking there must be people / vendors / affiliate marketers spending good money on Google Advertising for promotion. However, like I've said already, I know pretty much NOTHING

about pets (apart from owning a budgie and a couple of fish as a kid!) so this is a perfect example.

1)Open Keyword Elite and make sure it says project 1 from the drop down list at the top.

2)I'm concentrating on Google so select the Google suggestion tool check box.

3)Use the slider bar to show results up to 300 (you can have more if you like but this is enough for now).

4)In the text "Enter main text or keyword phrase" Type "pet" (without quotes) and click OK. I want to see which words I can use relating to the main word for Adsense use.

5)Once it says 100% complete, click on the Report View Tab at the top and it will show you your list.

6)Here are the results when I ran this..

Pet	pet accessories
pet adoption	pet adoptions
pet bed	pet beds
pet bird	pet boarding
pet care	pet carrier
pet carriers	pet classifieds
pet clothing	pet co
pet dog	pet door
pet doors	pet edge
pet finder	pet finder com
pet fish	pet food
pet food recall	pet food recall list
pet food recalls	pet for sale
pet friendly hotel	pet friendly hotels
pet games	pet gifts
pet grooming	pet health
pet hotel	pet insurance
pet kennel	pet medication
pet meds	pet names
pet product	pet products
pet recall	pet rescue
pet safe	pet scan
pet services	pet shop
pet shop boys	pet shops
pet sitter	pet sitters

pet sitting	pet sitting services
pet smart	pet store
pet stores	pet supermarket
pet supplies	pet supplies plus
pet supply	pet supply store
pet tags	pet toys
pet vet	pet world
Pets	pets com
pets for sale	pets mart
Petsafe	poop scoop
Portraits	prairie dog
Puppies	puppies for sale
Puppy	puppy for sale
recalled dog food	recalled pet food
rescue pets	rocket dog
salty dog	save a pet
sims 2 pets	sims 2 pets cheats
small dog	small dog clothes
snoop dog	store
tainted pet food	the dog
the sims 2 pets	three dog night
ugliest dog	vet
Veterinarian	veterinary
virtual pet	virtual pets
watch dog	wonder pets
yellow dog	

7)Set “remove phrases with more than” option to 4 words. This time, as we just want to get lots of traffic, it’s more likely that we will get more searches from shorter phrases, normally around 3 or 4 words.

1)Ok, now select your whole list with CTRL + A and click with your RIGHT mouse button, click on that list and choose “Send to Project 2”.

2)In the dialog box, for step 3 just tick Google at this point. Step 4 you can tick all of them and step 5, choose Google Broad match so we can see other related phrases

Click OK

3) Here’s some of the results I got from my search.

WOW, take a look at pet meds. People are paying within the range of **\$16.34** to **\$24.51** for adverts on Pet meds. Now, I didn’t even know what this was so I looked it up on Google and found that after a bit if research, people simply

don't have lots of money to throw on medication for their pets from Vets. So, now you can buy your own medication for your pets on the Internet saving you lots of money.

So, what we can do is build a web page around this key phrase so that Google will advertise adverts based on that high bidding phrase. Every click the visitor makes on those ads, a percentage will be going straight to you!!

Using [Keyword Elite](#) can really help take the guess work out and save you a lot of time!



You can find demos of this application showing how it can benefit you and your business at [Internet Marketing Complete](#).

Which Products to Promote

I should stress that often, too much importance is put on the product rather than the people you are targeting. Many people just rush out and pick a product and see if they can sell it to somebody.

Hoping you have read the section in this Ebook about how to pick a niche, I will assume you have found a crowd of people who are queuing up to buy a suitable product or to find the solution to their problems. If not, then you need to do more research and more forum lurking.

This is where people can run into problems. No matter how hungry the crowd is, if you try and sell them something that is of poor quality, then a few might buy it but after that you will lose their trust.

Tip: It sounds obvious but look for a product which is already selling. If the product is already selling then it is probably because it is a good product and people have already heard of it.

A good example could be the latest Xbox or Nintendo game which has been advertised on TV, you won't have to do much pre-selling because that has already been done for you. It's much more difficult to convince someone to part with their money on a product they have never heard of.

If it is a [Clickbank](#) product then it is highly unlikely to have been advertised on TV but it's very possible that people within that niche would have heard of it. If it meets the needs of your crowd then this is the best possible chance for a sale.

Although it isn't always economical to do so at first, but it is often a good idea to buy the product yourself, maybe from another affiliate marketer who is offering a good course, Ebook or free gift with the purchase. This way you can truly get to know the application and receive some support from the affiliate's products.

If you are on a budget then find out as much as you can about the product from other web sites and forums.

As mentioned previously, if you are using PPC methods then you will need to make sure that you can sell enough products to cover the cost or the advertising and ultimately make a decent profit.

If you are buying a physical product from a website, then again, it might be wise to go for a site that already has a good reputation. There are some reputable sites however that don't offer very good commission rates and have a very short cookie period retention so you need to strike a balance.

If a site is receiving lots of hits then this is a good indication that they are making lots of sales and have a good reputation. The easiest way to do this is check its Alexa rating.

Alexa.com

This is a useful web site which shows how many visitors they receive over a given period, which they call their [Alexa](#) rating.



You will recognise sites found in the top 10 but if you are thinking of being an affiliate for a series of other sites, then it's worth looking to see which receives the most hits. You shouldn't *just* rely on this to decide but generally, if a site is receiving lots of continuous traffic, then they are probably providing a good service and are making sales.

If a site is very new or receives too few a number of visitors then it won't even register on the 'Alexa' scale. I would be fairly wary about entering into a scheme with them as they may still be experiencing teething problems and making errors. Check the Alexa site [here](#).

Shopping.com

[Shopping.com](#) is a great website which I use for many different reasons other than actually buying stuff! I find that if you are going to be promoting physical products then this is a great place to do some research and get some leads. Here are 3 ways you can use this site:

Idea for a Niche

This is an alternative to walking around the shops trying to find a niche to market to. Instead, you can simply browse around this huge shopping website and ideas should pop out.

As before, if you find a product you're interested in, you need to think about how in demand it is and what group of people will want that product. If it's just a 'nice to have' item then you may want to pass on it. If it's an item that people are crying out for then it's worth further investigation.

The screenshot shows the Shopping.com website interface. At the top, there's a navigation bar with categories: Home, Appliances, Clothing, Computers, Electronics, Home and Garden, Jewellery, and See all. Below this is a search bar with the text 'What are you shopping for?' and a search button. The search results are for 'plasma tv'. On the left, there's a 'Price Range' filter with options from 'Below £700' to 'Above £2180'. Below that is a 'Brand' filter with 'Panasonic' and 'Samsung'. The main content area shows two product listings. The first is a Samsung PS42Q97HDX 42" Plasma TV, priced at £595 - £692. The second is a Panasonic TH-50PX70 50 in. Plasma TV, priced at £1,170. Each listing includes a small image of the TV, a 'Compare' button, and a 'COMPARE PRICES' button. The page also shows a breadcrumb trail: 'Back to: Home > Electronics > TV and Video > Flat Panel Televisions > "plasma tv"'. At the bottom of the page, there's a 'Page 1 2 3 ... 28 Next >' navigation.

Check Popular Products

The site has a great feature where you can see which products are popular at the moment. This can be good for checking the overall popularity of a hot product and it can also show seasonal items.

By seasonal, there are certain periods of the year where given items are bought or information searched for. For example, at Christmas time, people will be buying cards, decorations, Christmas tree lights and so on. Think about the current season and what is popular right now, you can make a short term killing.

Find Affiliate Programs

You won't read this anywhere else other than this Ebook. Most people find a product they want to sell but have trouble searching the internet to find suitable sites offering an affiliate program.

It can be hard searching through ShareASale or Commission Junction for these affiliates if you don't know the shop / vendor name or what product criteria to look for.

What I do is search for the product in Shopping.com first of all. It will then list all of the vendors that are selling that product at various competing prices. Now what you do is simply click onto the first vendor so you can visit their website.

Once there, hold down the CTRL key on the keyboard and tap the F key to bring up the 'find box'. Type "affiliate" and then click ok or hit the return key. This should highlight either a link to their affiliate program or a paragraph of text telling you about their program.

I then open an Excel spreadsheet (or word if you like) and note down the vendor's URL, the commission rate they give you, how many days the cookies last and any other useful details. If they handle the affiliate scheme themselves then note this fact also, alternatively they may do their tracking through a site like Commission Junction, ShareASale, Linkshare, then note the appropriate site.

If don't find an affiliate link then manually look around the site or in the site map. If you still can't find it then it's possible they don't run an affiliate scheme, not all sites do.

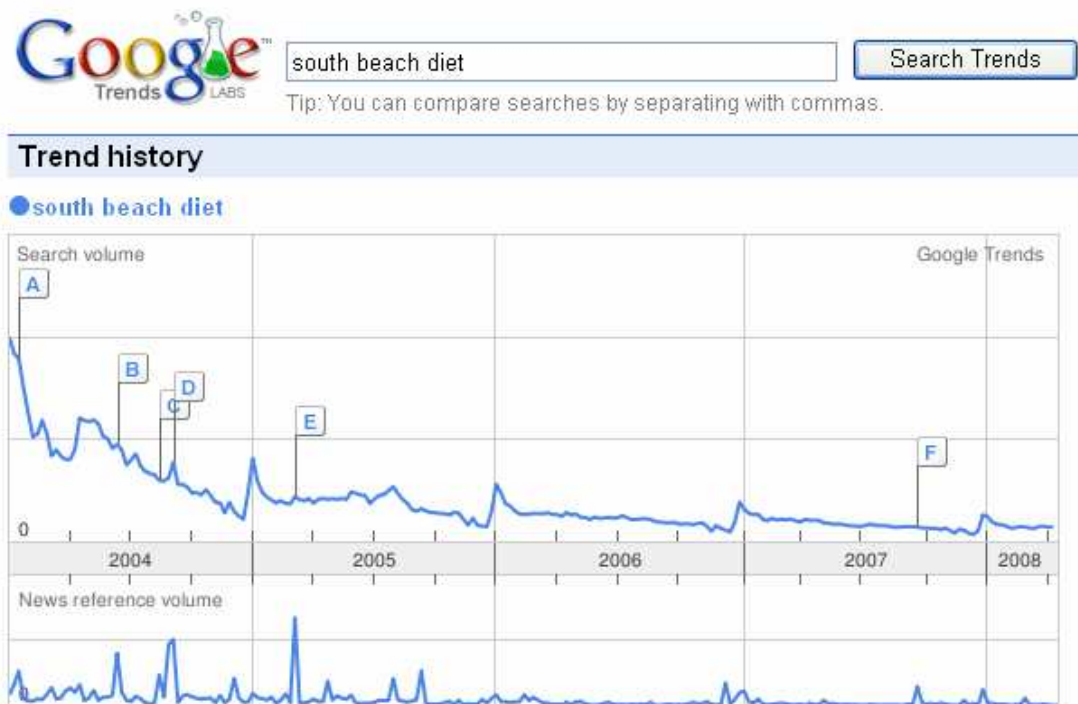
Google Trends

If you are planning to start a long term campaign, then it is very important to look at what the trend has been over a period until now for that niche. This will

show you whether the market is something that is growing or falling in popularity.

Google track and keep a record of search terms typed into Google and how many people searched for those terms. Try for yourself at [Google Trends](#).

If you want to see if the niche as a whole is rising or dropping in popularity then you want to make your keyword search very broad such as “Diet”. If you want to see the result for a specific term, in this case a particular diet then “Atkins diet” or “South beach diet”.



NOTE: We can quickly see from the example above that the Atkins Diet is on a decline as far as Google searches are concerned.

A great example of this is the Nintendo Wii, you can see that by searching for this, it's easy to see how it's becoming more and more popular and is a hot product right now.

Google Trends can also help you with seasonal items; if you search for “turkey” then you can probably guess when that is going to receive more hits. Google Trends will give you an advance warning as to when that trend will start to pick up for the following year.

You will be able to keep up with all the latest Web 2.0 traffic strategies if you join as a free member at [Internet Marketing Complete](#).

Affiliate Websites:

If you are going to be an affiliate marketer, then you need to sign up for a program where your sales can be tracked so that you receive your commission. Many websites have their own affiliate schemes and tracking tools which you can sign up for, just search for your product name and the word affiliate and you should be able to find some. If not then use my technique above in the [Shopping.com](#) section.

However, if you are new to affiliate marketing, then I would recommend you sign up to one of the popular affiliate scheme sites. Not only do they handle everything for you but it can all be managed in one location.

One of the most popular is [Clickbank](#) which specialises in electronic products such as software applications and Ebooks. The great thing about this is once you sign up to Clickbank once (for free), you can promote ANY product from their site.



Because the products can be downloaded instantly, there are no problems regarding delivery. You could even pay the one off fee (only around \$50) and sell your own products on Clickbank.

If you want to promote physical products in this way then you should consider signing up to [ShareASale](#), [Commission Junction](#) or [Linkshare](#). I personally prefer ShareAsale as I find it's easier to get accepted by the vendors and I like the interface. However, commission junction is also very popular and seems to have more facilities for advertising individual products with banners and image links.

You will find that the commission on physical products are typically lower than Clickbank products, often around the 3%-5% mark but sometimes higher. In contrast, vendors on Clickbank often offer up to 75% commission on their

products. In balance, a physical product could be a plasma TV selling at \$1500 or so which outweighs the low commission rate.

Getting Accepted Quickly to Affiliate Schemes

In many cases, you just ask to be an affiliate for them and they are happy to accept with no questions asked. However, some are very fussy and take a bit of persuasion. If you are applying through Commission Junction, then they may look at your site first before manually accepting it.

In your account settings on Commission Junction, there is an area where you list your web sites. If for example you want to sell electronic goods such as TVs then you should create a web page of how your site will look.

The problem is how to obtain affiliate links on your site to show **other** affiliates if you haven't yet been accepted into any scheme. Here's what I do.

Say your page is reviewing a TV and you want to list 3 or more different shops / vendors that sell that TV so the visitor can compare prices and buy the cheapest option. In each case, where you have your picture and text saying "click here to check price", simply use a standard link to that product on their web site as if you already are an affiliate for them.

People (from the affiliate you are trying to win) checking your site probably won't even notice that it isn't an affiliate link or wouldn't care, they are more interested in how the site is going to look and whether it ties in with their ideals.

What I have also done in the past which takes a bit more work but can be worth it is design a separate page for each affiliate deal you are trying to win. So if I was trying to win approval from [Best Buys](#), and I'm reviewing a TV, I would have their link at the top and be particularly complementary about their service over the others. Of course, once you've won the 'deal', you can then do what you want.

I have had great success using this method and I still use it today if I want to win a deal which I know will be lucrative. The only time you may have trouble is if the vendor only wants to partner with sites that are already well established and receiving tons of traffic. In that situation I think "stuff you them, I'll make my money somewhere else" :-)

Customer Buying Thought Process

I have touched on this in the keyword research section but it is such an important topic, I need to cover it fully here. If you catch the customer at the

wrong part of the cycle, then you could be wasting your money on advertising and not getting a sale.

There is a definite process that many people go through if they decide they want to find a product to suit their needs and then buy that product. When you can identify these, you can see which point you should jump in to make your sale.

Browsing Stage (Step 1)

Let's say for example, somebody wants to buy a new LCD TV but they don't really know too much about them or which ones are good. They will probably search for "lcd tv", "good lcd tv", "cheap lcd tv", "lcd tv reviews" or something similar.

These are browsing terms which are ideal for AdSense campaigns but not for affiliate marketing or trying to sell the product directly from your site. The customer hasn't got their credit card at the ready yet when searching with these terms.

Investigation Stage (Step 2)

After the customer has looked at some sites and read reviews, let's say the customer has decided Panasonic TVs are good and the customer likes the look of the TH-39PX80B (37 inch lcd). They will now typically start to do research on that specific item. So the search might look like "panasonic TH-39PX80B review".

Because the search is more specific, we are getting further towards the purchasing stage. Terms with the word review can be quite competitive so make sure you check the competition using the quote technique in this Ebook.

Buying Stage (Step 3)

It's worth noting that people will very rarely buy something the first time they see the product online. Think about it, how often would you search for something pricey like a TV and then buy it straight away? Quite often people will take up to 7 visits before they actually buy, which reiterates the importance of building mailing lists so you can pitch to them multiple times.

Once they have decided that they want to buy the product, then you will notice a shift in keywords.

"buy Panasonic TH-39PX80B"

"buy panasonic 37 lcd tv"

“purchase Panasonic TH-39PX80B”

“purchase panasonic 37 lcd tv”

You can see how in this situation, the customer probably has his/her credit card at the ready to make the purchase, they may do a quick price comparison but they are definitely at the last stage of the buying process.

You will receive much fewer hits with specific terms but the important thing is these are more likely to result in a sale, plus you haven't wasted money on broad advertising keywords. Lots of traffic isn't much use without sales or future leads.

This is very important to bear in mind when you using pay per click methods to drive traffic to your site such as Google Adwords.

BUILDING YOUR SITE

Different Site Layouts for Different Purposes

Most websites either have adverts only, a mixture of products and adverts or no adverts at all. The format you choose depends on what you want to achieve. If you are selling your own product or you are an affiliate for other people's products, then you could be trading dollars for cents by displaying ads because although you get paid per click, your visitor taken away from your site.

On the flip side of the coin, if you want to make your money more consistently from the amount of people clicking adverts, then having a product could draw their attention away. Just keep in mind what you want to achieve with your page.

Adsense Campaign Layout

For most people who buy Keyword Elite, their first campaign is normally to get revenue from Google Advertising. I found that if I had lots of different links taking them to other pages and product links as well, the visitor was confused as to what they should do next. Out of the visitors I was getting, about 20 percent would click on adverts, sometimes less than that. So I basically got rid of the fancy navigation bar down the left side, removed links from the top and any other way of leaving my page.

I then placed 2 or 3 Google Advert panels which ideally were placed in the middle of the text or along the side so that after reading the text on the page, other than clicking the back button, their only choice was to click on an advert. I checked my stats over the next few days and the click rate shot up to 60% and stayed at that rate consistently.

The only link I had that wasn't a Google Ad was a link which would simply take them to another of my Adsense type pages which was related to the same topic. This simply gave them another chance to click on a Google advert, aren't I kind ;-)

SEO Basics on Page Optimisation

If you already have your website or you are about to make one, then it's worth making sure that it is optimised for the search engines, in this case for Google. Although there are other factors that will have a larger bearing on your site positioning, making sure your 'on page' optimisation is up to scratch can help you climb those last few positions.

Web Address

This is not always possible but if you can include your keywords within the address of your page or site, then this will help. So if your keyword phrase was "How to cut the grass" then the ideal name would be "www.howtocutthegrass.com" However, in my example that does make my site VERY specific.

You could have something like "thebestadvice.com/howtocutthegrass.html" The problem with this second example though is when you want to submit this site to web site directories, many of them would only allow you to submit the part "www.thebestadvice.com" so keep that in mind.

The first thing many learn but forget is the importance of your title and other on page factors on your site. Once you get to a stage where you are within the first 3 pages of Google, changing some very basic things on your actual webpage can make you leap frog above the others. The difference between being on page 2 and page 1 of Google (financially) can be immense. Check if you have done the following with your site; if not then consider making these changes.

Title

In the Title Tag towards the top of your code, you need to make sure that the keywords you want your website to be searched for are in your title. Also, it's very important to know that the MORE words you have in your title, the LESS weight Google will give to each word.

Many people make the mistake of stuffing too many words in here at the early stage of their site. So if for example, you really want to rate well for the term

“How to cut the grass”, then just have that term alone rather than “how to cut the grass and How to Mow the Lawn – Find Out on this Site”.

Meta Tags

These days, it’s debatable how much weight these really carry. I personally stuff as many words in here as possible relating to my topic so they at least feature somewhere in my site. There are some search engines that still recognise these and it’s so quick to do, you might as well do it.

Headings (H1 Style)

If possible, have a heading towards the top of your page in the style of “Heading1” (H1 tag). This should include your keywords which you are targeting. Obviously you may want to have a few more words in there to make the heading more meaningful. An example could be “How to cut the grass and keep the garden looking tidy”

First Paragraph

You should include your keywords in the first paragraph of your page. Try to include the words as close to the beginning of the paragraph as possible but if your heading above only contained the words “How to cut the grass” then don’t make your phrase start at the VERY beginning of the paragraph. Google won’t like the phrase being repeated straight away, not many people know this!!! Instead you could either have:

(Heading) How to cut the grass

(First paragraph) If you want to know how to cut the grass then....

OR

(Heading) How to cut the grass and keep the lawn looking neat

(First paragraph) How to cut the grass is a question that I get asked often...

Remaining Paragraphs

Lightly sprinkle your keywords throughout the rest of the text on the page. An easy way to roughly judge this is include the keyword once every 2 or 3 paragraphs. Try to not make it obvious that you are just stuffing keywords in for the sake of it; it needs to flow naturally when read. This becomes easier with practise.

Last Paragraph

Simple one, make sure you include your keyword phrase in the last paragraph of the web page.

Bold / Italic / Underline

Make the keyword phrase in the first and last paragraph bold. Also bold the keyword phrase 2 or 3 more times in the page. If you prefer, you can use underline or italic but most tend to use bold for this. This helps Google identify which keywords you are targeting.

Alt Image Tags

If you haven't got any images on your page then I strongly suggest that you put at least 3 on there, this could include a banner that you have at the top of your page. There are two good reasons for this.

Number One: When a person goes to a site, you have up to 10 seconds to grab the user's attention before they hit that back button. If they see an image straight away which specifically relates to what they were searching for, it makes a mental connection with them.

It's an old saying but a picture is worth a thousand words. By the way, in case you don't know, the purpose of alt image is so that if the image isn't displayed, when you hover over where the image should be, you will get a mini banner (tool tip) showing the text you have entered.

Number Two: Ok, here's the big reason, if you add your keyword phrase to the alt image properties, this can really help with SEO optimisation. If you are using Dream Weaver then you can just select the image and then look for the alt section towards the bottom of the screen, you can type it directly there.

You can do something similar in FrontPage or you can just use the alt tags in the html code. At the end of each keyword phrase, use a different word for image i.e. "how to cut the grass image", "how to cut the grass picture", "how to cut the grass graphic".

Please Note: Do this for 3 images but NO MORE than that as it can actually hurt of your ranking.

Copyright

Tip: A great trick for putting your keyword phrase, or web name (if that already includes your phrase) right at the end of your page, is by having a copyright. For example, at the very bottom you could have © How to cut the

grass 2008 or © www.hottocutthegrass.com 2008. It's good to have your keyword phrase at the very end as this is the last thing the search engine crawlers will look at as it leaves the page. Using the Copyright method is a way of doing that while looking inconspicuous.

Landing Page / Squeeze Page

So how do you capture names and emails of your visitor? At the very least, you should have a form on your main selling page where the visitor can enter their name and address, a form which would be created within [Aweber](#) or [GetResponse](#). This form can be embedded within your page or one that appears as a pop up, or one of various other types.



If you really want to get the maximum number of people to sign up to your list, then you should use a Squeeze Page. A Squeeze Page has one sole purpose, to get names and addresses and not to promote anything else on that page, so the only choice they have is to sign up or not.

However, people are not just going to give up their address for nothing, you have to give them a very good reason. One effective way is offer them a regular newsletter relating to the product or industry they are interested in. If your site was about gaming for example, then your newsletter could reviews and tips about the latest console games.

Another option is to provide a short email course to help them with a product they have bought and giving them advice how to get started within a given field. When you create your Squeeze Page, you should list exactly what they will get in return for their email address and how they will benefit.

In the same way that a heading is important in an article, the same applies for your Squeeze Page. You have under 10 seconds to get your visitor's attention and your heading must be the first thing they see. Make it pretty large, red text and place quotes around it. State what you have to offer and tease them to read the rest of the page.

Next write a short paragraph introducing in more detail what your offer is about and why they should sign up to your list. Don't start talking about yourself here because frankly, people don't care, they just want to know how your service is going to make things better for them.

Now list some punchy bullet points outlining the things included in your email course, newsletter, free product or Ebook. These should be to the point and reinforcing exactly what they get and if possible, what they will be able to achieve as a result of signing up.

Lastly, you need to tell them exactly what to do next, a bit like herding cattle into a pen. Tell them they should enter their name and email below so you can send them their email course, free gift or whatever you are offering. Directly below that, include your form. Note, you may also want to include your form at the top below your heading giving you two chances for the opt in.

Below the bottom form, inform them that you will not sell or give their details to anybody else. Please make sure that you stick to this and respect their privacy as nobody likes spam, plus you will lose that customer faster than blinking!

See next page for Squeeze Page example

FREE Keyword Elite E-Course

***" Amazing Free Email Course - Instantly Available
Which Reveals How I Use **Keyword Elite** To Generate
Sites That Make Hundreds of Dollars With **FREE**
Methods! "***

Enter your name and email below so I can rush you your report

Name:
Email:



If you want to follow a blue print that shows you how to hunt down profitable keywords with low competition so that you can create auto-pilot, money making websites, then you will love my free Email Course.

I will teach you:

- ☒ 10 Easy changes you can instantly make to your website to improve its positioning.
- ☒ Quick Start Guide to Keyword Elite - Start using the application within minutes rather than sifting through the huge manual.
- ☒ Handholding emails from me which walk you through the vital stages. Watch as I research a niche for the very first time and document it as I go along so you can see how you can do the same for your own projects.
- ☒ Learn how I managed to get up to 60% of my visitors clicking on my adverts, all of which I was getting paid commission from Google!
- ☒ A plan for promoting your site and learn which applications I used to get on the first pages of Google every time!

Enter your name and email below so I can rush you your report

Name:
Email:



We will NOT rent, trade, or release your information to any third party for any reason - ever.
We respect YOUR email privacy and hate spam

This is a real Squeeze page that I used to promote Keyword Elite which converted a good portion of my visitors to leads / subscribers.

Inside The List

The techniques I learnt for creating a squeeze page and how to write your follow up emails can all be found in an Ebook called [Inside the List](#). If you have read and enjoyed [Beating Adwords](#), then this was written by the same authors. Having a good squeeze page and follow up emails is the key to making lots of money from email marketing.



List Building / Aweber

Any good marketer will tell you that if you are going to send people to your web site, then you must get their name and email address if possible. On average, only 1 out of 100 visitors will (possibly) buy your product the first time they visit your site. If you don't capture their email then you've lost the chance to try and sell to them again.

The first time people perform a search; quite often they are just browsing or doing some investigation about the product. It may take them up to 7 more times of visiting before they decide to make the purchase, especially if the product is expensive.



The basic principle is you send them a series of emails which either talks about the specific product in more detail to highlight its benefits, or you simply provide them with some free, useful information but including a link back to your site where you are promoting your product.

Tip: The better the quality of information you provide and the more you help them, then the more likely they are to products you recommend. Don't keep trying to sell them products though otherwise they will unsubscribe, your primary aim should be to help these people out.

To give you a powerful example why you should build a list of customers, imagine you have a list of 30,000 people which can be reasonably easy to obtain (some marketers get thousands of new names a day!). Now let's say you send an email to all of them promoting a product costing \$37 and only 15% opened your email = 4500 people. Now say only 5% of those people buy your product, that's now 225 people.

So, 225 people multiplied by \$37 is \$8325! Can you imagine that, for just sending one email and remember, that's with only 15% of people opening your email, what if more people opened it up or you were selling a product for \$100. Think about that for a moment...

Autoresponders

If you're wondering how on earth you could manage sending an email to 30,000 or more people, then the answer lies in a service known as an auto-responder. It manages your list of people and allows you to create emails that can be sent to your subscribers once they sign up.

You can also use it to send out broadcast emails when you find some useful information you want to share with your people or a hot product you want to bring to their attention. You can also combine your lists so that you can cross promote to other related niches.

The two leading autoresponders in the industry are [Aweber](#) and [GetResponse](#). To be honest, I've only used Aweber so I can only give my biased opinion but I understand that GetResponse offers the same service with a slightly different interface. They are not free, around \$30 per month but as you saw from my earlier example, this is nothing compared to the money they generate.

Make no mistake about it; this is the MOST essential part of Internet Marketing. If you don't get people's name and emails, you are missing an opportunity to sell to these people over and over again...forever

How to Write Your Follow Up Emails

You might think that because somebody has signed up to your email course or newsletter that they will open all of your emails and read them all the way through. Well, I'm afraid the truth often won't unless you make your subject line very intriguing

Once you've got them to open the email then you also have to work at keeping their interest up otherwise they may give up half way through, this would be a disaster if you were promoting something at the end of your email.

Subject Line

Recently a colleague was going to send out an email with the subject "Where to save your files on Word on our network". Towards the end of the email, he asked to contact us for any queries or training. We didn't receive a single query from a 450 people strong department!

I asked him to change the subject line to “Are you making this crucial mistake in Word?” He then re-sent the email and that afternoon we could barely cope with all of the queries we got. The second email was successful for 3 main reasons.

Firstly, I was connecting to the user by asking them a question. Although the email was sent to a big group of people, it made it feel like I was talking to each individual.

Secondly, I was able to raise some doubt and intrigue in the readers mind. They were probably worried that they were making the same mistake and even if they were confident, were probably curious about that that mistake was.

Thirdly and most crucially, I didn’t give away too much about what the email was about. With the first example, they know that it is about “where to save your files”, if they know how to do that then they won’t open it. The second example gives a teaser about what the topic is but leads them to find out more.

Email Body

The first thing is don’t launch into a big story about yourself. People make this same mistake with sales and squeeze pages. I know you’re wonderful and all that but people are waiting to hear about how you are going to help them and what you have to offer.

Tip: Remember that people are looking to gain something from you so you have to state quite clearly how they will benefit from your email and what they should be able to achieve. Once they can see that they are going to get something good as a result, they will read the email.

Once you get passed your introduction, ‘talk’ to them in a friendly manner like you would if you were having a conversation with a friend. This way they won’t feel like that are being pitched to and will put them at ease. At the same time, keep to the point and don’t waffle on. Look at an alternative version to this very paragraph below:

Once you get passed your introduction, try and talk to your readers in a friendly manner, you can imagine, if you like, that you are out in a bar or having a meal, think about how you would chat to them in that situation. This has a big benefit, it will put your reader’s minds at rest and they won’t feel like they are having a product or service rammed down their throats from a salesperson, once they feel this then they will probably close your email and not read it anymore. Another thing you don’t want to do is go off at a tangent and start to waffle on about something else that isn’t directly related to the subject...

Agh, that's enough of that! See how the first example gets the point across in fewer words, so keep it punchy. Also, don't try and baffle them with your command of the English language, keep it simple and easy to understand, some readers may not have English as their first language.

Break up your email with some bullet points; it's a great way of refocusing their attention. Don't make the sentences too long, the idea is to quickly list some important items. Bullets are great to list benefits they will get from your product or from subscribing to your emails.

You can also break up large chunks of text with headings. If possible make the headings bold or in block capitals. If people see too much text before the next section then they will get that feeling of an up-hill climb.

Tell Them What to Do Next

There have been many times where I'm on a web site or reading an email, after reading the information, I'm lost as to what I should be doing next. Should I be clicking a link? Should I be checking for more emails?

It is crucial that once you have your readers interested in your product or service that you then tell them exactly what you want them to do. If you want them to click the link below then tell them to do so. If you want them to enter their name and email and then click on submit, again, tell them.

This may seem very obvious but unless you explicitly tell them, many people will get frustrated and hit the back button, don't blow it at this final stage. It's also wise to decide before hand exactly what you want to achieve from your email, stick to that one thing and ask them to do it!

You don't need to be bossy but it's ok to be direct with your instructions, at the end of the day they want you to help them so you are simply giving them the instructions they need to follow.

It has been proven that certain action phrases get a better click rate. The classic is [Click Here](#) to receive your free gift, the important part being 'click here', you're telling them exactly where to click and why.

Other good phrases to include in your link are:

Sign up now

Purchase Today

Buy Now

Learn More Here

Act Now

Subscribe now

Download here

If you think about it I'm sure you can come up with quite a few of your own. Many of the Internet Marketing fundamentals which make the top marketers continuous streams of money can be found at [Internet Marketing Complete](#).

PROMOTING YOUR SITE WITH FREE METHODS

Articles

Even if you are happy using paid methods to get traffic to your site, you should still consider using article web sites to give your web page an extra boost. If you are on a budget then article writing is probably the most effective FREE method of promoting your site.

Some of the leading article web sites have a very high Google rank which means that if you write an article on that site with the correct keywords, you are effectively piggy backing on that site's reputation with Google allowing your article to appear in the top pages of the search results.

They will also allow you to include a link to your own site which will give your web page a boost in the Google search results, and you get all this for free! Article writing can take a bit of practise but once you get into the swing of it, you can churn these effective marketing articles out by the dozen.

The best article site to submit to is [Ezine Articles](#). They have some rules that you need to follow and it can take a few days at the beginning to get your article approved, but the site has a great page rank and can get your articles on page one of Google pretty easily.



95,011 Expert Authors Sharing Their Best Ezine Article:

EzineArticles For Authors <ul style="list-style-type: none">Submit ArticlesMembers LoginBenefitsRecent ArticlesExpert AuthorsExperts By LocationRead EndorsementsEditorial GuidelinesAuthor TOS	Article Categories expand all / shrink all <table><tr><td>Business ▼</td><td>Health and Fitness ▼</td></tr><tr><td>Internet and Businesses Online ▼</td><td>Self Improvement ▼</td></tr><tr><td>Finance ▼</td><td>Recreation and Sports ▼</td></tr><tr><td>Investing ▼</td><td>Travel and Leisure ▼</td></tr><tr><td>Insurance ▼</td><td>Home Improvement ▼</td></tr><tr><td>Legal ▼</td><td>Home and Family ▼</td></tr><tr><td>Real Estate ▼</td><td>Pets ▼</td></tr><tr><td>Home Based Business ▼</td><td>Automotive ▼</td></tr><tr><td>Writing and Speaking ▼</td><td>Cancer ▼</td></tr><tr><td>Computers and Technology ▼</td><td>Food and Drink ▼</td></tr><tr><td>Gaming ▼</td><td>Kids and Teens</td></tr><tr><td>Communications ▼</td><td>Women's Interests ▼</td></tr><tr><td>News and Society ▼</td><td>Arts and Entertainment ▼</td></tr><tr><td>Relationships ▼</td><td>Shopping and Product Reviews ▼</td></tr><tr><td>Reference and Education ▼</td><td>Book Reviews ▼</td></tr></table>	Business ▼	Health and Fitness ▼	Internet and Businesses Online ▼	Self Improvement ▼	Finance ▼	Recreation and Sports ▼	Investing ▼	Travel and Leisure ▼	Insurance ▼	Home Improvement ▼	Legal ▼	Home and Family ▼	Real Estate ▼	Pets ▼	Home Based Business ▼	Automotive ▼	Writing and Speaking ▼	Cancer ▼	Computers and Technology ▼	Food and Drink ▼	Gaming ▼	Kids and Teens	Communications ▼	Women's Interests ▼	News and Society ▼	Arts and Entertainment ▼	Relationships ▼	Shopping and Product Reviews ▼	Reference and Education ▼	Book Reviews ▼
Business ▼	Health and Fitness ▼																														
Internet and Businesses Online ▼	Self Improvement ▼																														
Finance ▼	Recreation and Sports ▼																														
Investing ▼	Travel and Leisure ▼																														
Insurance ▼	Home Improvement ▼																														
Legal ▼	Home and Family ▼																														
Real Estate ▼	Pets ▼																														
Home Based Business ▼	Automotive ▼																														
Writing and Speaking ▼	Cancer ▼																														
Computers and Technology ▼	Food and Drink ▼																														
Gaming ▼	Kids and Teens																														
Communications ▼	Women's Interests ▼																														
News and Society ▼	Arts and Entertainment ▼																														
Relationships ▼	Shopping and Product Reviews ▼																														
Reference and Education ▼	Book Reviews ▼																														
For Publishers <ul style="list-style-type: none">Terms of ServiceEzines / Email AlertsManage SubscriptionsEzineArticles RSS	Recently Approved Articles																														
For Everyone																															

Also check out [Go Articles](#) which is less strict about rules but still has a fairly good page rank. Ezinearticles will only allow you to include your link in the bio section whereas Goarticles and many other article sites will allow you to include your link in the main body. However, most of them won't allow you to link directly to a vendor, but I wouldn't recommend you do this anyway.

Titles

As ever, your keyword research is important as you will need to have these words included in your title of the article. As well as your keywords, you also need to make sure that the title will grab the reader's attention, or they won't read it at all! Don't give the secret of the article away in the title or they won't *need* to read it.

For example, if somebody was thinking of buying a ford mustang, you could put "Purchase a Ford Mustang then must be Crazy!" Now actually, the purpose is to promote it but at first, people will want to read this as they will be worried they are about to make a bad purchase!

Tip: A great tactic is to ask the reader a question; this is a way of connecting with them. "Does a ford mustang really live up to its reputation?" Anything you can write which will spark something in their mind will get them to read.

Body

Make sure your opening paragraph is good because this will encourage your reader to read the rest of the article, but keep teasing them so that they will only learn the juicy bits towards the end of your article. Also, it's important that you sprinkle your keyword phrase throughout a few times and at least once in the last paragraph.

Bio

This is where many people blow it! If you've written a great Title, a great article, then make sure you write a good bio because this is where you convince them it's worth clicking on a link to your site.

You need to tell them that they will get the full story, or learn the secrets at your site, or get a free course or whatever it might be. The last thing you want to do is just put "For more information, click here". You need to inspire them to click your link! In fact, here's an example: To find a killer way of passing as much Google Rank to your own website, sign up at [Internet Marketing Complete](#) be sent the exact code I use for my article bios.

On average, your keyword phrase should make up around 5% of your article. A great FREE piece of software to help you achieve this is [Dupe Free Pro](#). As well as calculate the keyword density, it will also allow you to compare it to another article to see if it is too similar to be disregarded by Google as duplication. Get your free copy [here](#).



Below are a couple of articles I wrote and had success with, I've chosen something that isn't Internet Marketing to show it can be done with ANY subject or field.

LIVE EXAMPLE 1

Title:

Get Rid of Manboobs

Main Body:

How to get rid of manboobs is a question that is going to get lots of different answers. One thing we have to be careful of is getting conflicting information. I want to try and suggest some things that many people have said will work.

If you want to look up any scientific information about it then the medical term is Gynecomastia but it's fairly acceptable to call them manboobs (or man boobs). Without getting proper advice, people have tried exercise which they think will reduce the fat from their chest such as the type of exercises that body builders who use to define their pecs. This however can result in the muscle underneath pushing the breasts further out.

One of the big factors to consider of you want to get rid of manboobs is reduce the overall body fat as it's quite hard to reduce the fat from one specific area. This means that you will need to do some cardio exercises which I've found is better if you do short bursts of intensive, non impact exercises.

Be a bit careful of rowing exercises, although it gives you a good workout, it can also push your breasts out further. Cycling is quite good as it gets the heart going and can burn off fat quite well. Swimming as most people know is one of the best exercises you can do. It happens that swimming is also very good to help get rid of manboobs. It doesn't build too big a muscle and it is fast at burning fat. Another general benefit of swimming is it's practically zero impact as you're floating. The only draw back is it can be tiring which mans people may not be able to do it for too long.

If possible, try and do your exercise sessions at least 3 times a week, obviously the more you do, the quicker the results but it's not always easy to work it into your weekly schedule. However, exercise alone is not the full story; it also has a lot to do with what you eat. Some of these things are obvious, if you eat lots of pizzas, burgers and other fast foods on a regular basis then this is going to build extra body fat, it's also not very good for your system and metabolism. You don't have to go on a crash diet but try and eat a few more healthy meals a week and cut back a bit on fast food. Allow yourself one day though where you can eat what you like without worrying.

There are also certain chemicals in foods which can help (such as in Turmeric) which can help you get rid of manboobs. However, as I'm not a dietician, you might want to investigate that further.

Bio:

If you've found this useful, read my personal blog here and I can point you in the right direction for taking the first step to get rid of manboobs forever.

LIVE EXAMPLE 2

Title:

Trouble Connecting To Xbox Live - Follow These Steps

Main body:

Although the Xbox 360 has a lower spec on paper compared to the Playstation 3, many people have opted for the Xbox because of its thriving online community. With such busy lives and schedules, it can be difficult to find the time to visit friends in person so the next best thing is meeting them online. Xbox Live gives you the chance to chat to each other via a headset while playing games with or against each other over the network. I heard about how easy it was to connect so I bought one with the mindset of connecting that very night and getting stuck in.

Why is it everybody else just opened the box and got onto Live without any problems yet it took me a few days of frustration before I could connect. A close friend of mine also had a similar situation, in both cases; it was because we weren't armed with the correct information in the first place. So that you don't have the same problem, read below.

- 1) You need to have broadband, it will not work if you are on dial-up
- 2) MAJOR thing, you will need to have a Router/Modem which will accept an Ethernet cable connection. The modem I had was a free one from my Internet

provider but didn't have an Ethernet socket so it was useless. Personally, I would go for Belkin or Netgear...but as long as it works, it's fine.

3) You will most likely need to configure/set up the Router with the disc provided (by Belkin or Netgear) using a PC. Once you can get your PC 'talking' to the network, in other words connecting to the Internet, then you should find that it will work when you plug your Xbox into it. Look out for green lights on your router to show that you have full power and a connection.

4) If you want to connect your Xbox to your Router via a wireless connection, then you will need to buy an Xbox receiver which plugs into the Xbox itself, this doesn't come as standard with the package.

There may be other factors which you can check; you may need to call your Internet Service Provider helpline or the helpline for the Router/Modem that you bought. But at least now you should have the fundamentals in place.

Bio:

Of course, if you are one of the many who need to fix 3 red light error then you can't do any gaming at all. I can show you steps that are free to take to help prevent this and how to fix 3 red light error if you already have it.

Squidoo.com

If you want to have a web page where you can promote products or provide information without even owning your own site, you can create a [FREE Squidoo account](#) and publish your content there. Even people who *do* have their own site use Squidoo as it is a great generator of traffic.



It has a great Google Page Rank which will enable you to get to the top of Google's search results. The principle is similar to EzineArticles, make sure you have your Keyword Phrase in the correct places and you should rank well for that phrase.

In Squidoo, each page is known as a Lens, you create one Lens per topic in which you can add components. A component will either allow you to add text, pictures, videos clips, RSS feeds, visitor's feedback and more. It's a good idea to have at least 5 of these as Squidoo will award you extra points for this.

Make sure you include your phrase in the title, in the first and last paragraph and sprinkled throughout the page. Break your text modules up with pictures and videos from YouTube, it will make it easier on the eyes and keep the concentration level up.

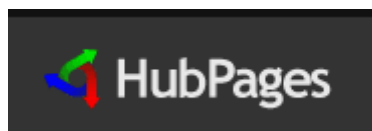
Try and make your page like an article, you should be concentrating on giving the reader help or useful information such as reviews. Of course you will want to promote your products here but your content should lead naturally towards the sales pitch.

Tags are also very important. These are keywords that you can attach to your article allowing you to rank in Google for these phrases. You can use up to 40, so make sure you use them! Think of variations of your original phrase and any related topics you can add, including misspellings of those phrases.

Tip: Although you can't add a sign up form directly to the page, you can provide a link to your own site if you have one where your sign up form lives. If you don't have the money for an Autoresponder yet, then Squidoo is a good starting point to make the money which you can then invest later.

Hubpages

Hubpages.com is newer than Squidoo, although it's not quite as popular (yet), I have managed to get some of my pages listed in Google with a similar method to Squidoo. With Squidoo, you may find more competition within the site for your keyword phrase, but in Hubpages, you will be more likely to be featured as there are currently less members.



Hubpages is also free to sign up and will allow you to plant Google AdSense adverts on your page for which you will receive a majority percentage commission. You can also add Amazon links and Ebay links to products you want to promote. For example, your article could be about the latest best selling novel with a link to purchasing it on Amazon.

You will probably find HubPages' interface slightly quicker for producing your page allowing you to have your site up within minutes. You could use your Hub to link to other sites you've created or to sign up forms. You add components much in the same way as Squidoo.

Usfreeads

If you want a really quick and easy way of testing a new niche and market, then take a look at [US FreeAds](#). This will allow you to create an advert, which can be as short as one paragraph with a link to any site you want, including straight to a vendor (although it is better to link to your own page).

The service is free although I signed up for the paid account, the reason being you can make your advert look much better using the HTML editor, also images can be pasted straight into your advert with copy / paste. The account was only \$7 a month when I signed up and was worth it.

The screenshot shows the USFreeads website. At the top, there's a search bar with a 'Quick Find' button powered by Google. Below the search bar is a navigation menu with links: home, advertise, login, help, affiliates, local classifieds, just viewed, and keyword alerts. The main content area is titled 'Free Classifieds' and includes a welcome message and a link to place a classified ad. To the left, there's a 'RECENT CLASSIFIEDS' section with a list of ads. To the right, there's an 'ACCOUNT LOGIN' section with fields for username and password, and a 'New to USFreeads?' section with links to learn how to sell, learn how to buy, search, register, and place a classified. Below the main content, there's a 'Browse classified ad categories' section with a list of categories and their counts. At the bottom, there's a 'What's hot on USFreeads?' section with links to 'Dogs for sale' and 'Horses', and a 'Click here to place a classified' button.

The beauty of this is you can knock up an advert about something you barely know anything about very quickly; if it is successful then you can spend more time researching the niche. If you choose a very specific keyword phrase without too much competition then your advert can rank well in Google.

Try searching for a product that is selling well in ClickBank and stick an advert up in [US FreeAds](#) and see if you get any sales, it takes minutes to set up but could receive lots of hits.

Blogger.com

Many marketers these days will have a Web Log (Blog) giving a regular update of what they have been up to or any recent findings they want to share with their readers. The one I use and many others is [Blogger.com](#) and is another great free way of promoting your site.

One of the best and most subtle ways of doing is to have posts (mini articles) that you make on your Blog feed through to another of your sites via an RSS feed. I don't like to be too promotional on my Blog and instead send them to another site where I promote the product.



You can afford to talk a little bit more about yourself on a Blog if you like but concentrate on helping others and maybe showing how you use your products to perform the tasks. This leads nicely into your sales pitch once they get to your other site.

Another advantage of the RSS feed is it will keep the page it is pointing to more fresh by providing new content. For this to be as effective as possible, try and post to your Blog at least every other day.

Creating Rss Feeds

RSS which stands for Really Simple Syndication is a great, automated way of keeping the contents of a site fresh and updated. Information is fed to your site via a link to an RSS component from another site. As new pieces of information get added to their site, this then sends the text through to yours.

Many people just grab a topic related RSS from any site but what you can do is create a Blog (as mentioned earlier) and then have posts from that sent to your main site via the RSS link. This way, which ever site feed the customer clicks on, it's going to be yours own sites.



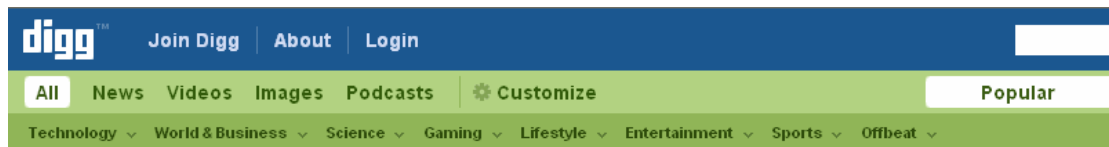
This is one of the main reasons you want to post to your Blog every couple of days so that fresh links are sent back to your main page. Because your main site is receiving regular updates of information, it will help its SEO rating in Google.

If you are using a combination of Squidoo and Blogger.com, then having an RSS fed to your Squidoo lens will help keep your Squidoo page score up. First, find the RSS link you want, in this example, we just copy the URL of our Blog.

Then go to your Squidoo page and add an RSS component in the same way you add a text or graphic component. Add a title for your RSS feed, a description and then in the section 'What URL would you like to pull RSS from', past in the link you copied from your Blog URL.

Digg

If you create a site, a Squidoo Lens or Hub Page, then you should submit them to Digg.com. Digg is a social bookmarking site where you basically digg a site which other people will be able to view and if they like it, they will ‘digg it’ too, like giving a vote.



I’ve managed to create a Squidoo Lens, submit that Lens to Digg and then have the Digg listing for that Lens on Page 1 of Google in minutes! Yes, you read that right, not months, weeks, or even days, minutes, and you can do it too. This may not happen every time but it is often possible depending on Keyword Competition.

Also, the more natural Diggs your site receives by other members, the higher your site will rank and get visited with Digg’s own social network. My only advice though is; don’t Digg every single thing you make otherwise people might start to see it as spamming. Oh by the way, it’s free to join.

Stumbleupon

StumbleUpon.com is a similar idea to Digg.com in the sense that it is a social bookmarking site. You need to download the Stumbleupon toolbar but once that is done, all you have to do is visit your site and then click the “I Like it” toolbar button.



Then you simply provide a description about the site and why you like it (as if you were another reader of course) and then it will get listed. When you sign up for free to Stumbleupon, it asks you which categories of sites you are interested in. Then you can just click on the stumble button and it will take you to a random site within your chosen interest.

So once you're listed, somebody else will use the stumble button and at some point, end up on your page. Even if they don't buy anything, if it is a Squidoo page they land on, Squidoo awards you for the number of hits you get. The more points, the higher your Lens will feature within Squidoo, and then in Google.

Pingmyblog

There are variations of Blog pinging web sites but some of them only allow you to use the service once a day. The one I like to use for free is Pingmyblog.com. When you create a Blog, Squidoo Lens, HubPage or any Blog type page, copy the URL and submit it to Pingmyblog. This will alert most of the top Blog sites about your page in one easy action.



For the title of your submission, again make sure you include the keywords you are targeting. From that point forward, whenever you make a change to your page, make sure you submit it again to Pingmyblog. It's very quick and quite effective for bring extra traffic. With this particular Ping site, you don't even have to sign up at all.

Forums

Many people overlook the importance of forums, not only are they a great place to learn from other people, but it is also a great place to subtly advertise your web site.

Bear in mind that your main aim on a forum is to actually help other people, when people see you as helpful and an authority on the subject, they will become curious about what else you have to offer. The forum where I learnt the majority of my Internet Marketing skills was within the Wealthy Affiliate forum as shown in the sneak preview below.

The screenshot shows the top section of the Wealthy Affiliate 3.0 Member Forums. It includes a blue header with the 'WA' logo and the text 'Wealthy Affiliate 3.0 Member Forums'. Below this is a navigation bar with links for 'Board index', 'User Control Panel (0 new messages)', and 'View your posts'. A secondary navigation bar offers links for 'View unanswered posts', 'View new posts', and 'View active topics'. The main content area is a table with columns for 'MEMBERS', 'TOPICS', and 'POSTS', listing various forum categories and their respective activity counts.

MEMBERS	TOPICS	POSTS
Announcements and News - Introduce Yourself Here! Welcome to Wealthy Affiliate! In this forum we make announcements about new features and additions to Wealthy Affiliate and also welcome new members!	3148	13577
General Marketing Discussion Lets discuss marketing techniques and see if we can help eachother get to the next level.	9187	51972
Google Adwords Discuss anything and everything about Google Adwords. There's so much to talk about.	2028	9649
Google Campaign Management Having trouble setting up or managing your Google Adwords account? One of our Adword specialists will gladly help.	662	3379
Yahoo! Search Marketing Discussion about Yahoo! Search Marketing (formally Overture) - Another Great source of Quality Traffic.	206	774
General Success We want to know what success you are having. This is great motivation for us all.	1268	11951

Tip: Don't put links in your post saying "check this great resource here" and then point to your site. Instead, just put a description and a link to your site in your signature, but don't make it "salesy". When people see how helpful you are then they will want to look at your other material and see what they can learn from it.

Also try to reply to posts which seem to have more activity as you ultimately want as many people to see it as possible. Don't overlook this great free way of promoting your site.

If you want to post your own questions on a forum, then it might be wise to create a separate account. It would look a bit silly if in the same forum you're trying to look the expert and then you create a post "I need help as my sales page isn't converting any sales, I'm new to all this!"

Submit to Directories.

One of the easiest but slightly mind numbing ways of improving your site positioning and ranking is to get ONE WAY links to your site. You might have read from "gurus" that you should email webmasters of other related sites and ask them to put your link on theirs and you do the same in return, known as a link partner. This takes hours of work and very few seem to link back to you plus it only really helps if their rank is higher than yours.

My advice is to forget about that altogether. Instead, you can simply submit your website to a directory, most of them are free and don't require you to link back to them. Some of these directories have a rank of 6 which is considered high, and once you have the link in place, many of them will stay there forever.

There is one draw back though; going to each site and putting in the details and then going to the next one to repeat the process can be incredibly boring and time consuming. Its ok at first but when you realise there are thousands of directories, it can get too much.

Here is a BIG tip; there is a great piece of software called [Link Directory Submitter](#). This has a list of the best directories built in, you just click on the site name once and then it auto-fills all your website information automatically. It will even pick a category for you according to what you choose when you set it up, which is normally the time consuming part if doing manually.

Take this from me, this will save you hours and hours of work, and is one of the most effective and quickest ways to start ranking well in Google. Take a look here at [Link Directory Submitter](#).



PROMOTING SITE WITH PAID METHODS

Google Adwords

The quickest way of getting a lot of instant visitors to your site is to use paid advertising such as Google Adwords. Depending on the keywords you are bidding on, you will be charged a given price to appear in the Google Advert listings which you normally see down the right hand side of the search results.

You may have heard bad things about Google Adwords such as its very expensive and you don't really benefit from this. This can be very true if you don't know what you are doing. The biggest mistake people make is bidding on phrases that are too general such as "make money online" or "how to lose weight". These phrases are too general, they will get tons of clicks but will rarely result in a good number of sales.

If you're thinking that you can get the money back from Google AdSense adverts on your site, then I'm afraid to tell you that Google will not allow you to use Google Adwords and Google AdSense for the same site.

What you need to do is target your keywords to match the products you are selling then it can be very effective. In order to keep the price of the cost per click down, you also need to make sure that the words from your advert appear in your URL and on your web page. The more relevant your site is to the Google Advert, the less Google will charge you for the click. Also, as your site receives more clicks, the price will also drop.

This Ebook concentrates on Google but please note that Yahoo and MSN have their equivalent of Pay Per Click (PPC) advertising which you may want to look into. Once you are established within one search engine, looking into other search engines can be a good way of expanding your business.

To be honest, paid advertising is something I would only look at once you have made some sales or got some opt-ins (customer leads) from your free methods. The reason for this is if your sales pages and products aren't converting into sales, then paying for extra people to come to your site won't make much difference.



Once you are converting into sales, then you can look at how many clicks it takes to result in a sale. Obviously you need to make sure that the cost the

advertising is less than the money you make from the sale. Google Adwords is a very specific and specialised subject which is covered fully in an Ebook I strongly recommend called [Beating Adwords](#).

Advertising Banner

An often overlooked method is to place a banner advertising your site on another related website. Quite often, you can approach a web master of a site which is receiving lots of hits and pay a fixed rate for having your banner at the top of their page. Often you can get a good rate as the web master may have never been approached before to do this.

The great thing about this is you know the traffic will be targeted as you will specifically choose a site which relates to yours, and the other great thing is they have done all the hard work to get the people to the site in the first place. You will also be able to monitor the number of hits from that source so you can tell if it's worth continuing or not.

‘ADVANCED’ TECHNIQUES

Website Content Wizard

As well as the top article web sites such as Ezinearticles and GoArticles, there are hundreds of other sites where you can submit your articles to. However, you mustn't submit the same article to other sites otherwise the second one will probably be omitted by Google's results for duplication, and your original article may get penalised and lose ranking for not being unique.

However, what you can do is write your article, and then under each paragraph, rewrite that paragraph in a different way which will give you a unique version, as far as Google is concerned anyway. You can use a free piece of software [Dupe Free Pro](#) to check how similar it is to another article.

However, there is another amazing technique you can use which isn't widely known. If you are creating articles for the main purpose of getting one way links to your site then you can use a type of software known as an article spinner. What this does is produce hundreds of variations of the same document. The one I have always used is [Website Content Wizard](#).

The way it works is it can search through public domains for existing articles and information on your chosen topic. You then import paragraphs or individual sentences into blocks which you would name Title, Intro Paragraph, Main Body 1, Main Body 2, Main Body 3, Closing Paragraph etc.

The more sentences you can get for each part (block) of your article, the more unique copies you can produce automatically. You need to pick sentences which will fit in any order of a paragraph and should not be a question, or leading from another sentence in order to make sense.

A good example to use is statement sentences such as “The best thing about article writing is it’s a great way to get one way links to your site”. A bad example would be “So now that you have done that, you should try submitting them”. See how the second sentence doesn’t work on its own as it’s relying on a previous sentence to make sense. To use this you would have to group it with another sentence.



When you have enough sentences in each block (30 or so but the more the better), then you can create the layout of your document, it’s similar to a mail merger document used for standard letters. Your template may look something like this.

<TITLE>

<INTRO1> <INTRO2> <INTRO3>

<MAINBODY1> <MAINBODY2>

<MAINBODY3> <MAINBODY1> <MAINBODY2>

<MAINBODY2> <MAINBODY1>

<CLOSING PARAGRAPH 1> <CLOSING PARAGRAPH 3>

So for each of these blocks, the software will supplement it with one of the sentences you assigned for each block randomly easily giving you hundreds of variations.

Notice that I’ve mixed the order around of the blocks to mix it up for each paragraph as much as possible which will add to the uniqueness of each document. The software also has a built in Thesaurus which can supplement words with variations and you can even build up your own list of variations so it can learn the more you produce.

Note you don’t have to stick with the articles you find in the public domains, you can just search the Internet on your topic, and import the sentences

yourself with copy / paste. Like I said before, the more time you spend importing sentences for your blocks, the more articles you can create.

Recently, I used this method to create over 500 unique articles about baby showers! Imagine doing that manually. I consider [Ezine Articles](#) to be the best article site but they have the strictest rules, however, every single article I've created with [Website Content Wizard](#) has been accepted by them first time!

Article Post Robot

Ok, the next problem is it can take 2-5 minutes or so to submit just one article, so how are you going to find the time to submit 500 unique articles to 500 different web sites. Well, unless you're doing a stretch in the slammer, you probably won't have the time!

The best solution is to use [Article Post Robot](#) which will sign in to your article site for you with your username and password, fill in the fields and submit your article automatically. It will then log out, go to the next article site and repeat the process. It's so automatic, I start it running before going to bed and when I wake in morning, it's all done!

There is only one catch, when you first set it up, you will have to create an account at each article website, you can't really avoid this but this is a one off, after that everything will run automatically.



Tip: To make life MUCH easier though, download the Google Toolbar which allows you to fill out most of your constant details in an auto-form such as your address. When you go to the sign up for each site, click Autofill on the Google toolbar and fill in any other missing fields.

By the way, it's up to you but I don't use my real address here, I don't see what they would want with my home address. Some sites say they will check but do you really think they are going to pop by for a cup of tea to check if you are really living there!

You don't have to use [Article Post Robot](#) only for submitting hundreds of articles, I often use it just to submit a few because I'm lazy and would rather spend my time doing something else.

If you find some of these techniques hard to pick up from reading only, look out for up and coming videos available at [Internet Marketing Complete](#) soon.

Selling / Marketing Tactics:

Spying On Competition

This may sound a bit sinister from the topic heading but really, in any business venture you need to keep an eye on what you're competition is doing. With a bricks and mortar type business, it might be just to keep an eye on your competitor's prices, with Internet marketing, there's more to it than that.

There are two main reasons for keeping an eye on competitors:

REASON 1

To See How They are Doing Things and What They are Offering.

When you are first researching a new niche, it's good to do a search on the main keywords to see if people are advertising using those phrases. If there are lots of affiliates promoting those products, then they are probably people making money from it.

Take a look at their adverts and think to yourself whether they draw you in enough to click on them. If so then make a note of what made you click. One of the hardest things to do is look at your own pages and be objective about whether somebody would buy or sign up, because you wrote it, you naturally feel that it's a good deal. So it may be easier to look at somebody else's work and then compare it to your own.

When you get to their main page (the landing page) then what is the first thing that strikes you. If there is a main heading, then does it grab you enough to make you want to read further, or are you reaching for the back button. If it's the latter, then what was it that turned you off? Again, make a note of these things good and bad.

Provided the site is good enough for you to still be viewing, read the information about what they are selling or promoting and how they are presenting it. If it's a product then do you feel that you couldn't do without it? If it is a squeeze page then do you feel that you will miss out on something if you don't sign up?

If you think the site is good then sign up for the person's newsletter, email course or whatever information they are offering. You shouldn't steal their work but you will soon tell if what they offer is much better or worse than yours.

If somebody is making lots of sales, then it is not through luck, it's because they have spent lots of time and effort creating quality work and have built up a trust with their customers. If you feel your content is better, then there is a good chance you can edge in on the niche, even if it is competitive.

REASON 2

Spot New Developments within Your Niche Quickly

Some niches are so big and are constantly evolving; it can be hard to keep up with all the latest developments. Internet Marketing for example has new web sites with new techniques emerging every day. There's simply too much for one person to keep track of.

This is another good reason to keep an eye on the competition, its possible something has slipped through your net which you should get up to speed with. Reading a synopsis of what somebody else has found can save a lot of the initial research time.

Make sure you still do your research though and check that the information is correct. If you give the wrong information then you're credibility will go down and you could lose some of your readers.

Scarcity Tactic

Why do you think so many bands and solo artists do farewell tours? And why do these tours always sell out quicker than any other tour they've ever done. Lastly, why do you finally decide to go and see them when you had many opportunities before?

As humans, we hate the thought of missing out on something, especially if we feel we'll spend the rest of our lives regretting it. What about if you saw a great product of which there were thousands on the shelf? Would you rush and buy it? What if there were only 3 left and they were never going to make that product ever again? See the difference?

This is known as the scarcity tactic and is used everywhere by all good marketers. There are 4 main types of scarcity techniques you can use:

One Time Only

This is probably my favourite, if you tell somebody that they only have this one chance to purchase this product at a low price, then they feel an instant sense of urgency to purchase. Make sure you state they should read the offer in full as they won't get another chance to receive this offer.

Time Sensitive / Limited Time

Similar to the last example but this time you state a time frame. An example of this would be to offer the product at a lower price for one week only, or until a given date before it goes up to the full price. Make sure you clearly state what the reduced price is compared to the original price.

Limited Number of Products

You can state that you only have a given number of products left after which you won't be selling it. Or maybe you are only going to let the product be downloaded X amount of times before you stop selling it.

Limited Number of People

A variation on the last example, you might limit the special offer to the next 50 customers only, or whatever number you decide. Or maybe you will only let 50 more people sign up to your exclusive members' only site. Of course, later you may decide to open the offer again to the next batch of people as a repackaged product.

What Makes People Say "Yes"

Knowing what actually makes a person say "yes" to something is a very important factor with any type of marketing. There are certain things that you should always keep in mind throughout your entire campaign. I've mentioned some of these in passing already but it warrants a closer look.

Let's remember that at the other end of your web site or email is a human being (or as close as possible) who is reading your information wondering whether to spend money or invest time in your service. If you don't connect with that person and provide what he or she wants, I can almost guarantee you won't make a sale.

Give a Reason

If you are asking somebody to do something, then it is human nature to want a reason for doing so. I often seeing an advert saying something like "Buy directory submitter today"

Ok, well my first thought would be "why should I?" or "how will it help me?"

Instead, give a good, clear reason. Compare that to this example:

“Buy Directory Submitter today and start getting high ranking, one way links to your web site”. Once we can see the benefit of purchasing the item, the first battle is won.

Does More Expensive Mean Better Quality?

If you saw two pairs of shoes in a shop, one priced at \$40 and the other at \$160, which pair do you think is the better quality? I’m guessing you’d say the \$160 pair. You might be happy to pay this thinking they are better quality and will at least last longer.

Now admittedly, the more expensive shoes probably were better as they might use better materials but the point is, notice how you used the price to judge which was the better pair without knowing anything else about them.

Now if you are selling something of your own such as a piece of software or an Ebook, you might think that making it dirt cheap will result in more sales. The problem with making it too cheap is the value of the product might be perceived as low also.

Now I’m not saying you should just bump the price up high to make it seem better quality, I personally price my products according to the work I have put into it and how much I feel it will help others.

When Reducing the Item Price, State the Original Price First

If you were told that that your car had just been smashed up by some thugs but when you go there you found that they had only slashed a tire, you would probably feel a sense of relief. It would seem strange to feel good about your tire being slashed but that’s only because it was better in comparison.

If instead you were just told out right that your tire had been slashed then you would probably be very annoyed. The effect of comparing something bad to good can be very powerful. This is why you will often see a reduced price next to the previously higher price or simply told the higher price first.

With a sales page, it’s a good tactic to explain what the product does and how it will benefit the customer. Then explain that it would be a good deal at \$99 (for example). The customer might feel that the product is good and desires it but a bit out of their price range.

So then later, when they scroll down and the item is currently at \$69, but only for a limited period, you are combining the scarcity rule with the comparison rule. This can often drive them towards the sale and is a great tactic.

Reciprocal Rule

In everyday life, if you give somebody something, you may not be expecting something back but often that person will feel in debt to you. Some people will give a free piece of software or an Ebook for signing up to their website to build up trust. If the product is good and worth having then it makes sense for the customer to keep an eye out for future information coming from that source.

Tip: When you are sending out your first few emails to your new subscribers, remember your main aim should be to help them out for free, don't try and ram products down their throat. Later, if you know of products that you genuinely think will help them, then you can recommend them.

Talking of which, whatever you do, don't recommend things that you don't think are good or wouldn't purchase yourself. You might be able to sell to them the first time but you will soon lose their trust in you.

Selling fast

If your item is selling fast or even possibly the fastest selling in your field then let people know. It could be that you've sold a good amount for the short time you've been promoting it.

If people know that something is selling well, then they will think that there is something good about that product. In general, humans like to follow the crowd and a good selling item is a quick way of judging its quality.

Testimonials

There are very few sales pages you will visit that don't have testimonials on them. This is similar to the last example because we like to see proof that the product is worth purchasing.

Don't just make these up like some people probably do, if you have satisfied customers then you could ask them to put it in writing so you can put it on your site, with their permission of course. If they email you with a nice comment, then ask them if they would mind you use it as a testimonial. If you can get their photo then this will be even better.

When this tactic becomes REALLY powerful is if you can get somebody who is well known within the field to do a testimonial for you. If people see somebody who is known as an authority writing good things about you or your product, this will do wonders for your sales.

Of course it's not easy to get a 'famous' person to testify but if the opportunity arises or you happen to get friendly with a top marketer or field leader, then don't be shy to ask!

Humour

I've probably not demonstrated this very well in this Ebook (ha ha), but if you can add a bit of humour to your content, then it can make things a bit more interesting to read or listen to.

Some people leave out humour as they think its unprofessional, to be honest, after sitting through hundreds of tutorial videos, a bit of humour can be very refreshing.

Remember, write it as if taking to a friend, at the same time, it shouldn't be a comedy routine but if people get to like you, they will prefer to buy from you over somebody else selling the same products.

LONG TERM PLANS

Education – Ebooks / Sites

When I first discovered the world of Internet Marketing, I was so excited by the amount of money that could be made, I just wanted to get started, set up an Adwords account and see what happened. Does this sound like you?

To be perfectly honest, in the beginning, you will be much better off spending the money that you have on education, whether that's Ebooks, courses, Affiliate Online University programs or whatever.

The reason being is you need to know as much as possible before venturing out, you will save time AND money by not trying to achieve everything within a month and putting effort into the wrong techniques.

I appreciate that you learn a lot from getting your feet wet and actually *doing it* but you need to make sure that all that effort and newbie energy is put into the right method.

I have to put a lot of my success down to an online Internet Marketing University called [Wealthy Affiliate](#). Although they specialise in affiliate marketing, the techniques they teach covers all aspects of Internet Marketing.

They will literally hold your hand as you set up your campaigns which all starts with an intensive 8 week course teaching you everything you need to do to make your first sale and build up your business.

The service also includes free web hosting and research tools but the real selling point is the forum where you can rub shoulders with some of the best marketers on the Internet. If you are a newbie, you'll be amazed how you can ask the simplest of questions but get such a huge response of valuable replies.

If after all this you are still not making sales then you can get first hand help from the website owners who will help you get you up and running with personal coaching. Hind site is a wonderful thing but if I had discovered this site 2 years before I did, I can only imagine how much more money I would have made by now.

Take a look [here](#) to see if it is for you.

Setting Goals and Schedules

Many Internet Marketers dream about working from home and working for themselves. Not having to work for somebody else is a great feeling but there is one thing you need to be aware of.

Although it's not much fun being told what to do at work, it does mean that you don't have to think too much about the next step and you are normally motivated because you have deadlines to meet. So, what happens when you become successful and you suddenly you don't have somebody telling you what to do?

This was one thing I found hard so I created two systems I follow to make sure that I stay productive and efficient with my tasks.

Task List

With Internet Marketing, it can be very easy to get overwhelmed with the tasks you need to do and can often forget to do things. It's almost impossible to remember everything so what I do is create a simple table in word, excel or any application you like and produce a task list.

By having some sort of schedule, you can see the tasks ahead of you and can put them in a logical order so that you cover things as efficiently as possible. I also create a column with a tick box so I can check things off as I complete them.

Not only does this mean I can see what I have already completed and what I need to do next, but you will feel a personal sense of achievement as you mark jobs off. Sometimes with Marketing, you need all the little boosts you can get!

Deadlines

If you are someone who is able to work well without feeling pressure, then this might not apply to you. Personally, unless I have some sort of deadline, I will put things off until I feel I NEED to get it done.

A good way to overcome this is to combine your task list with your own deadline dates. It might sound crazy but I try to be my own boss and state in my task list when I'd ideally like each task completed by. Your motivation for this should be the longer you take to complete the jobs, then the longer it will take for you to make money.

A variation of this which is used a lot is to set your self targets. As you become more successful through Internet Marketing, you will reach distinct milestones. The first is getting your first sale (a great feeling!), then maybe you want to earn \$100 a day, then \$200, \$500, \$1000 and so on.

Make sure that your goals are ambitious enough to make you stretch yourself and work but at the same time, don't make it so unrealistic that it seems too much of an up-hill battle. Maybe your goal might be to get X number of people a day to sign up to your list. Once complete, set your next goal.

Keeping Motivated

After you get over the initial excitement of the prospect of making lots of money, the hard work and time it can take before making big money can wear you down. It can be quite easy to forget why you started it in the first place.

To keep you motivated, think in your head about what you are going to do with all that money. Think about that big house you can buy with your own office and study, or a nice sports car, your own land...or whatever you can imagine, with the sort of money you can make in this 'job', your imagination will be your only limitation!

The main thing is don't quit! Two well known but powerful sayings "Winners don't quit and quitters don't win". Another saying I live by is, "It doesn't matter how long it takes to get there, as long as you don't stop".

To your success,
Phil

[Internet Marketing Complete](#)