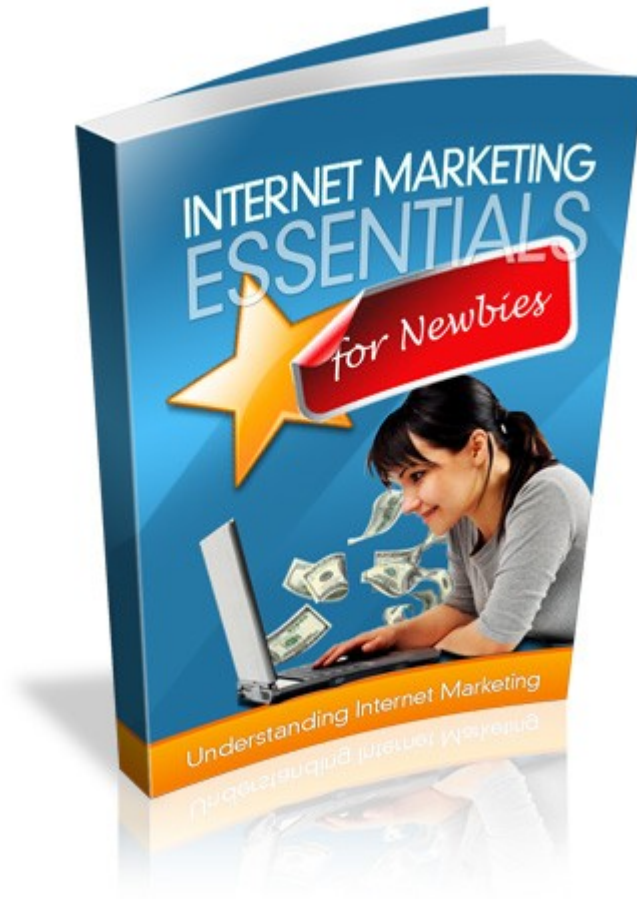


# **Internet Marketing** **Essentials For Newbies**



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## **Chapter 1 - Introduction**

***Do you want to turn your idea into gold? Now you can... easily!***

The Internet has opened a lot of great opportunities to mankind. Since it was introduced, people became in touch even with the things they do not have close encounters with on a daily basis. There are a lot of things one can learn online; there are many things to share and obtain, as well. In the end, the Internet is best enjoyed when you get to take advantage of its countless benefits. It is quite important that you know how to use the power of interconnectivity for your own gain to make your experience in the virtual world a truly enriching one.

The Internet is more than just an information portal. It is also fast becoming an income-generating planet. In fact, in this business-oriented generation of ours, the Internet appears a more efficient tool for marketing than anything else. As many should have attested by now, you can sell both goods and services online. All you need is a great strategy and a creative spirit.

The key to doing effective business online is Internet Marketing. It is the revolutionary tool that is used as an effective strategy to benefit your enterprise, whether it is just starting or you are already an established biggie. The Internet stands as the cheapest way to advertise and sell whatever you have up your sleeves. It is one effective device that could help you reach millions of people without an added cost. If you still do not know it, you can very well make your business grow at minimal expense with Internet Marketing.

To use Internet marketing efficiently in your case, you must know its ins and outs. Knowing how the Internet actually works is your best route towards making a profitable venture out of the wide, wide world of web. You need to know your options, what you can do to boost your chances of earning real big money, and how you can have that staying power. There is definitely much to learn about this business. We advise that you start now or else, you'll be wasting precious opportunity to break into the successful Internet community.

## **Chapter 2 - Understanding Internet Marketing**

The easiest way to succeed in anything is to be prepared in what you are delving into. It would be impractical to go to war without armor; you cannot stand a chance at winning in that case. Your knowledge is your best armor. It is the most important thing that will help you stay afloat in this highly competitive business world.

Basically, Internet Marketing is marketing online. Marketing, as a branch of business, is an important aspect in making a profitable venture. Marketing can either make or break you and your business. With Internet Marketing, the marketing aspect is made a lot easier when the Internet arena is thrown into the picture. In this sense, all the things referred to the 'marketing' facet of a business are done online. Advertising, branding, and selling of products and services are accomplished by using Internet as the medium.

The Internet combines the goodness of other media tools and bundles it nicely into a neat package. It is a very unique medium that can provide both the impact of journalism and the appeals of broadcasting and multimedia. Furthermore, it is very low cost. No wonder a lot of businesses prefer it to other available options.

Internet Marketing is very helpful, especially for small businesses. It allows small-time proprietors to stay alive and be as competitive as the ones that use multimillion money capitals. In Internet Marketing, the amount that you put in to finance your business barely matters. What is more important is your creativity in devising the best strategy that will

build your online network with hopes of your high traffic turning into pumped up sales.

Contrary to popular impression, Internet Marketing is not just about building websites. It is way beyond that. Although the development of your site, including how it appeals to the public, is significant, it is not everything there is to it. Internet Marketing is also about search engine marketing, search engine optimization, web traffic, and effective advertising. It is about using all the available strategies together to build a brand or product's name.

There are many ways to do Internet Marketing. Each is designed to provide a particular result. In most cases, businesses employ a bundled up strategy to achieve the most satisfying outcome. If limitations arise, you can also choose to stick to a single, most effective method that delivers just the results that you need.

## **Chapter 3 - Web Traffic**

To web developers, achieving high traffic is of utmost importance. Why not? Getting hit gives them the opportunity to earn real big money!

Web traffic refers to the data that keeps track of a website's visitors. The amount of people who visit a website and click on its pages is monitored through a bandwidth. This particular detail is a website's basis of the strategies to use in securing the site, building its popularity further and of course, earning from it. The most popular scheme that uses web traffic for profit is advertising. Some sites offer advertising packages that are paid according to the number of hits the page where the ad appears was hit.

Web traffic offers a wide range of data that could be deemed important for any other cause it was obtained for in the first place. Aside from the actual number of visitors, there is information more, very specific ones, acquired in monitoring web traffic. Each can pose a different kind of perspective that will be helpful in the site's performance and its staying power.

The complete picture of a web traffic includes stock information. One is about the average number of viewed pages by one visitor. You see, each website has many different pages. By measuring the number of pages that each visitor delves into with every visit, you will have a better look at how deeply involved your site's visitors are in your site. Naturally, if you get someone interested on your topic, it will prompt him to click away on all the other information available.



Another bit of information obtained through web traffic is the average duration of the visit. Like the former, this bit measures how deeply desired your site is. If visitors spend a long time in your site per visit, it means that you are doing something that keeps them interested. If you track down the most visited page with this, you will have a better idea why people love going to your site.

The average duration of a page view each visit is very similar to the last information. Only in this case, the information is more specific. This will allow you to determine which of your site's pages hold people longer and from there, you could speculate what they like about your site in particular.

In connection with the average duration of a page view per visit, web traffic also gathers data that declares which of the pages get hit the most. And just like in that one, this bit of data is important in clearing out what topic in particular is loved more and which page should you recommend to your advertisers for their ad placements.

The data on the particular time a site or page is busiest can be used to lure advertisers on the ideal time that an ad is best placed. You cannot schedule maintenance during those times as well because you know you will be disappointing a lot of your site's visitors. The time of the day or day of the week that your site hardly gets any visitor should be your moment to do your round of repair and maintenance.

Web traffic also determines which entry and exit pages got hit the most. The entry page is an important pathway. If there is a need to attract visitors, showing off an impressive entry page is the key. No one would

like to delve deeper into your site if the entry page does not make an impression on its own. The number of times an exit page is viewed, meanwhile, feeds data about bad pages and most clicked external links. Amazingly, web traffic also keeps track of how the visitors behave while they are on your site. This is what the top paths are all about. The top paths pertain to the most popular manner a visitor clicks on from his entry to his exit. Naturally, attractions are ranked from the most interesting to the least interesting. Knowing the paths your visitors go would give you a better idea which pages steal the show and which pages need improvement.

Also, web traffic traces the referrers of your site. Referrers are those websites that link yours to theirs most of the time for a sum of money. Sometimes the whole website address is put in but most of the time, the keywords are made as the gateways to your site. Seeing this data would tell you if your linking method is doing the trick for you. It will tell you how much visitors a referrer generates from time to time.

There are Internet tools, most of which are paid, that can produce web rankings. The web traffic data of such sites as Alexa Internet, however, is not as broad as the real thing provides. Since web traffic means a lot to site developers, it is ideal that you spend for it. There are certified agencies that provide full reports on the behaviors of the site visitors. But of course, they come with a price tag.

## **Chapter 4 - How To Increase Your Traffic**

In the online community, your web address's appearance on the early search pages when a certain keyword is typed in matters big time. Its significance equals that of being actually clicked. Receiving high traffic, as you may have understood by now, is the main goal of site builders and promoters. That is how keywords were made into a big deal.

You see, site owners even make placements to search engines such as Yahoo and Google just so they could enjoy high traffic or a promise of such. Aside from making placements on popular search engines, you could also avail of pop-up ads and other advertising packages to strengthen your site's potential to achieve high traffic. Such options do not come for free, of course. High traffic sites work hard in building up their popularity to earn from advertising revenues. As you are just starting to build yours, you will have to be one of their clients first while hoping to be in their ranks after a while.

The cheapest and easiest way to increase web traffic is by building links with other sites that have the same topic as yours. You can email those sites you have chosen and ask them to link you. If they approve of the deal, they will arrange for your site URL to be clickable in any part of their pages, wherever they deem it to be applicable. If the person visiting that site happens to see your link and click away, you will be hit. You may also contribute articles to free articles sites such as [ezinearticles.com](http://ezinearticles.com) in exchange of a link that will be displayed right on the page that you wrote. This is very convenient as you can be sure that the

reader of your article will be interested to many other articles of such kind, which can be found in your site.

If you still find yourself clueless about achieving the ultimate goal of any website developer or builder, which is high traffic, take a cue from the following guidelines:

1: High traffic cannot happen overnight. As with anything, you have to work hard for it. First, focus your attention on your content. A site with no substance would not be attractive for any internet user. It has to have sense and significance to humankind. The basic rule is to write or create a website about something that is close to your heart. If you are passionate about the topic of your site, you will be able to do the research that you need with no extra effort. You also need to make sure that your topic appeals to people of all shapes and sizes and is timeless. That way, you can be sure that no parameter will set off as limitations to your achieving high traffic.

2: Learn the ways in the online community. Ask about what options are available to you. The learnings that you need about boosting your traffic can be found right around the Internet community as well. There are many tips and strategies suggested by those who have been working on this particular thing and you can take some pointers from them.

3: Find sites that are related to yours. Those sites can do so much on how you will build your web traffic. You can ask them to link you or in common terms, include you in their pages suggesting that you have a different set of information or at least a different perspective on the topic.

4: Choose the most applicable traffic method for you. Study all your options and pick out the system that you think will work best in your case. That is the only way you can be sure that your strategy will submit results. If you are knowledgeable about all this, go ahead and make a decision by yourself. If not, do not be afraid to ask another person's opinion. That another person must be skillful enough on these things. Otherwise you will just be wasting your time and energy.

5: Make sure that the system that you have chosen to boost your site's traffic is employed efficiently. No system would be helpful enough if it was not executed exactly the way it should be. If you are not too confident about your technical knowledge on this matter, ask or hire someone who is to do the work for you. High traffic is very important. It will spell the difference in your earnings and in the performance of your site in general. You must take the achievement of such a goal very seriously.

## **Chapter 5 - How To Earn From Your Traffic**

As soon as you reach your goal of achieving high traffic, you will be ready to earn money on your own. You can start the business of doing what those sites that helped you build your traffic has been doing. You can do affiliate marketing and allow links to be provided for in your site for other sites of related topics to avail of.

Affiliate marketing is an Internet marketing method where your site helps another website boost its traffic. Building links is a common practice but it is not all that there is in affiliate marketing. You can also offer reviews of other site's products and services, driving up your own site's visitors' interest to actually visit that site you are talking about. You can also do direct advertising and post teasers of the sites affiliated to you. You may also use search engine optimization and highlight keywords that will lead up to the affiliated sites.

Each system of affiliate marketing provides different brand of results for e-retailers. Make sure that you have all methods available to give your clients no option of looking for something else. Better yet, find an affiliate marketing method that feels right for you. Link popularity and subtle promotions that are made on a product through reviews are suited to almost every kind of enterprise. To get valuable clients, make sure that you are prepared to do both or anything that your clients may require.

No matter which affiliate marketing method that you choose for every site that you are serving would mean earnings on your part. So as far as you make your methods dependable in providing positive results, you will

continue to get clients from millions of prospects who are all hoping to make good in this business.

See? Working for high traffic has very significant rewards. It could build up your fortune if you know well enough how to use it to your advantage!

## **Chapter 6 - E-Commerce**

The face of the trading industry was altered altogether when Internet came to life. Now, buying and selling can occur through computer networks. Today, you do not have to build up a boutique or pay for an office space to do business. You can just sit in front of your computer, right at the comfort of your home, and do just about what you are supposed to do.

E-commerce is very convenient, very economical, and very promising for both the business and its client. It has made it such a wonderful opportunity for retailers of any kind of products to sell without the seller exerting too much effort. Many businesses in the retailing industry flourished through e-commerce. It is not only helpful to big-time companies but also to small-time companies as well. In fact, e-commerce has allowed small-time merchants to strengthen the way no other traditional marketing method has. It made success possible with just about the right strategy on hand.

In the same way, e-commerce has also attracted a constantly growing number of virtual clients through the years from the three aspects mentioned above. As you may have observed yourself, our world is becoming more and more hectic. People need all the comfort that they could get to be able to do everything they have set out to do. Shopping online gave them the convenience of obtaining the same quality of products that they need without having to drive around shops.



E-commerce is also a wide world that is sliced up into different sections. There is the common and very popular e-retailing, which is basically buying and selling goods through websites doubling up as virtual malls. E-retailers usually build up websites that feature their products, do some advertising and character building to gain site visitors that turn into customers. E-commerce uses many different Internet Marketing methods to really prosper. They do search engine optimization and affiliate marketing among others.

Then there is also the market research aspect of e-commerce. Online customers may pose as respondents for retailers to learn from. The data in web traffic is significant in this sense. They serve as stock information that businesses can rely on for the current trends in the industry as imposed from the consumers' end. Entrepreneurs can also take cues from questionnaires and from the manner that their customers take orders.

Electronic promotion of products is another facet of e-commerce. Retailers may obtain data of established customers or even prospects from agencies that offer them and do manual promotion of their products. Unsolicited mails often looked at as junks are good examples of such. Retailers send out newsletters to their prospects with their permission or not and try to get the word across about the products they have on sale. As with any business venture or marketing strategy, this one can either make or break the sales. Still, it is never wrong to try.

E-commerce has a very wide scope. Before you get into this kind of industry, you must know what are your options and your chances of making it. As always, you need to find the most applicable, cost-efficient,

and dependable method that will help your message reach your prospective customers.

## **Chapter 7 - Tips for Successful E-Retailing**

If done effectively, you can make a lot of money from e-commerce as well. If you are interested on being one of the finest retailers there are online, take a peek on meaty suggestions to boost your chances at earning a wealth from the electronic retailing industry.

Tip #1: Be very clear with your goal. An online business has to have that specific goal, that specific mission from which marketing strategies are formed. If you are unsure what you are in this kind of industry for, you will never know what you need to do.

Tip #2: Stock up on patience and optimism. Patience, in e-commerce industry, is a virtue as it is in other aspects of life. You need to be realistic and not a softie when you are in this kind of business. Yes, the e-commerce industry is making a lot of money every day but it cannot be yours alone. There are many other companies; some are directly similar to your brand of trade that are also running after that amount. That is not to say, however, that you lose your ground. There is definitely hope and opportunity that you will make you do good in this line of business. Be optimistic and believe that you will achieve your goals given that you always keep track whether your long-term plan is working or not.

Tip #3: Investment is a key to succeed in e-commerce. Making investments mean that you are taking risks. Then again, you do not have to take risky risk but calculated ones that could pay up for you in the end. Study the current trends in the business, look at the options available, and put your money where you feel it will grow fast and grow

consistently. Spending on affiliates could be rewarding if the site you are trusting is efficient enough in delivering the results that you need.

Tip #4: Every kind of winner knows that reaching the climax is just another opportunity to win more. Never stop improving not just in making your products but more importantly, in marketing them. There is so much to learn every day, especially when you are involved in the Internet world. Change happens quickly in this industry and you have to constantly chase what is 'in' to be 'in'.

Tip #5: Successful site owners respect the expertise of business managers. You certainly cannot do it alone. At one point or another, you will have to ask a more skillful mind to do the thinking for you. Do not be afraid to solicit advice from those who have been experts in the business and those who have accumulated important experience from actually being involved in the trades. E-commerce becomes more complicated as you go along. So if you have the money to finance it, seek out some help from freelance business managers and advisers. They could do a lot in terms of formulating your strategies, your tactics, and your problem-solving procedures.

Tip #6: Be quick and specific when making business decisions. Every once in a while, you will be faced with situations where you will need to do something. Make sure that when such a thing arises, you are ready. Make decisions according to your clear vision of your goals. Do not let yourself be taken away by the fast pace. You can keep up even without changing your mind too frequently.

Tip #7: Be of service to your consumers. As with any retailing business, customers are always right in e-commerce. With every move that you make, you must never forget about your customers. All your business decisions must be geared towards serving them better, improving their lifestyle, keeping them satisfied. That is the way to make your business grow. If you appeal enough to your prospects, they will easily turn into customers. Add up more work and you can convert your customers into frequent and big spenders, which will be good all around for your business.

Tip #8: Keep track of the updates in technology and the business in whole and embrace them. If you become stagnant while you are engaged in e-commerce, you should not be looking at any development. The only way you could ride with the improvements and developments in the industry is by embracing the changes and adapting your strategies to them.

Tip #9: Practice fair play always. Bad behavior can never produce a good outcome in the long run. Remember that you need to be honest and kind to your consumers because you draw profits from them. Do not let them down and lose them instantly with your bad business habits. The only way to make your business a success is to earn trusting customers who would stay on forever and most importantly, spread the word about your service. Your brand of service speaks for your image. Do not destroy your chances at making it big by trying to hit home at once. Longevity is the key you must be working on right from the start.

Tip #10: Work hard! As with any kind of business or enterprise, it takes hard work to achieve success. Although the Internet made several

opportunities possible, that does not mean that you are in for easy money. What the Internet is bringing is just an extra option to make your business click. But if you do not work hard for it, Internet marketing or any other method will certainly not work for you as well.

## **Chapter 8 - The Blog World**

Bloggging or simply writing journals is making a lot of money for people from all walks of life and from all over the world nowadays. Undoubtedly, it has been the topmost activity of Internet Marketing that appeals to a bigger slice of the crowd. Writing blogs for profit, however, is not that easy. It may seem simple at the forefront but it is really as complicated as every other strategy of earning money online is.

Blog sites offer that opportunity to express and generate profits at the same time. For first-time Internet users who barely know that the online community is a huge industry working together to create new business opportunities, clicking on blog sites is just about stocking up information on just about anything. In reality, blogging is definitely more than that.

Blog writers can be classified into two: those who write for their personal advancement and those who write for profit. The first class is barely aware of their hobby's potential to deliver profits while the other is very particular in writing pieces that seals the deal.

Blog writers who write for their personal gain is much like substituting the blog world in exchange of their old, torn, and classic diaries. The opportunity to express yourself and share your experiences to people without having to come forward and reveal your identity is truly wonderful for those who always wanted 'private' exposure. It is rewarding for them in a sense that blogging is liberating. It gives them the chance to let themselves go without giving their identities away. It is like letting a part of you be a part of others without having to go across

the unfamiliar line. In some ways, personal blog writers write to help others by sharing what they went through and hope that another person who is going through the same situation would take time to read what they have to say. Being an instrument for change is very common picture in the blog world.

Then there are blog writers who write for profit. Naturally, such writer minds his topics skillfully. Writing what sells is always their perspective; it drives the topics that their blog sites touch. That is not to say, however, that blog writers who earn from blogging make no sense. In fact, they need to make a lot of sense to be recognized and be noticed, which is what they need to boost advertising revenues. Unlike personal blog writers, however, professional ones focus on just about a single topic. They do not write just about anything they wish to. They cannot write how sad they have been from their pet cat's death at a point and write about a favorite product they patronize the next. A blog site that is intent on tapping drug rehabilitation centers as advertisers must be focused on drug-related articles. Anything that draws back from that main topic would be considered a useless entry.



## **Chapter 9 - Writing Blogs for Profit**

To indulge on the Internet Marketing side of writing blogs may seem a lot easier for some than the other methods. Not true. Blogging to earn is quite complicated and needs a lot of hard work and dedication. Before you do it or think about doing it, ponder on the following two points that should give you the correct impression whether you are cut out for this business venture or not.

1. You must understand how the blog business works, including earning opportunities, the drawbacks, and the processes. Blogging is not an easy task if you are doing it for livelihood. The business side of it must be fully understood before anyone could make this move a profitable one. You see, there are countless blogs currently on the Internet and the number is constantly growing big. Making yours exceptional enough to be recognized requires a lot of effort. You really need to dive in and get your hands dirty before you can even make your first dollar.

Next thing, you must be aware that blogging for profit is not always a walk in the park. It is not always the ideal world that you think where the grass is green and the flowers are always blooming. There is no such thing as continued success in the blog world. Each and every entry could solicit a different brand of impression and a different kind of result. You can either snatch it or lose it, it being the money involved. So the best thing you must do is to be prepared with the tough and bad times because they may come in droves, come every once in a while, or even not at all, depending on the reception of the online community to your mind's thoughts. As the Internet is a fast paced community, you cannot

expect things to stay the same at any given time. The only way to deal with it is to accept reality that you cannot always please Internet users and you cannot always please a site visitor to keep coming back for more. Unlike in e-commerce, blogging for fun has very little tendency to solicit loyalty from its customers and advertisers alike.

Of course, it all boils down to the fact that you need to know how to do blogging the right and the most effective and rewarding way. There are established processes that you need to know before you can claim that you are doing the right thing to attract the dollars. As with the others, you cannot skip any of those processes and still think that you will be successful.

2. You must enjoy writing for all that its worth. Some thinks that passion for writing should come on top of the requirement's list for bloggers. Yes, you need to have that zest for writing and you need to keep that passion alive for as long as you want to make money out of this hobby. But that factor only comes in second because you need to focus a lot of your mind on the business side of it all since your goal is to make money. If you know your goals and your targets, you will definitely know what skills you need to possess to hit those goals and targets.

Keep in mind that blogging for profit cannot be about making yourself alone happy. In fact, you need to think of others more than yourself. If you are prepared to be passionate about a single, narrow, and specific topic, then you can certainly have a go on a career in blogging.

And oh, apart from the two factors, there is this underlying factor that you must be clear about to know whether you will succeed in this kind of

business or not: PATIENCE. If you think you cannot stand writing patiently everyday about a single topic that you sometimes lose interest in, if you think you cannot stand writing even when no one seems to take notice, drop blogging because it will never work for you.

Blogging should be looked at on a long-term basis. Unlike other Internet Marketing options, it cannot deliver instant success. It takes time and a lot of effort before a blog is tagged a success. If you do not have the heart to wait patiently at the sideline doing the best that you can on what you are supposed to do, you can never be successful in blogging.

For most, the best advice would be to try blogging for personal gain first. Once you become more comfortable with the rules of the trade, slowly jump in to the business side of it.

You can start earning from writing blogs by enlisting yourself to blog sites that look for skilled writers to pay for. Usually, they take care of the business aspect and leaves you to just writing what you are supposed to. Your only contribution to make the business flourish is to write your assigned topics the best way that you should. Although earnings from this kind of venture may be minimal, it could serve as a good training ground for your future business plan. Once you are ready to take on the challenge on your own, you can easily start your very own blog site.

## **Chapter 10 - Blogging Guidelines to Attract the Dollars**

The goal of bloggers who write for profit is obviously to make money. To achieve that feat, you need to follow some important guidelines.

- \* Write premium content. The foremost and best method to attract money to your side as you are making blogs is to write the most compelling content that you can about some topic, which readers would find irresistible. If you do not get hit because readers find your space as something just like the others, you will never have a chance at making a dollar or two.

- \* Think about making substance first, money later. Constantly thinking about how much money you could make from blogging will make your mind corrupted. Internet users would surely know how to separate an information campaign from an advertising one. You cannot get them reading by providing that impression that you are selling your ideas upfront.

- \* Go for quality instead of quantity. You cannot attract traffic by writing something new every minute but you can by writing something sensible every single time. High quality content articles are the way to go to profit from blogging.

- \* Mind your site's appearance. Apart from the words that will appear on every page, the graphics will also speak of how long an Internet user would like to stay in your site and how many pages he will decide to read. Eye-pleasing graphics are definitely a must. As the principle in

many publishing houses suggests, you need to catch one's eyes first before you make him read what you have to say in the article.

\* Know which connections are rewarding and go for them. There are several processes that will help you improve your chances of earning money out of blogging. You must be aware of all of them, know their potential, and choose what you think is best for you. Falling for the wrong system will have a strong impact on your earning opportunity so you really need to be careful about your choice.

Blogging for profit takes a lot of effort and creativity not just in building the whole site but in marketing it as well. As a nobody, you cannot expect to have that instant appeal among Internet users. So you will have to go back to first grade and build your image from scratch. Good thing, the Internet world makes everything possible, even providing opportunities to give you the results that you wanted. You just need to use your options accordingly and use them right to hit right on target. Find help from the following tips:

Tip #1: Contribute articles to high traffic sites for free in exchange of links to your website. An acknowledgement that your site cannot stand alone yet is the start of making money. Do not be too proud and overconfident about your articles. Believe the pros. Even the most compelling content may lose a chance at being clicked at least once a day of proper marketing is not present. This is especially true for newly built blog sites from scratch. Admit that you will need help from other sites who have come before you and seek that help.

Tip #2: Settle for text link ads at first. Although minimal, this could go a long way if you use your chance the right way. Once you click in creating sponsored blog posts, you can start going full circle in the business, doing affiliates, selling ad space, etc.

Tip #3: Get help from forums and online shops. Hosting a forum will help you refresh your blog site with new post ideas. It will also help you in the long run to appear in the early pages of search engines. Most importantly, hosting forums will solicit repeat visitors. Even if you start from a small number of members, it will definitely grow big after a while. Also, you can take links from products that are directly related to your blog topics. Doing so will not just give you an opportunity to offer more exciting options to your readers but a chance earn extra as well.

Tip #4: Never lose that passion! Even during times when your blog writing efforts do not seem to be worth it, resist the thought of ceasing to write. Creating quality posts on a regular basis will help boost your presence in search engines.

Tip #5: Keep yourself connected. Surfing the Internet will keep you updated not just on the current trends but also on the current topics that click. Make sure that you always get a dose of updates from the world where you belong. Scout for fresh ideas that could help you make compelling posts. While you are at it, find ways to improve your earning chances with the help of marketing strategies and tactics currently available online for minimal to even no cost at all.

## **Chapter 11 - Blog Writing 101**

As with every other written piece, there are ways to secure that your blog post is of premium quality. Since writing compelling, high quality content is the only way to have a go at a blog salary, you must be very particular about such detail. You should keep it in mind whenever you are starting to make a post.

For starters, you need to make it clear what you are supposed to be writing about. If you are specific on the topic that you are doing, you will easily find the right resources and the right words to build the article. Naturally, blog sites created for profit talk about a narrow topic in a wide perspective. Each blog post is created to stand alone but it is, even subtly, interconnected to the other posts. Write each post as an individual essay that makes sense to the main topic of your blog anyway.

Also, you need to consider that your readers are not couchies who can stand with their eyes glued on a single article so make it short. An average length for a blog entry should be between 400 to 1000 words. Anything beyond that would appear boring to the reader no matter how much sense it makes. While minding about your article length, you must never lose that aim for quality. Make sure that you use concise phrases. Providing elaborate introductions will not do much more than just lengthening your article and increasing the number of words you are using.

The next important aspect about writing blogs for profit lies on the credibility of your statements. If you are talking about anything apart

from your personal experience, make sure that you use only a credible source that provides facts and not fallacies. Your credibility will speak for success. The number of people that you will attract to your site because of well-written, factual articles can do so much to your earnings.

While you keep your mind busy about the business aspect of blogging, do not ever forget to keep track of your grammar. Errors in English grammar can never be forgivable. You have to make use of words the proper way to bring across the message that you intend to bring across. You will not make sense if you keep on misspelling the words or using inappropriate verbs, adjectives, and whatnots.

Lastly, never miss to provide a catchy title for your every post. The title serves as your teaser. If it is not impressive enough, you cannot expect any Internet user to think that the rest of the article is. If you are to make that important impression, you need to start on your headline.

Do not worry because there are a lot of things that could help you through this itch. If you have not listened well enough to your teacher as he unravels the basics of English writing, you can always seek help from countless online resources. Try the search engine for sites that offer grammar help to anyone who needs it. Take pointers from expert writers and bloggers who have learned the key to attract traffic from experience.

Keep in mind that while your style is our own, you cannot depend on it solely when aiming for blog profits. Remember that the Internet allows a wide range of users. Something that pleases you may not appear as pleasing to others. What you can do to repair this problem is to create articles that are universally acceptable. To pump up your efforts, start by



reading and reading and reading whatever you can get your hands into. Reading written articles can teach you a lot in writing your own. Then do some research on a topic that you are passionate about in the first place. A topic that interests you must be your top choice so you would not get bored about writing. If you see any potential, you can easily have a go as you constantly find ways to beef up your chances for big profit through established marketing strategies.

## **Chapter 12 - Advantages of Internet Marketing**

Internet marketing poses a lot of difference from traditional marketing. Some are good while some can be bad. Since we are into unveiling the many good things about choosing to do Internet Marketing instead, let us first just ignore the bad. It will have its space later.

Internet Market is very economical. Based on the ratio of cost to target reach, it is the cheapest way of doing business. The Internet is the medium with the widest reach. Nothing in existence can contest its strength in audience reach just yet. Obviously, its universal appeal is very advantageous to any proprietor. You may be living under a rock and still make money considering that you have a computer system that is connected with high speed Internet. Although the effectiveness of your marketing campaign depends on a lot of factors, reaching a wide scope of the crowd can never be discounted. It is the window of more profitable days and nights for you and only Internet Market offers such an opportunity.

Another advantage that Internet Marketing has is in the way market research is done. Unlike other traditional processes, Internet Marketing makes data gathering hassle-free using very minimal funds. The Internet has a way of measuring audience demographics and behaviors instantly. You do not have to go far and employ a lot of people to obtain such a significant set of information. With Internet Marketing you are not only given measurements of traffic that your site receives each and every day of its existence. It also provides information on the most visited page on the site, the average time a user spends on each page, the most popular time your site is viewed, the sequence that a visitor goes through your

site, and the site referrals or affiliated pages that provide better results among others. Such information is important when you are formulating a specific business plan or devising a particular strategy. And you need to only shed some cash that is definitely not as much as you will have to if you go the traditional way. You just have to employ a reliable ratings agency to create the report for you.

The most important advantage of Internet Marketing that should lure you into it fast is the fact that it is growing rapidly and consistently over time. The word is out! Internet Marketing is the fastest growing industry today. The amount of exposure that you can get, the quality of feedback that you can obtain, and the cost efficiency that you can enjoy all form as significant attractions that drives people to jump in. Such is the case that the Internet Marketing industry does not seem to stop growing anytime soon. If ever we will see this industry fall onto the ground, it would be because something more promising is taking shape.

## **Chapter 13 - Earning on the Web, Home-Based**

What is more amazing about Internet marketing is its ability to make you earn without requiring you to go far away from home. Yes, making business online is almost equivalent to making business right at the comfort of your own home. It is that convenient yet very capable of providing enough money to give you and your family a comfortable life.

That is considering, of course, that you are putting Internet Marketing into good use. This kind of business is only beneficial to those who know how their way around. You cannot succeed in Internet Marketing with just an interest to earn as much as others are currently earning. To go places with Internet Marketing, you need to acquire knowledge and learn a couple of skills.

Good thing the process of learning needs not to require you from going far from where your computer is either. You can easily find helpful resources online to show you the way towards Internet Marketing success. Use search engines to find reliable sites that could provide you with useful tips and strategies to pump up your very own business venture.

There are many available options in the Internet for those who want to earn money home-based. For as long as you have the passion, the skill, the creativity, and the correct tactics, there should be no reason for you not to take part on the billions and billions of Internet revenues.

If you are a skillful writer, you can start earning by writing blogs. Of course, there is a certain way to do it to make it profitable. You need to

learn that. You could also profit from the Internet by building sites. Generating a high traffic site can do so much to the size of your wealth. It is the source of the biggest slice of Internet money. Also, you can buy and sell goods online. Nowadays, you do not have to carry international brands to click in the international scene. Learn how to use the package transfer methods and earn customers globally. Even small-time proprietors, given the proper advertising and branding method, can break into the successful class.

And all those, you can do at home. Internet Marketing is that amazing!

## **Chapter 14 - Disadvantages of Internet Marketing**

With the good comes the bad and you cannot help it. Even in this amazing industry called Internet Marketing, there are still a couple of draw backs that should keep you thinking hard whether you are meant for it or not.

First, Internet Marketing comes with a price. As with any business, you need to make investments in this venture before you see a hint of success. Also, every investment that you make is a risk. Internet Marketing requires a lot of risks to take. Some investors fail a couple of times before they even hit big time. Some of the things you need to spend on when engaging yourself into starts way before you even do the plunge.

As you are starting to learn the ways through Internet Marketing, you will have to put up your own computer system. Since you are using it for business in a highly competitive world, you need top-of-the-line system equipped with the latest software and hardware. It is the only way you could run with the times. Also, you will need not just any Internet connection but high speed Internet connection. All those are preparations for all the work ahead. When you are read for battle with an elite armor, it is time that you feed in your thoughts with important information about the business you are eyeing to strike into. You will need to acquire e-books or every other related material that could help show you the way. Mind you, e-books can be pricey but cost-efficient just the same. You can read it through and through to guide you while you are still inexperienced.

Then there is the money required to put up the site. Web design, content generation, and every thing else in between has to be spent on. Unless you have the ability to do everything to build a site and keep it running and you need no help from a third person to do the work for you. Still, it is very advisable and ideal that you seek expert opinion to guide you through. There are freelance business managers who take jobs in seeing through how an Internet Marketing venture is running through. You can ask their professional guidance to ensure that you are right on track.

On top of all those costs comes the amount that you need to spend for online distribution and for advertising purposes as well. Not because you know you have a very good site means that you are in for some earnings already. There are countless of sites available and you need to take a step towards getting noticed if you want to be successful. At first, that would be too costly but as you start reaping your investments, the cost would come off easily. There are still others who would think twice with it and they have a point. Investing on the Internet Marketing industry is a big risk and costs a lot. If you are not prepared to face draw backs, stay away from it.

Another disadvantage of Internet marketing is the number of people trusting the credibility of e-commerce. Yes, the number of people who are attracted to shop online is constantly growing. Still, it is not that much to make you a millionaire with just a snap of your fingers. There are still those who prefer shopping in person not just for the security of it but for the fun of it as well.

Then there is the fact that you as a site owner will have to run after every update, every change that the Internet community is adapting. The

Internet is a fast paced world. If you do not have the stamina to find the perfect timing almost every single time, you cannot possibly succeed in Internet Marketing.

Another negative thing about Internet Marketing is the size of competition. Since you are exposing yourself globally, you should also expect that you are putting your business ideas up against the international community. With a lot of others like you offering a sleek hand bag, how can you be sure that you will seal the deal? There is a very small chance, right? And it keeps Internet Marketing investors bothered all the time. They have a reason to. Unless your prospect customer will go directly to your site, he or she could find what is on your site on many other sites.

Lastly, there is the all important issue of security. It is very difficult to be too trusting or overly confident when transacting online. Even when there are a lot of sites working doubly hard to protect their visitors, there will always be evil minds who will try to steal money away from unassuming victims. This is a bad thing all around for the rest of the crowd who is trying to be as fair and honest. Since the Internet users barely know the face behind the websites, they would have that impression that every one is just the same. You may say it is unfair but that is how it is. You cannot blame the people for not trusting you because they might be tricked in the same situation before. Being suspicious is a natural result of a bad experience.



## **Chapter 15 - Marketing Online 101**

Before making the plunge of joining the Internet Marketing community, make sure that you have studied the pros and cons carefully. An intelligent choice is one where you have weighed your options well enough and picked out the one that suits you best.

It is a given, you can make money online. But how and under what circumstance are some things that require work from your end. If you are not ready to submit yourself dedicated on such work, forget about Internet Marketing.

Your knowledge about the business will say a lot on how your business venture will come out. It is never good to take the plunge and get drowned. When you take the plunge, make sure that you are equipped with all the shield. Make sure that you know how you will stay afloat through good and bad times. Do not join in just because everybody else you know is doing it. The good fortune of Peter in Internet Marketing cannot be the same for you.

If you are serious about profiting from the Internet Marketing industry, you better be prepared for all the challenges that come with it. You can start preparing yourself through careful planning. Devise a specific game plan that agrees to your knowledge, your abilities, your skills, and your budget. Determine the specific goals that you are going for. You cannot hit a target if you do not know exactly what it is. Define your goals and base your plan on them.

Next up, determine who will be at the receiving end, your target audience. Once you have made a clear picture as to whom you will dedicate your site to and who you will cater to, you will be able to create a more appropriate and efficient business plan. You must keep track of your target audience demographic files, their behaviors, their needs, and their wants. From there, you will base what you will offer in terms of products and in terms of the processes that you will use to build its significance in the Internet community.

Do research. There is no better way to get in touch with your plan and the things that you need to do than to make the resources available to you. You can do your research online or if your business is already existing, you can take some extra help from market research that is already available. You also need to learn the secrets of the trade. Read articles or materials that are related to the line of business you are looking to enter. Their expertise and experience could give you pointers as to what to do and what not to do.

Then analyze your data. Whatever you have acquired through the research process must be studied carefully to sneak out the potential of your business venture. See how the competition is going and find a way to go on top of it. Organizing the whole thing before you even start running it will prove beneficial in the end.

The last step in this climb towards Internet Marketing success is strategy development. As based on your research and the data that you have obtained, start formulating whatever tactics or strategies you think would do the trick for you to break into the business. Jumping into any kind of business without any strategy on hand will waste all your efforts. As soon

as you are able to develop your strategies, you will now be ready to start your business.

While the business is at its early stage, you will need all the help that you need to build your brand. As with traditional marketing, you will have to create a plan to build the popularity of your product and make people buy. Advertising in Internet Marketing comes in many forms. You can go subtle and avail of traffic generation through text links. You can also go for direct links by e-mailing sites that are related to yours and ask them to link you in their pages. You may also choose the cheaper way and contribute to free article sites and enjoy providing links there to your site. Aside from affiliate programs, you can also opt to go for search engine optimization by seeking some help from the power of keywords. Or you can place ads. Banner ads and different ad placements are provide different results. But you must be ready for the price you need to pay for it.

When your site is up and running and is ready to take on clients, monitoring and site maintenance will keep you busy. As mentioned many times before, the Internet is a fast paced community. You need to be able to keep up with the competition to stay afloat. Keep yourself updated with the changes that are occurring in the community to be able to keep up with them. Every now and then, you will need to revise your business plan, depending on the developments that take place as you go along.

You see, Internet marketing can be a very profitable venture, especially if you are skilled enough to tackle on every challenge that businesses usually pose. Before you think about entering this kind of trading

process, make sure that you are fit to take on those challenges. Internet Marketing has the tendency to provide results on a long-term basis. You need to be very patient then to ensure that you will gain anything from it. You cannot start a site now and expect that it will deliver the first dollar to your account the next minute. Sometimes, you need to wait for months. Other site developers even wait forever. Not gaining anything from Internet Marketing should never happen if you know exactly what you are getting yourself into. There are many available systems, processes, and methods to improve your chances of making it a profitable business enterprise. You just need to analyze them and find out which is the perfect one that will provide the outcome that you exactly need.

Start a project that is related to your skills. Doing something that you are passionate about will help you stay on for far longer in the end. If writing is not your thing, erase the thought of blogging and earning from it. If you are good at marketing products and are skillful in buying and selling, jump into the world of e-bay and other online shopping sites. That is the most helpful step. If you do not like what you are into in the first place, there is a very small chance that you will succeed in it. You cannot possibly enjoy to do for long something that you always dread about.

To succeed in Internet Marketing is also about having fun. When you are enjoying yourself doing the trades, you will find that your efforts are worth it even when you are just slowly starting to earn from it. Anything that makes you happy will prove to be beneficial not just to your professional career but your personal state as well.

Go ahead. Start marketing online today and reap the tremendous benefits it offers!