

The Complete Online Marketing Bible

**“Everything You Need to Know About Marketing
Your Website or Business Online...
And Nothing You Don't**

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Introduction and My Story

Hello and welcome to “The Complete Online Marketing Bible”. It's cliché to say, but you've taken a huge step toward your online success just in purchasing this book, so kudos to you!

You're likely reading this because you're interested in being #1 online whether that's in the SERPs, paid advertising, in creating copy which converts, you name it, it's all covered in this book.

To get an early plug out of the way, I invite you to visit my flagship online marketing tips website ConvertingCopy.com as the topics covered in this book are the same as those I cover each and every week on ConvertingCopy.com. Now let's talk a bit about this book.

When I began in online marketing 11 years ago, I found no reliable resources which neatly laid out or included what you needed to know about developing a website/brand/business' presence online through online marketing.

Instead, I spent the last 11 years educating myself on various forums and websites, talking with other online marketers, and most importantly putting in the trial and error work to learn what works and just as importantly what doesn't work, finally compiling it all into this book.

Admittedly, “The Complete Online Marketing Bible” is not the flashiest title. I chose it because this book will cover just that; everything which falls under the umbrella of online marketing which you need to know and which works right now on today's every changing Internet.

That's why I didn't limit the title to just say, “SEO in X-Year”. SEO (search engine optimization) will be a huge part of this book, but it cannot be your only focus and is in actuality just one of many tools in the online marketer's belt.

My goals in this book are simple:

- 1. To explain the most important details of online marketing.**
- 2. To keep to the proven methods which work for me and nothing else (this book won't be a long read for the sake of a long read).**
- 3. To present the information in a way in which first time marketers can understand while giving more experienced marketers new tips and things to think about, as well.**

Now a bit about me...

My name is Paul Ventura and I experienced my crude beginnings in online marketing 11 years ago now. I had just graduated from college with a degree in English and, more interested in screenwriting/writing in general and music production than pursuing teaching as a career like most English majors, I took to the Internet looking for ways to make money from home to support myself while I went after more creative pursuits.

Making money from home was a foreign concept to me and though I knew that there were people who existed who were making a living from home, I had absolutely no idea about what they did to earn that money.

Upon entering the search term “ways to make money from home”, I of course stumbled upon an infinite number of websites which were only too happy to share the secrets of making good money from home with me, provided I was willing to pay for them.

I eventually landed on one site in particular (which I don't even think exists anymore) after doing some quick research and choosing a site which I believed to come off as being less

“scammy” than the others.

I was promised that using their super secret methods I could earn a tidy living in affiliate marketing, and all it would cost me to learn those methods was \$50.

I was intrigued and admittedly a bit naïve, but they advertised a full money back guarantee, so I went ahead with it. I entered my credit card information and they sent an eBook to my email address full of the “secrets” for making money from home.

I'll give you the gist of what I found in that book right now:

Step 1 – Sign up for Clickbank (an affiliate network).

Step 2 – Pick a product which you want to promote from their huge marketplace.

Step 3 – Sign up for Google Adwords (Google's advertising platform).

Step 4 – Create some ads for that product with your affiliate link as the URL in the ad.

Step 5 – Count your money.

That was it. Nothing about having your own website, choosing the right keywords, performing analytics, split testing, link building or anything SEO related in general, etc. None of it. They didn't even explain about Adwords and pay per click (PPC) advertising except to send me over to Google.

Pretty sad, right? And somehow they managed to stretch that joke of a golden nugget of information into something like 12 pages with much of that content being “mystifying math” as I like to describe it; basically explaining to me that if I made a ten \$30 sales from Clickbank every day (all practically on autopilot mind you), I'd have \$300 per day, which works out to be \$2100 per week, which works out to be \$109,500 a year! And that's all just through selling one product!

Let's ignore the likelihood of someone who is completely new to

online marketing putting up those kind of numbers that easily and let's ignore the fact that they outright chose to ignore accounting for the cost of advertising using Adwords in their profits equation altogether.

I remember what also helped to sweeten the deal was that they “included” \$50 in free Adwords advertising credits when you bought their eBook, so basically I was breaking even with their price tag of \$50. What they neglected to mention was that literally anyone can get \$50 (or more) in free Adwords credits essentially JUST FOR SIGNING UP WITH ADWORDS!

What was more depressing was that at the time I basically ate it up, fully convinced I had stumbled on some well kept secret. I basically rationalized those huge sales numbers to myself by saying, “Okay let's get realistic, Paul. You're not going to make \$300 a day overnight, but if I make just half of that (which... why wouldn't I?), I'm still looking at good money”.

I think a lot of people either consciously or subconsciously do that whenever they see an overestimated guarantee like that. They make that kind of rationalization to themselves simply based on some arbitrary but exorbitant figures which they read to make it seem plausible.

Getting back to their 5 step program, I signed up for Clickbank and picked out a product from their marketplace to promote based on the logic that I would likely buy it myself. I then signed up for Adwords, then made a couple of ads with my affiliate link as the URL as per their instructions and sat back with my fingers crossed, routinely checking back in on both my Clickbank account for sales and my ads' performances in Adwords throughout the day, checking how many people clicked on the ad in the first place.

Believe it or not, after just a couple of days, I made my first sale. I can't even fully describe how shocked/elated/amazed I was. I was on cloud nine, feeling vindicated in so many different ways, and

didn't even care that I was beginning to realize that the eBook I had bought was giving me information I could have picked up in 2 minutes from Clickbank or Adwords themselves. I didn't even didn't care that I had basically broken even between what I made from the sale and what I had spent in advertising.

I never asked for a refund on the book because I felt I had learned something incredibly important and without it I might never have tried online marketing in the first place. Making that first dollar (and the subsequent few sales which followed) made me realize that I could make more.

The wall had come down and I knew that making money online was not limited to the glossy copy in puffed up sales letters - it was possible and entirely within reach. Even though the method was crude and the book was crap, it was important that I had actually made those initial sales because I'm an incredibly cynical person by nature.

I eventually stopped with that “method” of using Adwords + direct linking as it's called because I only broke even at first and eventually was spending more than I made. I then started writing articles for other people for a basic income and to supplement whatever I made from online marketing. All the while I was seeking advice on message boards to learn more and the rest I picked up on my own.

I started ConvertingCopy.com half a decade ago as an online address for taking on contractual marketing and copywriting jobs for small businesses looking to increase and improve their presence online until in the last couple of years I decided to expand its aim and offer it as a free online resource for dispensing information and tips for online marketers based on everything which I've learned and done over the years and which I continue to learn each day.

All right, enough about me (keeping it to the point, remember). I relate that story of my beginnings for a couple of reasons:

- 1. One, to give you some background on where I came from and how I got my start. No, I don't have a degree in marketing; everything I have learned has come through my own experiences and I've had dozens of clients over the years thanks to that experience (not to mention a bit of word of mouth).**
- 2. Secondly, I want to make it crystal clear the importance of always OVER DELIVERING to your audience no matter who they are or what your business is about. It's essential that you develop a trusting and transparent relationship with your audience and that you always give them everything they want and more. This is much of why I decided to write this book in the first place.**

Even without the hefty price tag that I paid for that crude “guide” back in 2006, I guarantee that using the methods in this book and from my site you'll achieve your goals in online marketing. Note that the word “using” in that last sentence is a gross understatement. It's **ESSENTIAL** that you follow these tips but more importantly that you **ACT** and **EXECUTE** on them.

I also won't lie to you and tell you that online marketing is easy. It's not. **HOWEVER**, it's entirely possible and **ANYONE** can do it with the right strategy combined with the right work ethic.

You're responsible for the work ethic (though I'll give you some help along the way for that, too), so if you're ready now let's roll up the sleeves and get started with the strategy portion.

A couple of quick notes first before we get into it:

- This eBook was written with “something for everyone” in mind. I've organized it so that newbies who are unfamiliar with online marketing to begin with can learn everything it takes from the ground up but alternatively in the later chapters I've included information which seasoned marketers can benefit**

from. I encourage you to skip around to different sections as you like or need to because of this.

- You're going to see me refer to search engines primarily as “Google”. Google is the largest search engine at the moment and has been for many years. There are of course plenty of other search engines like Bing and Yahoo, for example, to name a couple of the larger ones. Note, however, that the tactics for ranking well in other search engines are in many ways the same as ranking well for Google, so for the purposes of this book typically I'll simply refer to them collectively as Google.**
- Again, I'll be including a lot of links, many of which that lead to more elaborate but relevant posts on my site, all throughout this book.**

Chapter 1 – A Little Background and Getting Started

What Is Online Marketing?

A good question to kick off this guide. Online marketing is the marketing of products and services online. For our purposes, it typically involves sending “traffic” (which is just another word for people using the Internet) towards some kind of service or product which is often referred to as an “offer”.

This product or service can either belong to you or it can be someone else's offer which you are promoting as an affiliate (affiliate marketing) where your job is to send traffic towards that offer so that once it becomes fulfilled, you receive a commission.

I'll be talking about affiliate marketing on and off throughout this book, but whether you're promoting your own business or someone else's as an affiliate, the same rules apply.

Even the biggest blogging gurus are affiliate marketers and this is where they make most of their money. They promote products and services related to their blog and clean up big in commissions when even just a tiny percentage of their thousands or even millions of regular readers purchase that offer based on their recommendation.

There are different types of offers and thousands of affiliate networks out there for promoting virtually anything you can imagine. You can get commissions for different things depending on the type of offer and what is required in order to fulfill it. Typically these offers fall into the CPA (cost per action) or CPL (cost per lead) category.

For example, you can receive a commission for selling someone a product through Amazon's affiliate network. It doesn't always have to be a physical product, however. Digital products sell very

well online, as well. An eBook would be an example of a digital product which is only based online. You get a piece of that sale when someone buys something because you directed them towards it, the BUY being the ACTION/fulfillment of the offer in that CPA equation.

Some affiliate networks offer a mix of the types of offers which you can promote. [Neverblue](#), for example, has a variety of CPA and CPL offers. Here, rather than just selling products, you can receive commissions from some offers simply by getting someone to submit something like an email address or their zip code to a company online; you've probably even seen these online forms before in which you are prompted to give some kind of information like this. This is an example of CPL.

That company gets a lead and a potential customer down the road and you get a commission for making that happen up front. A lot of marketers prefer this to having to actually sell something as typically an average person is more willing to give their email address than buy something. The reward/commission is generally less, but it's much easier to fulfill that kind of offer.

Commissions are tracked through “affiliate links” which are normal links which include a bit of code which recognizes that when a customer fulfills an offer after coming to a web page via your affiliate link, you get compensated for making it happen. I'll talk more about specific affiliate networks in the next chapter.

But with so many things to promote, it's easy to find something which you like and have an interest in yourself which is ideal as you'll find it much easier to promote something which you are interested in rather than something solely for the sake of making money.

How Do You Promote These Offers?

That question is a mouth-full. There are limitless ways to promote

offers or in other words getting targeted traffic to that offer. When I say “targeted traffic”, I mean people who are already interested in the things which you are promoting. Obviously you'll see a much higher conversion/sales rate with people who are already interested in what you are writing about as opposed to people who have no interest whatsoever in whatever you are promoting.

Typically promotion all comes down to either organic traffic, referred traffic, or paid traffic.

1. Organic traffic typically refers traffic which you receive for free by ranking in the search engines. Vying for the top and most visible slots in the search engines is a serious business and the practice for getting your web pages in those top slots is known as Search Engine Optimization (SEO). SEO involves optimizing your site in a number of ways both on site and off site for the search engines and it has become a huge industry in recent years as the reward for getting that top slot has become increasingly valuable as more and more people are using the Internet each day.

According to recent statistics, roughly **50%** of all Internet users when using Google to search for something click on the web page in the number 1 slot of the search results. That's almost HALF of the traffic for a search term. That figure drops significantly to around **17%** for the number 2 listed website in Google for a search term, and it continues to drop as you go lower. The upside of getting to the top of the search engine results pages (SERPs) is that it's a more permanent solution which you don't have to pay for, plus people generally tend to trust organic search listings above all else including paid listings. The downside is that it's much more work and an ongoing task in the long run securing and maintaining that top spot.

2. Referred traffic refers to traffic which comes from other sites which point to your website via links. These sites are “referring” that traffic from their site to yours. An article directory like Ezine Articles or even a juggernaut social network such as Facebook are two examples of referring sites which could point links and

send/refer traffic to your site.

3. Paid traffic is simply traffic which you pay for. Google's Adwords which I mentioned in opening is the largest and most notable example of paid traffic. The upside is that you can get extremely targeted traffic/visitors to your site immediately as they see and click on your ads. The downsides are that you are paying for that traffic and it might not result in a conversion, plus it's a short term solution which you obviously have to continue paying for to see the traffic constantly coming in. As soon as you pull your ads you'll see your traffic largely disappear with them.

I'll talk more about these ways to promote your offers in later chapters.

Other Ways to Make Money Online

On Site Advertising – If you develop an authority site or blog, basically meaning that you've got a high ranking and popular site in a certain field which receives tons of daily traffic and lots of inbound links from other relevant sites in your field, then you can add advertising space to your site which other webmasters can purchase in order to advertise their own sites on yours for a regular fee. This generally isn't something which you can do when you're first starting out, but once you establish yourself as an authority within your field as mentioned above, you can see a very attractive income each month through ad revenue on your site.

Adsense – Adsense is like on site advertising but through Google and is a less structured way for other websites to advertise on your site. You make money when your visitors click on the adsense ads on your site, typically just for a few cents per click but this can add up quickly with enough traffic.

Article Writing – Webmasters always need content for their sites and many of them are unable to write for themselves because of time or sometimes even language constraints so they

outsource this task to freelance writers online. I wrote for other webmasters as I mentioned when I first got started in order to supplement my own online marketing and made a modest income in doing so. There are a lot of forums and resources online for connecting article writers with potential clients.

Additionally, you can write articles for websites like Ehow.com or Squidoo where you write a unique, helpful, and informative article on a subject, then those sites regularly pay you depending on how much traffic that article receives because you're in turn helping to make them money because you're increasing the traffic and exposure on their website.

Web Design – Obviously if you have a background in web design and are creative, people will pay you good money to create unique websites for their businesses. Like with article writing, there are plenty of resources for connecting web designers with those looking for quality designs. You can also create attractive and functional templates/themes for conventional websites or blogs which you can sell multiple copies of each to different webmasters if they like your design; this is in contrast to taking on specific orders.

Website Flipping/Selling – Like some people do with houses, website flipping is an extremely lucrative business. It involves buying an existing website or just an empty URL for cheap and putting together a very attractive site in terms of design and optimizing it for the search engines, sometimes even establishing a flow of organic traffic to that site, then selling it off to interested parties. You can make a lot of money in website flipping if you know what you're doing, especially in new and upcoming niches.

Copywriting – Creating copy for websites is another thing which I did on a contractual level for a number of companies at one point through my site ConvertingCopy.com, hence the name. If you have a background in marketing then you can use that experience but tailored for the online world as the right copy can get your message across succinctly and motivate potential

customers.

That's just a small sampling of ways to make money online and there are plenty of other methods if you do a search or two. Obviously you can integrate and combine some of those methods with online/affiliate marketing which is the focus of this eBook as I believe it is far and away THE most lucrative way to make money online.

Chapter 2 – Affiliate Networks

This chapter will primarily apply to affiliate marketers. If this isn't you, move on ahead.

Affiliate networks are where you find things to promote. If you have your own product like an eBook which you wrote and are looking to sell, you'll still likely want to join an affiliate network to sell it through but as a vendor rather than an affiliate so that you can get affiliates to help you promote your product, increasing both its notoriety and your sales.

As an affiliate, an affiliate network is a middle man which makes it easy to find and connect with offers to promote and can make getting paid for your commissions easy and reliable. A lot of these networks have direct deposit in addition to just sending a check, so the commissions which you make get deposited right into your bank or Paypal account each week. Pretty convenient, yes?

Some networks are easy to join whereas others have basic interview/screening processes as they don't want to sign up affiliates who are lazy or aren't serious about marketing. Some of the latter networks require you to have a website before they'll take you on, but don't worry as I'll address how to go about getting a website in the next chapter if you don't already have one. I won't get into specifics on how to sign up for each network but it's generally very straightforward and detailed for you upon visiting an individual network's website.

***TIP** - I've also included some tips on [how to get accepted into any affiliate network](#) which you want to join in a subsequent chapter because it deals with information which I'll go over in the next few chapters.*

When you sign up for an affiliate network you can browse and search their marketplace and its offers to find things which you would like to promote. They might be broken up by the kind of

offer which you need to fulfill to receive a commission (completing a sale, getting a lead/email address/zip code, etc.) or they might be sorted by niche.

A niche in Internet marketing lingo is a subject or category of products/services which can be broad or small. Pet care is a niche. Puppy care is a much more specific niche within that niche.

As I mentioned earlier, it's best to go with a niche which you have an existing knowledge of or interest in. This makes marketing in that niche much easier and more fun, thus increasing the chances that you'll stick with it as well as make good money.

***TIP** – Try using Offervault.com for doing free mass searches of all of the major affiliate networks at once for offers to promote. Search based on whatever keywords you like which are relevant to your site to find affiliate networks with a lot of offers to promote which relate those keywords.*

My Favorite Affiliate Networks

I'll list a few of the major networks of today which I use myself here and give a little insight on each.

Clickbank – Clickbank is a good network to start with because there is no screening process and the commissions which you can receive for selling products through it are pretty much the best you'll find, with rates at upwards of 75% per sale. They can afford to offer these kinds of rates because Clickbank only sells digital products, so there are no shipping costs or anything of the like to cut into your profits.

Sign Up With Clickbank

Commission Junction – Commission Junction is a good second stop because they arguably have more offers and more diverse offers from the biggest name companies out there than any other affiliate network. If you're looking to promote products from a certain company, your best chance is CJ and the rates are great, as well.

Sign Up With Commission Junction

Neverblue – Neverblue is a very reliable CPA/CPL network with a large marketplace for promoting a wide variety of offers. They have good offers which are easy to promote from a lot of well known companies.

Sign Up With Neverblue

Market Leverage - Market Leverage is another affiliate network rich with CPL offers. Like with Neverblue, each affiliate gets their own affiliate manager to help you and Market Leverage also boasts some of the highest CPL commissions you'll find anywhere.

Sign Up With Market Leverage

Amazon – Amazon has a huge affiliate program where virtually everything in their inventory is able to be promoted. Their commission rates aren't the best out there, but odds are if you want to promote something which you can't find anywhere else, it's likely that they'll have it.

Sign Up with Amazon

It's a good idea to focus on just one or two networks when starting out, but as you get more comfortable don't limit your scope to individual affiliate networks but instead just look for niches which you want to promote then find the affiliate network to match it.

Chapter 3 – Establishing Your Own Little Slice of the Internet

When I started online marketing, as I mentioned I didn't have a website of any kind. Instead I relied solely on paid traffic through Google's Adwords and made the destination URL when designing the ad into my affiliate link which led to the offer which I was promoting's website, thus bypassing the need for any kind of my own "landing page" in between and thus sending the traffic straight to the sales page of whatever product I was promoting. This is known as direct linking.

Since then they've made substantial changes to the Adwords system, and the quality scores associated with using direct linking with an affiliate link have gone way down (more on Adwords later). In other words, it's now very expensive and practically impossible and outlawed to use this method so it's not worth using anymore. SO... we need a website.

Note that even if that method was still in effect, I'd still recommend building your own site. It's push button simple these days and you always want to be developing your own presence online rather than benefiting someone else's.

Blogs

A blog is a specific format of a website. You can include a blog section on an HTML website, or have the blog itself comprise the entire website including the main page. Blogs differ from conventional websites in a number of advantageous ways:

- Blogs are fast and simple to create, plus they're generally very neat and easy to navigate for visitors. Posts/articles are listed chronologically top to bottom with the newest content appearing at the top and you can organize older posts which have disappeared from the main page in a categorized way or even add a search bar so that they're easy to find.

-It's very user friendly and simple to add new content using a blog's interface. No knowledge of programming languages like HTML or CSS is necessary, plus there is little need for an FTP server to upload content. You simply log into your blog from your own web browser, write whatever you want, hit publish, and it's live on your site and the Internet immediately. Most blog software enables you to “schedule” when you want your posts to go live, as well, so you can choose your own time for a post to publish without having to be there live.

-Because in part it's easy to add new content, blogs are typically updated frequently which search engines love as it shows you've got an active site which is always adding new content.

-There is an inherent trust associated with a blog given the more personalized feel and because they're typically run and authored by just one person so it's easier to establish a relationship with that person.

-The ability for anyone at all to leave comments on a blog's posts furthers the idea of establishing a relationship between the author and his or her readers and encourages communication to take place.

-There are thousands of pre-made and configured themes/templates out there for getting the aesthetic look that you want for your blog/site, and there are thousands of “plugins” to fit virtually fit any purpose and get the capabilities and functionality that you want from your blog, as well.

Conventional Websites

Conventional websites are just that. Sometimes blogs aren't appropriate for what you're trying to do. With a conventional website you can still use a design template but it's more likely that you'll need a knowledge of coding like HTML, PHP, and CSS. It's

not nearly as complicated as it may seem, however, and sites like [W3Schools](#) are great resources for learning to create basic and advanced code which is used in website design.

Obviously this still isn't for everyone, though, myself included. I have a basic knowledge of HTML and some CSS. Much of this knowledge is made up of the basic tags which are used for SEO purposes. In other words, I can't and don't create a website design from the ground up but I instead will optimize an existing one for the SERPs and tweak a design here and there aesthetically. I'm more of a content guy, so I don't like to waste time fretting over technical stuff.

Consequently I'll typically work from templates whether they be for a blog site or a conventional website of mine. As mentioned, there are thousands of free templates out there for both blogs and conventional websites alike. There are of course also templates which you can pay if you want your site to be a bit flashier or you can pay even more if you want one custom made specifically and only for your site and you can always hire someone to help you get up and running.

Blog Versus Conventional Website

In terms of which is better suited for you, blogs will win out in practically every category. They're easier to create and use, especially if you're completely unfamiliar with web design and programming code. I use WordPress for the vast majority of my sites, so I recommend you do the same. Let's get started.

Choosing a Domain and Hosting Your Site

A domain name is another word for the URL/address of the top level of a website. In my case it's [ConvertingCopy.com](#). Hosting refers to where the files for your website are kept so that people can access them on the Internet. Domain/Hosting is where companies like [GoDaddy.com](#) come into play.

Domains

[GoDaddy.com](https://www.godaddy.com) is, among other things, a domain registration company where you can register a domain name of your choosing if it's not already taken. You should choose a name which relates in some way to your niche.

Note that you might want to hold off on registering a domain name until you've done some keyword research which will be discussed in the next chapter.

I recommend going with either [GoDaddy](https://www.godaddy.com) or [Namecheap](https://www.namecheap.com) for your registration needs. Namecheap provides the same service as effectively as GoDaddy yet simply doesn't have the brand recognition of GoDaddy, hence it's generally more affordable and my go-to for new domain registration.

There is an up front cost to registering a new domain which varies on what kind of extension you go with. Extensions are the letters which follow the dot in a URL. Examples of extensions are .COM, .NET, .ORG, .INFO, and so on. Certain specialized extensions are reserved for certain types of websites. For example .GOV is reserved for government websites and .EDU for educational institute websites.

Typically you'll want to go with the .COM extension as this is standard for most themed websites and typically ranks the best amongst the basis extensions. Certain extensions like .INFO are cheaper to register and have their purposes, but the downside is that they are commonly less trusted amongst the average Internet user. Additionally, all things being equal, they don't rank as well as .COMs in search engines. Registering a new .COM will cost you around \$12 for one year but you'll get a discount if you register it through [this link](#). Once the year ends then you have to renew that domain name if you wish to keep it.

As I mentioned, you can opt to pay more up front for terms longer than one year which is good if you plan on keeping that URL for

awhile, plus it saves you any increases in registration costs which GoDaddy or whichever other domain name registrar you use institute in that time.

Hosting

Hosting is the other side of the coin. You have to pay to actually have your website and its content to be accessible online and you can pay either month to month or in one lump sum per year, depending on the hosting provider your go with.

You want to go with a reliable hosting provider and one with fast and responsive customer service. The last thing you want is to have your hosting server go down, especially if you're paying for PPC advertising, as your entire site will vanish until your provider fixes the problem.

While you can and I do host a lot of sites on the same hosting plan, I personally have a lot of sites and like to spread them out amongst multiple hosting providers (more on this later), so many so that I've put together a complete [web hosting comparison](#) of 5 different providers including [HostGator](#), [GoDaddy](#), [Namecheap](#), and [FatCow](#), all of which I use and can recommend.

GoDaddy and other hosting companies offer free hosting, also, but the tradeoff is that you agree to let them put Adsense ads all over your site. You've seen those tacky little text ads when browsing certain sites before; that's an example of Adsense, and you can actually make money from it in a different scenario like I described in opening, but it typically just makes your site look cheap, cluttered, and plus it gives your visitors the chance to click on one of those ads and be taken away from your site which doesn't help you, so I recommend that you avoid free hosting and go with at least an economy plan from whichever hosting provider you go with.

You can get discounted hosting at GoDaddy for any one of their

plans through [this link](#) and you can host up to 10 WordPress sites on their economy/cheapest plan, so it's definitely affordable.

Whichever hosting company you go with will provide a file transfer protocol (FTP) which you can use to upload the content of your website if you're running a conventional website. If you're running a blog coupled with [Wordpress](#), then it's simply done from your Wordpress dashboard, no FTP required. WordPress really is ideal for most people because in addition to everything else, it requires no understanding of coding or website design.

If you are hosting your domain with a different company than the company you registered that domain with then you need to make sure you get the NameServer names from your new hosting provider and paste those into the NameServer fields of your domain with your domain registrar.

Contact your hosting provider if you can't find your NameServer info but it's as simple as pasting that into a field on your domain registrar's site for your profile. All this is doing is telling your domain registrar that you're hosting that domain elsewhere.

If you host your domain with the same company you registered your site through then you likely don't have to worry about this, just make sure you tie that domain to your hosting account. Again contact your hosting provider if you have any questions but it's pretty straightforward.

WordPress

How to Install It

Once your domain is on your hosting account, you can add WordPress to your site and start using it. This used to be more complicated but now it's push button simple [as I demonstrate in my video](#) on how to add WordPress to your site, so refer to that to get set up in minutes.

When you locate the button to install WordPress through your control panel with your hosting provider, you'll just need to choose a password for your login which you'll use to login to your site and access it, add content, make changes, and everything else.

How to Use It

I have also [put together a video demonstrating how to use WordPress](#) once you have gotten it installed. This includes some basic important settings to change from the get-go, adding plugins, installing and tweaking a theme, and creating your first pages/posts.

Themes

A theme in WordPress is basically the design of your site. Web designers create themes specifically for WordPress for all kinds of sites whether they're personal blogs, online retailer blogs, news blogs, etc.

There are literally tens if not hundreds of thousands of themes made exclusively for WordPress so you can definitely find a free or premium one to meet your needs and give your site its own unique personality.

Free Themes

You have access to thousands of free themes via the “Theme” tab under the “Appearance” tab on the left sidebar of your WordPress dashboard as I show in the above video. You can sort your results by a number of options so that you can get the kind of theme you want.

Premium Themes

For the majority of my sites I use premium themes, generally recycling the same ones I have bought over and over because

most of my sites are pretty similar save for their niches. I recommend either Theme Forest or Optimize Press.

Theme Forest – Theme Forest is a site dedicated to designs for websites. I buy a lot of high quality and unique themes there and the price is right with most of them being under \$35.

Optimize Press – Optimize Press is in my mind the ultimate theme for no matter what you're doing and I use it on many of my niche sites because of the mind boggling number of features which you can get out of it. I won't go into more detail here but instead will direct you to my **Optimize Press review video** to give you an idea of why I recommend it so highly.

Plugins

Plugins are like “apps” but for your website. They are designed to give you more functionality and ease out of your site, automating a lot of tasks for you and enabling you to do things which you wouldn't be able to do without a lot of experience with coding.

Check out **my video on adding plugins** to WordPress and my **rundown of the best plugins**, most of which are completely free.

Landing Pages

A landing page in online marketing terms is simply your website or the specific web page which you are sending your traffic to, typically with some kind of intent to sell or pre-sell. Depending on what kind of result you're going for, you can go with a variety of formats for your landing page which are easier to understand if I list them individually:

Review Page – A review page is a review of the offer which you are promoting. You might explain a bit about the product or service and give an overall recommendation for it. Review pages

are one of the most popular styles of landing pages because rather than giving a hard sell you're letting the customer make up their own mind in part about what you're promoting.

Presell Page – You can think of a presell page as being like an extension of the product or service which you are promoting's sales page. You go for a harder sale here, immediately explaining why your visitors should buy whatever product you are promoting.

Squeeze Page – With a squeeze page you're not blatantly selling a product up front. Instead the goal is to get your visitor to submit their email address to you, thus building up your email list. On a squeeze page you'll give your visitors some incentive for giving you their email address, like in exchange you can offer them something free in return like an eBook. Squeeze pages are simple in design as you're just explaining why they should give you their email address and the only other content on the page would typically be the sign up box itself for obtaining their name and email address.

Testimonial Page – A testimonial page is kind of like a review but you make it even more personal, specifically saying how the product helped you out. Don't ever fake or lie about a testimonial, however. If you actually used the product then be prepared to back up whatever results it generated for you with proof of some sort as the Federal Trade Commission has been cracking down on testimonials as of late (think phony “this product made me lose 500 pounds in a week!” type testimony which you'll read online).

You can use WordPress coupled with [Optimize Press](#) to house a review page, a squeeze page, or any of the above formats listed as the theme has a push button feature to create any kind of page you want with the click of your mouse.

Generally how I'll approach it is if I want to just throw up a quick review of a product to see how it sells, I'll

throw up a quick WordPress site with Optimize Press and add just a one page review website plus a couple of pages of Google Fluff (Chapter 5).

If I'm targeting a broad niche which has a lot of products I can promote and I know is worth my time, I might go for a blog so that I can establish myself as more of an authority and reliable source within that niche which I can build my name through (see final section).

I recommend that you take notice of other landing pages when browsing online to get ideas in terms of design as well as copy/the text on the page which they use to sell.

Split Testing

Split testing is used in a lot of aspects of online marketing, especially when designing landing pages. This means that you should constantly be tweaking the design and or the copy of your website to see which results in the most conversions of your offer. Even the smallest changes in wording can make a huge impact, so try one version of a landing page for a week, then flip it the next week and compare stats using analytics which I'll talk about in Chapter 8. Once you determine the winner you should find another aspect of the page to tweak and split it up again.

You can also try different types of landing pages in split testing. If a pre-sell page isn't working for you then you might consider trying a more relaxed review style. Some niches are better suited for different mediums of getting your information across, so really there is a lot to be learned through testing. You can learn a lot more about how to split test by reading [my complete post on it](#).

Chapter 4 – Keyword Research

So let's assume at this point you've picked out a niche which you're interested in and you've signed up for a couple of affiliate networks with offers relevant to that niche. Before you start creating content on OR off your site, you've got to perform the all so important step known as keyword research.

Keywords are in many ways the gateways to your website. The system of how it's meant to work is simple enough: You create a new web page, then based on the content and words which you use on that page, Google is able to determine what it's about. Those keywords when searched for then trigger that web page to display in the SERPs. Your site may not be anywhere near the top of the search listings where anyone will ever see it at first, but it's triggered and coming up based on those words somewhere nonetheless.

Keyword research will literally make or break your chances of succeeding and making money in online marketing one way or another, therefore it's absolutely essential that you choose your keywords carefully based on these **four factors**:

1 – **Relevance**

The first factor to consider is keyword relevance. It may go without saying, but you want to target keywords which relate specifically to the focus of your website. If your website is about guitar lessons, then you want to obviously target keywords which are relevant to guitar lessons.

If you target keywords which are not relevant to your site, you'll find that any traffic which you do manage to pull into your site will quickly turn around and leave, that is if you get any traffic at all.

2 – Volume

Just as importantly, it's essential that you find high volume keywords which a lot of people are searching for. Search volume refers to the number of people who actively search for a keyword in a specific time frame whether that be per day, per week, per month, and so on. Even if you manage to secure the top spot in Google for a given keyword, it won't matter if no one is searching for that keyword to begin with.

3 - Competition

Competition determines your chances of ranking well in Google for a keyword. It refers to competing web pages which target the same keywords which you are targeting and by target I mean they are actively using that keyword on their pages. Competition is measured in both volume and strength with volume being the number of pages targeting that same keyword and strength being how optimized a web page is for that keyword. Overwhelming volume and strength of competition can muscle out your chances of ever ranking well for a keyword, so it's important that you take this into account and learn when to back down from targeting overly competitive and unattainable keywords even if they are extremely relevant to your site and high in search volume as you'll just be wasting your time trying to rank for them.

4 - Commerciality

This last point is inconsequential for those people who aren't trying to make money online, but because this book IS about making money online I'm including it. Let's say you've found a highly relevant keyword which has a high search volume and low competition levels, making the top position in Google for that keyword easily attainable. If there isn't money to be made from that keyword, it doesn't matter how easily attainable that keyword is if it's not worth your time, so commerciality should at least be considered.

It's important when doing keyword research that you put potential keywords which you would be interested in targeting through this 4 factor ringer.

If keyword research seems overwhelming to you, don't worry as you won't be alone in performing this research. There are a number of keyword research tools out there to help you analyze some or all of these 4 factors. I've tried dozens of keyword tools over the years and my favorite has always been Market Samurai, plus it's FREE!

Market Samurai – Easily one of the most valuable all around tool in the Internet marketer's tool belt not just for keyword research but for everything you can do with it. It can be used for a wide array of features in addition to its keyword tool, though its keyword research feature is the best keyword tool available today, bar none. Additionally, you can use Market Samurai to analyze the top 10 listed websites for a keyword in Google to see what they're doing to enjoy those top spots, track your own rankings in the SERPs, find content for your blog, find links for your blog, and much more.

I've put together a **video of myself** using Market Samurai's free keyword module to demonstrate how to do keyword research.

Check out my complete **Market Samurai review video** for more information on everything else this tool can offer which I just mentioned.

If you want to try it, it comes with a free trial period of 10 days and you can get it at a discount of \$99, \$50 cheaper than its normal price of \$149, by using **this download link** and purchasing it in the first 7 days of that trial.

That's the best way to buy the software if you like it, and even if you decide you don't like it you still get to keep it to use its keyword feature for free forever.

Google Keyword Planner

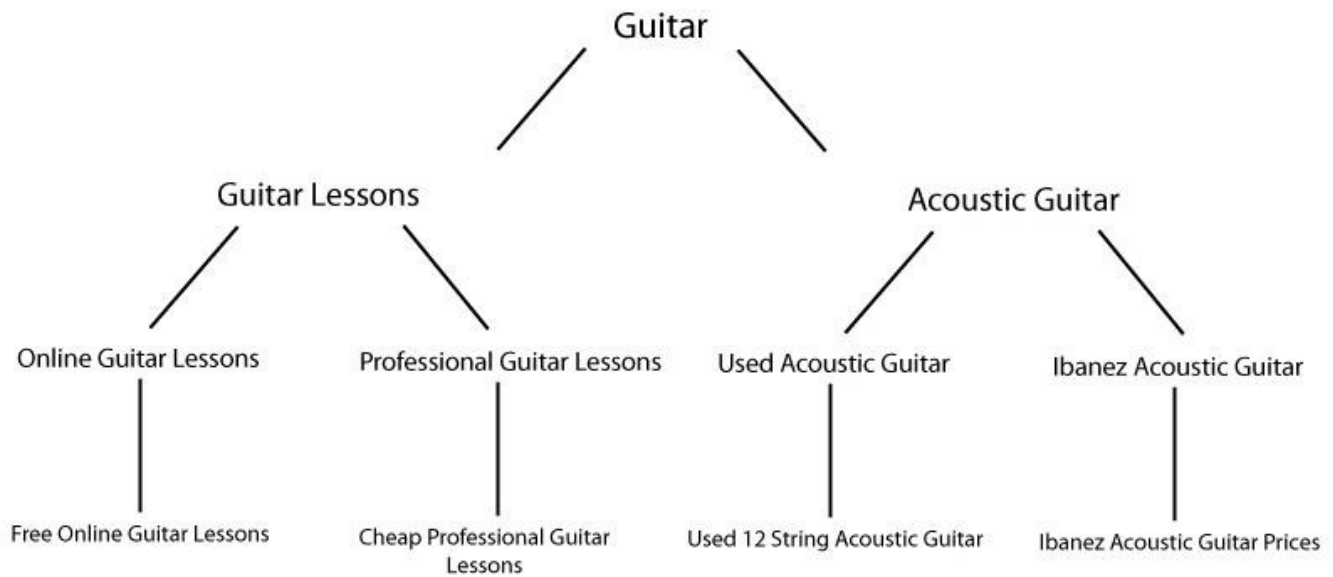
You can also use the Google Keyword Planner which is a free tool you can get with a [free Adwords account](#) (more on Adwords later). This is Google's official keyword tool and will give you similar, albeit limited, information from Google themselves such as search volume for keywords you search. It will also give you suggestions like Market Samurai will for related keywords.

Long Tail Keywords

The most simple and generic keywords on Google are typically the most competitive, giving you little chance or hope of ranking well for them. Because of this, you've got to dig deeper to find less competitive, more targeted “[long tail keywords](#)”. These are keywords which are much more specific than generic keywords and as a result there is far less competition associated with them, giving you a chance of ranking and ranking well for them at that.

Let's stick with the guitar example and say you own an online guitar themed website. Take a look at this long tail keyword chart on the next page, demonstrating how you can take a common word associated with your site, “guitar”, and break it down to more specific and less competitive levels:

Long Tail Keyword Chart



As you can see, each of these words can further be broken down into more specific variations on the word phrase which preceded it. Not only does the competition continue to drop off as you go deeper into each level, thus making it easier to secure a top Google ranking, but additionally the people who are searching for the most specific keywords at the bottom are much more likely to make a purchase because they know exactly what they are looking for as opposed to someone doing a more general search for a word like “guitar” who is more likely interested in browsing and gaining information than making a purchase.

In the diagram I've shown just a couple of possibilities with each word to give you an idea of how it opens up a bit. With each level you're getting more specific and breaking that original word down further and this obviously just continues on and on. Imagine the possibilities!

It's important that you use long tail keywords whenever creating content. A good strategy if you have a blog based site would be to write a new blog post based on one keyword in particular per post, routinely using that keyword throughout the post. Do not

ONLY use that specific long tail keyword when referring to your keyword as synonyms and variations of it (**LSI keywords**) are just as important, as well. This is because content which mixes your keyword with relevant synonyms for it tends to look more natural to Google as well as your readers.

Make sure you don't over do it with your keyword, either. “**Keyword stuffing**” is a serious Google offense, punishable by getting your site de-indexed from their search engine altogether.

I've included more information on effective keyword use in the next chapter.

Chapter 5 – On and Off Site SEO

Search engine optimization or SEO is an ongoing task which can be thought of as your way of proving to Google that your site deserves a good ranking. There are things which you as a webmaster can do to make your site more attractive to Google so that they'll reward you with a top listing and all of the traffic which comes with it. SEO is performed both on and off your website, so let's start with On Site SEO.

On Site SEO

On Site SEO predominantly pertains to tweaking your site's code, keywords, and overall content to make it overall more attractive to Google's web crawling bots so that they will in turn rank your site higher in the SERPs. It can also make your site more pleasant and maneuverable to web users. Here I've expanded on the major techniques which you should implement on your site if you want to rank and rank well at that.

Keep in mind that the weight which search engines place on these techniques is subjective as no one knows for sure the algorithms behind Google's and other engine's ranking practices. No one factor is ever been unanimously considered to be more paramount than all others, so don't overlook any of these techniques. Most of them are quick and simple to implement, so there's really no reason not to, either.

Keywords

I just went over the importance of keywords in the last chapter, so now that you know how to choose keywords let's look at how to better use them on your website. Many of these factors can be implemented and tweaked with a very basic and limited knowledge of web design. If you're using WordPress, using a free plugin called the [**Yoast SEO**](#) makes adding your keywords where

they need to go as simple as entering them into their corresponding fields, so this should definitely be one of your must have plugins to handle the on site SEO.

Keyword(s) In Title Tags – The title tag is the line of clickable text which appears in Google's SERPs for each ranking page. This is also the text which appears at the top of your browser's window in naming or identifying the page which you are currently browsing. It's important to work your best (most relevant, highest searched, lowest competition) keywords into your title tags as Google will consider this over most factors when indexing and ranking your page and in general in determining what it's about.

Keywords In Heading Tags – Effective use of heading tags helps Google know what is most important on your site, and what text it should pick out over the rest. It's been estimated that most people when opening a new page will first instinctively read the top left of your page before other elements. Consequently, your most important message using your most important keyword that you want to get across should be here and ideally using the H1 tag. From here, less important keywords should be put in H2, and even less important but still noteworthy keywords should be in H3, and so on. An effective use of heading tags is a valuable skill to have in On Site SEO.

Keywords In the Body – There is no substitute for good content, and in SEO a large part of good content is effectively including keywords where applicable. This means no over saturation because as I mentioned in the last chapter this will get you penalized and possibly de-indexed. A number of SEOers have argued for years over just the right saturation which will get you ranking well but not penalized and they have thrown out different figures to try to answer this magical radio. My advice is to not waste your time trying to crunch ratios as there is no perfect ratio. Besides, you have better things to do with your time and other ways to optimize your site. Just make it look natural and don't over think it and you'll be fine.

Words Surrounding Keywords – This all may seem a bit redundant, but the words around the keywords are just as important as the keywords which you include to begin with, as well. Google not only looks at the keywords which you are targeting, but it looks at the words surrounding them to get a better idea of what your site is about, not to mention that it does this to check you on keyword stuffing and make sure you're not doing anything “black hat” which could get you in trouble.

Keyword In Domain Name – This takes some careful planning, but many SEOers agree that this has a decent amount of bearing on how Google ranks a site for a keyword. In continuing with this point, you can set your site up as it expands to be more SEO friendly by naming subdomains after keywords, as well. So be as specific as possible when naming if you can. For example name a subdomain of a music site “gibson-guitars” rather than just “guitars”. Note the use of the hyphen in the example. Hyphens represent spaces, so if you are using keywords in your urls, break them up. While keywords in the subdomains don't carry quite as much weight as the top level of the domain, they're nonetheless important and helpful to Google in identifying what your site is about.

Keywords In Alt/Image Tags – If you've got pictures on your website and want them to show up in image search results, you've got to tag them by placing the appropriate keywords inside the alt tags of each image. It's also helpful in case some web browsers don't load your page/its images properly so that web users can still see what the image was meant to be as most browsers will still show the keyword which you included in the alt tag.

Keywords in Strong/Bold Tags – These tags make your keywords stand out a bit more from their surrounding text to web users as well as Google's search bots. These tags are ideal when something isn't on the same level as say something in an H1 tag, but you still want to stand out from the rest of your copy.

Keywords in Meta Tags – About where you included the title

in your site's code you can include a meta description and meta keywords. If the title tag as mentioned earlier in this article is the clickable title in the SERPs, the meta description is the short summary of what your site is about which appears below it. If you leave this blank, Google or other engines will form their own description of your site using some of your content. If you don't like the sound of that, you can add your own. Keep in mind that while it doesn't have much bearing on your ranking, it's important for display purposes/what the web users will see when viewing your site in the SERPs.

I typically don't bother with meta keywords because most search engines don't give them any weight whatsoever and they just make the keywords which you are targeting that much more obvious to your competitors. If you are interested they go in roughly the same spot as your meta description.

One quick note, be sure to vary the title and meta tags on each page on your site to avoid any chance of a duplicate content issue in Google's eyes.

Site/Page Properties

Time to move away from keywords and coding to the other half of on site ranking techniques. Some of these you may not have as much control over but are still well worth knowing about.

Age of a Site/Page – If all things are equal between two pages competing for the same keyword, Google is far more likely to rank a site from 2002 over a site from 2012 for example as the older site is seen as more authoritative in most cases. Now if that first site hasn't been touched since 2004 and the 2012 site is constantly updated with fresh and unique content, then it's a different story. Individual pages work in the same way so this is just something to keep in mind.

Internal Links – If you have a number of pages on your site like a blog with a lot of posts, and say that one post in particular has gained some attention and began ranking well for itself on its own (maybe from a little Off Site SEO), by linking back to a second page on your site from that popular page, you have increased the power of that second page. Internal linking is a beautiful thing because if you're lucky enough to have several pages on your site ranking well, you can spread that link juice to the rest of your site without having to rely on anyone else.

Keywords In Anchor Text – If you thought we were through with keywords, think again. When you are linking to another page on your site, if it makes sense then use the anchor text consisting of keywords which you want pointing to and associated with that destination page. Note that while linking between pages on your site this is more or less fine, it's off site where it becomes an issue which I'll discuss in the next section.

Updates – I mentioned this in the age of a page, but Google is far more likely to rank a page which is updated regularly and adds fresh content on a regular basis such as articles, blogs, or any new content in general rather than a similar site which just stagnates. This is just more evidence supporting the fact that if you want to rank well, you've got to constantly be working towards optimizing your site as no one gets to the top of the SERPs, retires, and stays there for long.

Flash Animations, Etc. - Flash animation intros may look neat and some of your web users may enjoy them but Google's robots have a hard time navigating through them to get to your site and incidentally flash pages never rank well. If you are set on having something like that, make sure that you include a link beneath the animation to connect that page with the page you want to follow the animation so that all web users AND search engine robots can reach and index your site properly.

Avoid 4th Level Subdomains – If you have a funneling style/broad index page (like going back to the guitar example)

where you've got a number of smaller branching out subdomains, don't go any further than 3 levels. An example would be “domain.com/subdomain1/subdomain2/subdomain3”. Anything beyond that final subdomain will likely not get indexed as easily as search robots only go so far. Plus, having that many subdomains simply isn't conducive to easily browsing a site if you've got to click on that many links to get to where you want to go. Remember, one of the most important points when designing a site is to make sure that it's user/traffic friendly when it comes to navigation.

Site Maps – In continuing with the point of making a site easily maneuverable, including a site map and linking to it on every page can be a major help to search bots when they crawl your site, plus people can use it to easily navigate, as well.

Google Fluff (Privacy Policies/Contact Us) – Your site should have these either way, but similar to the site map, Google likes a site to have both a privacy policy and contact section with links to them on every page as it gives a site much more legitimacy and promotes trust as people browsing your site like to see these things, as well.

Check out [my post on Google fluff](#) to learn more about it.

Off Site SEO

Off Site SEO predominantly pertains to any and all work which you do off of your site, or rather on other sites across the web to get your site to rank better. This is basically a glorified way to describe “link building”, the single most important way to increase your rankings in the search engines. **Links are the lifeblood of your website. Some links bring in traffic, some boost your rankings in the search engines, some even do both.**

External Link Quantity and Quality – As mentioned, easily

the largest off site SEO factor is the quantity and quality of links all across the net which are pointing back to your site. Some of these links you can create yourself at other sites through a variety of techniques whereas others are created by other webmasters who will link to you from their sites because of the good quality of your content. This all is no easy task or small thing, however, as you can dedicate years of your life in trying to obtain links and still not get the rankings that you're after.

While I mentioned both quality and quantity, quality is generally seen as being vastly more important in positively affecting your site's rankings. Links to your site from authority sites, or sites which are well ranking and very popular in themselves within a certain related niche are incredibly valuable and more valuable than other, lesser links.

Sites with higher page ranks as well as those with extensions like .GOV, .EDU, and .MIL are thought to be more authoritative in the eyes of Google and consequently links from these sites will carry more weight for yours. There are many sources and ways to get links which I will identify in the next chapter.

Link diversity is very important here, as well, so make sure that your links are coming from diverse sites. Don't have too many links from the same site or too many links from the site TYPE of sites.

Another aspect of link diversity is to make sure the links coming to your site are BOTH DOFOLLOW as well as NOFOLLOW. In the past everyone focused exclusively on DoFollow links because those are the links which pass link juice and influence to your site from the site linking to you.

When too many webmasters focused solely on DoFollow links, Google noted that this plain doesn't look natural for your site, so your linking structure needs to have a healthy mix of the two. This all has to do with **over optimization** which was a focal point of the Penguin update which I'll talk about near the end of this book.

Stay away from spammy linking practices such as link farms, or sites which simply act as a hub for a number of sites/links. These sites fall under the practice of getting links for sake of getting links which Google hates and these can end up doing more harm than good.

Make sure that every link back to your site is both worthwhile and is from a good and relevant source and you'll enjoy the ranking benefits which Google extends to you.

Relevance of Inbound Links To Your Site – I briefly touched on this just now, but think about it. You wouldn't want to be surfing a recipe website, click on a link and wind up on an investing site. Google and other search engines don't like it, either, and consequently don't give you very much link juice if they determine that the site has absolutely nothing to do with yours in terms of content. Don't waste your time and only create and pursue links to your site from relevant web pages. All links are not created equal, remember that.

Keywords In Anchor Text – This is one topic in which the rules have changed substantially in the last year. In the past, the rule with anchor text was to use the keywords you were targeting whenever creating anchor text to whatever page you were trying to rank in the search engines.

However, in the wake of the Google Penguin Update, over optimization is now a webmaster's worst enemy. If you think about it, it simply doesn't look natural to think that every link pointing to a page on your site which is about and targets the keyword “blue widgets” is going to use the keyword “blue widgets” in that anchor text.

If someone was naturally creating a link to your page, odds are they'd use a generic anchor text like “click here” or they'd simply use the URL as the link. Google isn't stupid, so seeing a lot of targeted keyword rich anchor text pointing to your site is going to

hurt you nowadays.

Check out my [3 types of anchor text post](#) and remember to keep it natural and trust that Google can figure out what your page is about and what keyword to rank it for without your pointing hundreds of keyword rich hyperlinks towards it.

Regularly Create Links Back to Your Site – Much like On Site SEO, you've got to constantly be working on your site. In Off Site SEO, this entails regularly creating external links back to your site as Google likes to see that a site is constantly growing both on and off site, so remember to consider your [link velocity](#).

Global Popularity of Site – This is a no brainer, but the more popular your site gets amongst web users, the more popular it will get in the search engines. So if people take the time to search for your site before you're even ranking that well, that's a pretty good indicator to Google that you've got something good and worth ranking well. Usually it works the other way around, but if you come out of nowhere and build a site which quickly becomes popular through viral marketing, offline marketing, or maybe even word of mouth, it will begin naturally ranking well in the SERPs.

Traffic – The amount of incoming traffic to your site can both hurt and help you, depending on what you're pulling in. If your site gets a consistent good amount of traffic, this will help your chances of ranking well. If your site pulls in just a few measly web users a day and your competitor's site is pulling in hundreds, your competitor will rank better for that keyword, assuming all things are equal.

Refer to my big list of [70+ traffic sources](#) if you're blanking on where to come up with traffic for your site.

Google Authorship

I'll add this as a part of off site SEO although it combines on and

off to give you effective results. Let me explain. Google Authorship is a system on Google where bloggers can connect their Google Plus (more on this in the next chapter) accounts with their websites and content they have written for their websites.

The result is that your profile picture from Google Plus will begin to show up next to articles you've written and published to your website in the SERPs. Why do you want this?

Stand Out From the Crowd – First, this makes your content “pop” and stand out from other web pages in the SERPs which doesn't have someone's picture next to it.

Trust and Authority – Having your picture next to your work establishes more trust and authority with your readers. Having a face to match the author you're reading is always instrumental in building trust with your reader.

Increased Exposure – Another cool bit about Google Authorship is that when your picture appears next to one of your articles in the SERPs, there will also be a small link that says “More By (Your Name)”, and when someone clicks on it they'll find more articles you've written, making it easy to pick up new subscribers if you write good content.

Better Rankings – Perhaps best of all is that Google knows the above mentioned benefits so they actually further reward people who enable Google Authorship with better rankings. This makes sense because they're trying to put the best content and deliver the best experience through their SERPs and Google Authorship is a step in the right direction there.

I put together a step by step video showing [how to get your picture on Google](#) via Google Authorship, so check that out for simplified directions and set yourself apart from the competition and enjoy better rankings today.

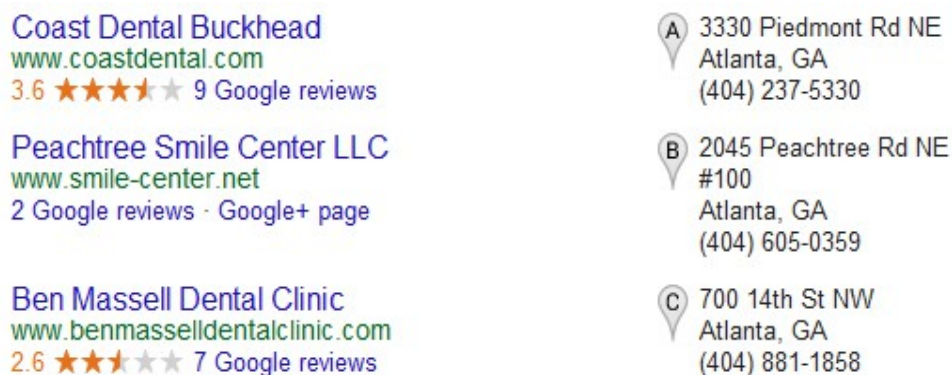
On and Off Site SEO may seem like a lot of work and it is.

But as more and more people are using the Internet and more online real estate is getting bought up with each and every day, the competition to rank well is getting fiercer and becoming an industry all of its own which is not surprising given the profitable implications of ranking at the top for any given keyword.

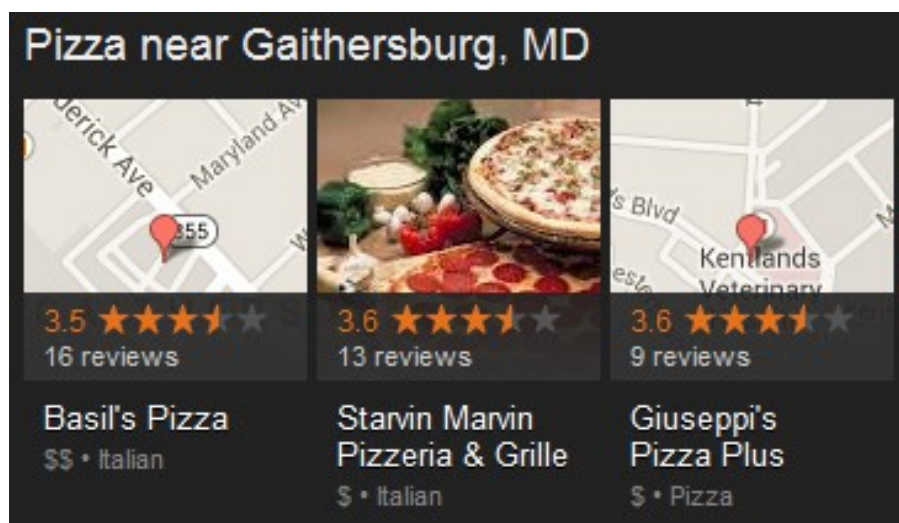
Fortunately, as many websites as there are, many webmasters and specifically competing webmasters of yours at that still don't know a thing about SEO and just by taking the initiative to learn the basics, you've already taken a substantial leap ahead of your competition.

Chapter 6 – Local SEO

Local SEO is just that - optimizing your website and brand to appear in local searches. You've probably seen listings like this before when doing a local search in Google:



... or this:



Sometimes when you type in a local keyword, effectively just meaning a keyword + a location, you'll see these specifically local listings.

With the former example you'll see the local business' corresponding address via letter market on a map to the right of the search listings, and with the latter example it will just go ahead and show the location on a zoomed in local map.

Google's local listings have come a long way in recent years with the aim being of helping people find the local businesses they're looking for in their city more easily.

Just having a local business and corresponding website for it doesn't mean that you'll be automatically ranking for the local keywords you're targeting, and it won't mean that you'll get in the specifically local listing sections I pictured above.

To rank for the keywords, it's as easy as using those keywords on your website. Do some keyword research for your niche + your location and try variations on them to find which local keyword phrases drum up the most searches.

Local keywords understandably don't rack up nearly as many searches as the unmodified keyword, that is the keyword without the modification of the location. So “pizza” will obviously receive a lot more daily searches than “omaha pizza”.

The upside is that there is also a great deal less competition for local keywords, so because you don't have as many competing websites vying for your local keywords, you'll be able to rank well for them much more easily.

Many times it's as simple as using your local keyword in your content and putting it in the title, description, and meta keywords sections and maybe creating a link or two with that as the anchor text to that page.

Just do what I mentioned doing to rank for any other keyword, rinse and repeat, and you'll see your rankings jump with a lot less effort because of the lack of competition. On the local level, many business owners don't know a thing about SEO, and even if they paid someone to do their SEO for them, they likely didn't put a lot of work into getting their client that ranking to begin with, so it still won't be difficult to overtake them.

Still, sometimes you can find yourself having difficulty ranking

for your local keywords in more competitive markets and it will take a bit more.

Here are some more valuable local SEO tips:

Posting Your Address To Your Site – This is one of the first things you should do. Ideally your business has a physical brick and mortar address if you're trying to rank locally. Google likes to see this on your site so they can make that connection that you're actually based where you're trying to rank.

Google Fluff – I mentioned Google fluff last chapter, so include those basic “about”, “contact”, and other informational pages as they relate to your business and site which Google likes to see. These pages are also good places for housing your address and any other information you'd expect to find for a business. A lot of your competitors won't have these pages, giving you an immediate edge.

IP Source – Make sure your site is hosted in the country where you business is. This may take care of itself for most webmasters/business owners, but some look for cheaper options which sometimes means hosting your site abroad. This looks strange to Google when they see your business is based in the US but your site is hosted abroad.

Google Authorship – I mentioned this in the last chapter, but Google Authorship is even more effective in local SEO because a lot of your competitors aren't using it.

Let's say you're a lawyer and you're writing a blog post (based around a decently searched local keyword), not only will having your picture appear next to your article in Google help your rankings, but people seeking legal advice in what you're writing about can immediately associate your picture with your article and this immediately builds trust with your readers/potential clients, resulting in a much higher chance that they contact you.

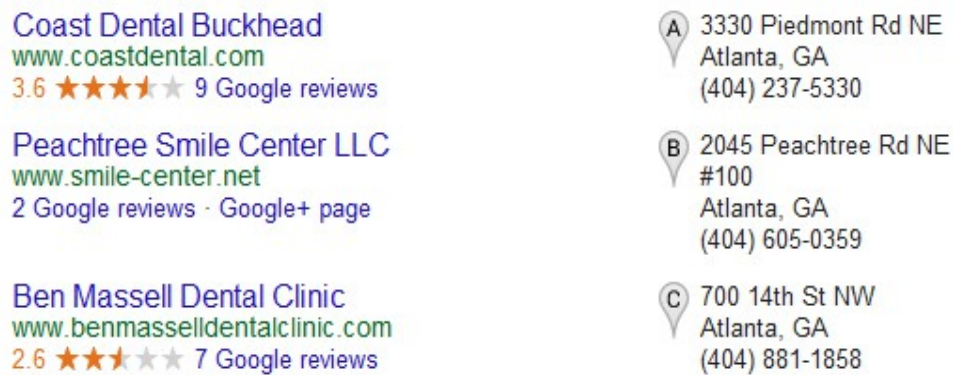
Social Networks – Get your business on Google Plus, Google Places, Facebook, Twitter, Bing Local, FourSquare, Wikimapia, LinkedIn, and Yelp, and interact where you can with each network. There's a free tool called “Hootsuite” which I'll get into later which can automate and make interacting with these sites much easier and faster.

Directories – Submit your business on directories like Dmoz, Yahoo, Local Directories, Online Yellow Pages, and other directories of the like. Most cities have their own local directories to promote their local businesses and some people use these directories exclusively to find what they're looking for locally.

NAP Consistency – NAP is an acronym for name, address, phone number. You want to post this information in as many locations as possible on the internet on and off your site. Keep these consistent and if anything changes, make sure to update them everywhere as it does. Google likes established consistency with businesses because it knows customers do, as well.

Local Sites – Reach out to other local websites in your area. Getting links from say a local news website makes your site seem more relevant to search results for and in your community. Networking with other local businesses by doing your own searches or connecting over local business hubs is a good way to share links and increase your exposure. You might even flyer for your website to increase awareness and consequently your traffic and the links you'll receive in your local community which will in turn cause Google to reward you with a better local ranking.

Google Places – Finally, let's return to the local listings, here's the pic example again:



This picture is taken from a search for “georgia dentists”. Right in the middle of the organic (normal) Google listings, you have this block of local listings which looks different because it gives you what kind of looks like an Adwords ad for local businesses, but with basic information like their address, phone number, and sometimes even reviews.

You want to get into these Google local listings for your keywords because it gives you increased exposure for your business/another link to your website.

Because these are independent of the normal SERPs results, you can actually appear twice in the SERPs, once in a local listings block, and another time above or below that block as a normal listing. And yes, appearing in the SERPs twice is a very very good thing and a huge sign of authority, in case you were wondering.

NOW, to get into these local listings like I pictured above, you'll need to create a “Google Places” account.

Google Places is another service from Google which allows local business owners to claim their business online and confirm that they are the owner. The process mostly just involves putting in basic information about your business from NAP, category, business hours, types of payment you accept, etc.

I talk about how to get on Google Places in full in [this post](#), so refer to that to see your business begin appearing in the local listings.

Now let's talk a bit about what works to get you appearing at the top of Google local listings.

Be Thorough on Your Google Places - Be as thorough as possible in filling out all of the information you can. If your customers would like to know your business hours, you can assume that Google does, too.

Photos/Videos – Have plenty of photos of the inside and outside of your business. The more the better, so while other business owners may just put up a single exterior shot, go above and beyond, Google appreciates it. A welcome video describing what you do and what your business is about is a smart move, as well.

Reviews – Also very important is that you have plenty of customer reviews of your business. Don't limit yourself to Google for getting reviews as there are plenty of other popular and highly trafficked sites where good reviews can boost your ranking or just bring in extra traffic from people browsing those sites, so encourage people to review you on each of these sites.

When you're just getting off the ground, ask family and friends to leave positive reviews of your business just to get the ball rolling. Many of your competitors will not have many reviews so it can make a huge difference.

Social Network Activity – Being active on social networks, particularly Google Plus, will help to your local listings rankings improve. Update your profile when you have news/updates, coupons/offers, new pictures, etc. I'll talk a lot more about social networks in the next chapter.

Chapter 7 – Promoting Your Site and Building Links

Building backlinks which point back to your site is the best thing you can do off site to gain that coveted top search engine ranking spot, and it's an ongoing process which never ends if you intend on keeping that top spot once you earn it. In other words, no one gets to the top, retires, and stays there for long.

There are a lot of ways to promote your site, build backlinks, and create traffic. Let's look at some of the best ways to do this right now.

Social Networks

Social networks and media are a huge part of the Internet. Sites like Twitter, Facebook, and Google Plus are massively popular, with Facebook itself now being the most heavily daily trafficked and visited website on the planet, even ahead of Google itself!

I'll talk a bit about Facebook because it's the most prominent social media service of today and duplicating the Facebook tactics which you use on other social media services works just as well. Additionally I'll mention a couple of other social networks to add in the mix such as Twitter because a lot of marketers are starting to use this unique social media service to promote their website/business.

Social Proof

Social proof is a fancy term for “likes”, “followers”, “subscribers”, etc. The more subscribers you have, the more people sharing your content and liking it, the better an indicator of good quality to Google who sees social proof as being a reliable metric.

Therefore, it's widely accepted that social proof is playing a sizable role in ranking content. I'll cover how to get more social proof on the major social networks as I talk about each one.

Facebook

Today, there are over 1 billion registered accounts on Facebook with Facebook claiming 750 million of them being active accounts with regular logins.

It's not just people with profiles now, however. A lot of businesses today recognize the value of Facebook because many people use it for the vast majority of their Internet browsing in place of Google or the rest of the Internet altogether, so it's important that businesses have their own Facebook profile in place because it enables people to easily find them there and also shows that you are a prominent and current/relevant business of today.

Recent statistics and polls have even shown that people trust things they read on Facebook over other, more traditional sources of media.

Facebook even has its own advertising system (which I'll talk about in the Paid Advertising chapter) which is effective especially because users of Facebook with profiles typically openly share their interests when creating a profile so that ads can target people based exactly on what they like.

Even as an affiliate marketer it can be useful to create a Facebook account. You should constantly be creating content for your website or blog so that you continue to be seen as more of an authority in that niche and adding a Facebook account is another piece of the brand which you are making yourself into. At the very least you should have links back to your website from your Facebook page if not some unique content all its own.

Check out my resources on [how to use Facebook for](#)

[business](#), [how to make a page on Facebook](#), and as it relates to social proof, [how to get more Facebook likes](#) for more tips and tricks on picking up some more social proof, thus helping your organic rankings and also bringing in more traffic.

Twitter

Still today most marketers overlook the importance of Twitter in their online businesses. The closer you are to establishing yourself as an authority in your niche, the more people who will respect what you have to say and buy into your offers, and Twitter is another powerful piece of the puzzle. It's very important that you keep up with the latest technologies and social media sites online.

Still, just like with Facebook it's important that you never directly or blatantly sell anything. Keep in mind that people don't frequent social media sites to be sold to.

Twitter has a built in search engine which you can use to find tweets from people which are related to your niche. "Follow" them first as this significantly increases the chances that they'll follow you back. After a couple of weeks if that first person hasn't followed you back then unfollow them as you have a limited number of people whom you can follow, so save it for those who will scratch your back, as well. I don't recommend that you exclusively tweet (posting in twitter) about your own posts and business, mix in some casual and conversational tweets, as well.

Again, NEVER employ a direct sales pitch in your tweets. Instead make your tweets insightful and helpful and you'll continue to gain followers and traffic to your site through building relationships and tweeting regularly.

Not convinced? Check out my post on [5 reasons to use Twitter for your business](#), then check out my [Twitter tutorial](#) and [12 ways to get more followers](#) to get started with Twitter for marketing.

Google Plus

This is Google's answer to Facebook. Whether they admit to it or not, integrating Google Plus into your marketing strategy will help you rank organically on Google's search engine.

I talked in the last chapter how it ties into Google Authorship, but it's also just another place you want to list your business to both help your organic search engine rankings but also for those people who use Google Plus to find what they're looking for.

I've put together this post on [how to make a page on Google Plus](#) for your business. Once you have your business page set up, make posts to it, mentioning deals or news updates as they relate to your site, post to other similar pages, collect subscribers when you can, and generally work to have a vibrant and bustling page with a lot of fan interaction.

Pinterest

Pinterest has gained a lot in popularity in the last couple of years. It's especially popular amongst young women in their 20's, so if your business caters to that demo you should definitely be using it especially as part of your online marketing strategy. For more info, check out my post on [how to use Pinterest for marketing](#).

Article Marketing

Starting alphabetically we have article marketing which involves writing an article related to your niche and submitting it to any one of the hundreds of article directories out there such as Ezine Articles.

It's no secret that article directories were hit hard in the Panda Update a couple of years ago. The main difference now is that you can't rely on articles you submit to rank well in the SERPs and you can't rely on those articles providing you with any kind of link

juice from those directories, either.

However and as I outline in this post on [3 reasons to continue to article market on article directories](#), article marketing is still worth your time solely for the syndication aspect of it. When your article is approved and published on a site like Ezine Articles, other webmasters who refer to article directories will find your article and could potentially syndicate it on their website while keeping the links pointing to your site intact.

Therefore you get the traffic and link juice from THEIR site pointing to your site, so all it takes is one really good link from the right website to account for a substantial boom in traffic and SERPs ranking for your site.

When writing an article for an article directory just like when writing for your own blog or web page you should focus on one keyword phrase in particular, mentioning it every so often whenever natural throughout your article, using synonyms for it every so often, as well. Most article directories have a minimum word count of 250 or even 400 words.

Use your keyword in the title, as well, and make your title compelling so that people will want to read it. If you're not sure if it's good or not, read the title to yourself and try to think if you would be interested in reading more based on just that one line. If not, change it to something more interesting. “Tips” and “how to” articles generally perform pretty well, ie. “5 reasons/ways/tips to do this” or “how to do this or that”.

TIP – Try visiting some forums related to your niche and look at titles for posts which people are using, especially those in question format. This is a great resource for putting together good titles and topics for your articles which people elsewhere online are asking themselves.

Most article directories let you include a personal self serving link in your resource box which typically appears at the bottom of

your article. This is where you list your “call to action” or basically explain in short why they should click on your link.

Another great thing about submitting articles to directories is that other webmasters can republish/syndicate your article on their website or blog if they like what you've written in that article. They are required to republish it with your resource box/links intact, giving you a chance at even more syndicated traffic.

To get the most out of article marketing and increasing the odds that you'll get syndicated, you have to write good articles, and rather than repeating myself I'll refer you to my 3 article marketing tip posts on [how to write a great title](#), [how to write a great article](#), and [how to write a great resource box](#) (where your call to action and links go).

Also, remember to go for quality OVER quantity when article writing. At my best/worst I've written roughly 30 articles in one day, something which I don't advise anyone else to try and top as the quality greatly suffers so that no one will want to click through to your site because it's doubtful that they even finished reading your article, making all of that work end up not being worth your time.

Rather than listing a bunch of article directories, I recommend you check out and stick with the top sites on this frequently updated [list of top 50 article directories](#) sorted by traffic, page rank, and do/nofollow status to give you a good idea of which article directories are worth your time and which are not.

Blog Commenting

Blog commenting is a good way to get some quick traffic (see how I get [200 UV daily through blog commenting](#)) as well as gain some notoriety for your own blog because in commenting on someone else's blog you'll get noticed by both the owner of that

blog as well as the readers of it.

Make sure that you're commenting on blogs which get lots of hits per day and try to get your comments in immediately following a new post ([here's how to make sure you're first](#)).

The closer you are to being the first person to comment, the more people who will see your comment. You should also obviously try to stick to relevant blogs which are in the same niche as yours or at least have ties to it.

Your comment should be insightful and look like you know what you're talking about so that readers of the blog will take notice of it and perhaps follow back to your blog or site to read what else you've got to say (see [what makes for good blog comments](#) and [how to make sure your comments get approved](#) for more tips).

Trackbacks

[Trackbacks](#) are when you've got a blog and are writing a post and within that post you link to a post from another blog to tie into and sometimes better explain your post. When your post is published, that blog which you referenced sends a trackback to your comments section which is like a receipt recognizing that you linked to their blog. This is a nice way of saying that you appreciated the information from the other blogger's post and the blogger in turn will appreciate your link to them. It's all very civil.

Squidoo and Hub Pages

Squidoo, Hub Pages, and other sites of the like in many ways are like pumped up article directories. It's like building a mini website on a topic where in addition to writing a long article about something, you can add all kinds of content from videos to images to get your point across on your subject. These pages are extremely customizable so that you can get the feel that you like

to them. Then you build links back to them like you would anything else.

I personally don't use these sites very often just because I prefer writing simple informative articles on something combined with linking back to my website as opposed to putting together an elaborate "lens" at Squidoo or a page on Hub Pages.

Still, they can be used to effectively design a massive link chain or wheel in which you create a number of Squidoo lenses and Hub pages, write articles on different article directories, combine them with other content, then link them all together one by one in a chain to increase each of their respective link juices many times over.

Note to check on and off to make sure the site you're publishing content to is still DoFollow as sometimes if these sites decide too many people are spamming them for the express purpose of link juice they'll go NoFollow to cut down on the spammers.

Guest Blogging

Guest blogging is a popular way to market your site and get your name in front of a new audience. A webmaster likes to have guest bloggers post on their site because it's good for networking and makes it look like they have authoritative contacts, not to mention it saves them from having to write a post of their own while still getting some presumably great content on their own site.

Guest blogging involves contacting another blogger in your niche either directly or through a networking site which does this for you and inquiring about writing a guest post on a topic which you presumably have some authority on, oftentimes a related niche or a micro niche within that webmaster's niche. If you do a good job with your guest post, that webmaster will likely invite you to post on their blog again and again and may even grant you an account

of your own on their blog.

Again, this is great for networking as you can contact another webmaster in your field and the two of you can guest post on each other's blogs from time to time to ensure that part of your respective audiences check out the other's blog.

Forum Posting

Forum posting is in the same vein as blog commenting. You sign up for accounts at forums related to your niche and actively engage in posting in the discussions/threads on that forum. The payoff here is that you get to include links back to your website in your signature. Sometimes you need to get to a certain post count before they'll let you do this because they don't just want people spamming their forum.

By submitting posts which are intelligent and present you as an authority in that niche and as someone who knows what they are talking about, you'll easily get people to click through your signatures to visit your site.

It's a good idea to search and sign up for a few notable forums in your niche and regularly participate in the discussions, posting a few times per day or week to build up a reputation in that community.

Some forums let you fill out full profiles, as well, and you can also add links to your website here. You generally don't get much traffic from this, but it can be valuable link juice if the site/forum itself has a high PR.

Tip - As mentioned, forums are also great places to get ideas for new article subjects and titles and just about anything related to your niche. Just see what kinds of questions people are asking and create articles or posts back on your website addressing that, then post the link on the forum.

Social Bookmarking

Whenever you write a new article or post on your website/blog, use social bookmarking services (digg, technorati, etc.) to bookmark it. If your post is especially interesting and other people like it then they'll continue to bookmark and link to it and share it with others, thus making your post go “viral” and potentially bringing in huge amounts of traffic for your website.

Creating Link Bait

A great way to increase the amount of one way links coming to your site is to [create link bait](#) which is interesting, of quality, and most importantly unique content on your site which attracts other webmasters, causing them to link to your page. Examples of link bait can be hooks of information, news, humor, and tools/widgets which your visitors can use. You should always be looking to create link bait because this means you're creating unique and quality content which can't be found elsewhere which can spell success for your website in a number of ways.

If you have a basic knowledge of PHP or hire someone who does then you can create neat little programs on your site to attract people. Even something simple like designing a basic weight loss calculator for your weight loss/fitness site where people can calculate their body fat percentage based on height and weight can bring people in if you advertise it the right way. Little creative things like this can separate your site from others in the same niche and make promoting your site much easier whenever you have something useful and free for people to use.

This all ties into social bookmarking as the more interesting the content on your site, the easier it is to social bookmark it and see big results.

RSS Feed

An RSS (really simple syndication) feed is basically a way of organizing content like posts from a website and putting it into one easy to read feed or list. There are different programs called “feed readers” which enable you to receive and read RSS feeds. Google has their own feed reader, aptly named “Google Reader”, which lets you receive RSS feeds from as many sites as you like so that rather than going to each site individually you can receive new posts from that site in one easy to read list simply by clicking on that site.

People like RSS because it saves them the time and hassle of having to visit their favorite sites when all they're interested in is reading the information which is posted. This enables you to easily store tons of sites and skim and decide which stories and posts you choose to read quickly.

It's simple to create an RSS feed for your own site or blog and you can gain and develop a relationship with the visitors to your site by getting them signed up for your feed because it ensures that they constantly have access to new posts and content which you put on your site without them having to visit it.

Of course you can also set your feed up to just show a teaser version of each post, thus ensuring that if they want to read the rest of your post they'll have to visit your site. It's a good way to get repeat visitors in this way.

Video Marketing

Video marketing is a good current way to market these days with so many people on YouTube on a daily basis. An example of video marketing, you can create video reviews of products and upload them to YouTube or your own site as some people prefer visual aids as opposed to simply reading text all of the time. Just like with images, it also helps in terms of ranking a page if you have video content to embed in the midst of your textual content, as

well.

Video marketing also helps to establish a better relationship with your viewer because it's your own voice or possibly even face on camera which people like.

To mention RSS feeds again, putting videos on your site is a good way of getting your RSS members to visit your site, as well, because video cannot be posted via an RSS feed. So if they want to see the video, just like viewing an entire post, they have to visit your site.

Check out my complete [**online video marketing tutorial**](#) which itself will link to other relevant posts relating to video marketing.

One of the most important posts to mention is on [**YouTube SEO**](#) so check that out for a couple of simple to integrate tips to get your videos rankings both in the SERPs and above other videos in your niche on YouTube.

Google owns YouTube and they know both the popularity of the site and videos in general which is why you'll frequently see a lot of videos ranking well in the SERPs. A good tip is to create a video to correspond with every new article you write on your website and upload it to YouTube with a link back to your website.

Sometimes you'll find that both your article on your website and your video on YouTube are ranking well in the SERPs, giving you more exposure in the top 10, increasing the likelihood of someone seeing your content.

The other important article I'll mention here lists [**10 YouTube alternatives**](#) you should consider to extend your brand and reach as far as possible using video marketing.

Online Contests

There are a lot of contests for bands online these days. Winning an online battle of the bands competition can put you in front of a huge new audience, depending on the prize. When I won the Ernie Ball Online Battle of the Bands a few years ago, I won a spot on the Vans Warped Tour and got to play in front of my ideal audience and have the time of my life. Unfortunately that band I was in broke up just a month or so after the tour ended, but it was definitely a great experience.

Even if you don't end up winning the contest like that, your music is still being heard by new people for free, and the further in the contest you get, the more people who will hear your music and take you seriously.

Link Buying

Moving away from social media, link buying is pretty much just that. You basically are paying for someone else to generate links to your site from (hopefully) worthwhile sites. Webmasters purchase links to increase their site's prominence in the SERPs and bring in more traffic.

Webmasters purchase links because these links are typically more difficult to get or because it simply saves the webmaster time. You can throw a lot of money towards securing links in terms of quality, quantity, or both. I generally don't waste my time on link buying as most links aren't worth buying and Google is strictly against the purchasing of links.

Link Exchange/Reciprocal Links

Most of the methods I just mentioned involved getting a one way backlink, the most valuable kind. There are also two and three way backlinks. For example, you can contact other webmasters to

inquire about a link exchange. Reciprocal/two way links in which you and another webmaster create links to the other's site on your own are not as preferable or as valuable as one way links but they are easier to get and can easily be taken advantage of with less quality. This is much of why Google doesn't grant them as much link juice typically. Be sure to only contact webmasters with sites relating yours if you decide to go with this method, however.

Three way linking exists, as well, between three different websites. The idea is site A links to site B which links to site C which links back to site A. It's basically a gray hat/frowned upon method of linking designed to circumvent the use of reciprocal linking because it ensures no two sites are linking back to each other. That being said, search engines have ways of identifying these systems and these days it's not very effective. Stick with going after securing one way links coming into your site above all others using a few of the above described methods. You can learn more about [types of links](#) on my site.

Blog Networks

Blog networks are basically a network of blogs which link to one another and share link juice. Before the Penguin update which largely made (public) blog networks irrelevant, webmasters could purchase links from large sprawling blog network services which would in turn post that webmaster's articles or content somewhere on their network and send a targeted link back to that webmaster's site.

The thought was that these blog networks and their links were invincible and nearly impossible to trace but the Penguin update erased the influence these networks had and erased the link juice they were handing out to webmasters, causing webmasters who got most of their links from these networks to lose the search engine rankings which they were enjoying virtually overnight. That's not to say that blog networks don't work, they just have to be private. If you have your own network of blogs which you don't

share with anyone else then they can be effective. I'll talk more about this in a later chapter which covers how online marketing has changed in recent months and years.

The above suggested methods represent the more popular ways for generating traffic and creating backlinks to your sites and the offers you are promoting.

You should always be thinking of new ways to promote your website to both bring in traffic and raise your organic ranking in the SERPs for your targeted keywords.

Of course there is one large piece of the traffic puzzle which I have not touched on yet – paid traffic – which I'm going to get into right now.

Chapter 8 – Paid Advertising

Paid advertising generally refers to PPC (pay per click) networks where you pay to have ads shown which link back to your site. Sure, I like organic traffic because as I mentioned earlier it can be a more long term solution, you obtain good rankings for doing things which you should be doing anyway, people generally trust organic search results over paid listings... and oh yeah, it's FREE, at least in terms of money.

On the other hand, PPC advertising can be a great way to pull in quick traffic to your website, plus it's important to never rely on just one form of traffic exclusively, so PPC is definitely a valuable and rewarding skill to have if you know how to use it well.

There are a few major PPC networks out there but none larger or more popular than Google's so I'll focus on Adwords in this chapter with a little additional info on Facebook advertising. People have written entire books devoted Adwords. There are seminars and online training courses which cost hundreds of dollars to learn from top Adwords professionals. Heck, you can even get OFFICIALLY ADWORDS CERTIFIED complete with a diploma.

In other words, this chapter is in no way a substitute for the best resource for learning Adwords which is the Google Adwords site itself, but I've included it to get you better acquainted with how it works and ways to succeed with it.

What is Adwords?

Adwords is Google's top revenue source, accounting for billions of dollars in profits each year. Simplified, how it works is you create short ads comprised of 3 lines of copy/text plus an additional line at the bottom of the ad which displays the URL which that ad will send you to if clicked. You choose the relevant keywords which you want to “trigger” that ad or in other words make it appear when someone does a Google search for those keywords. When someone clicks on your ad you are charged based on the bid price of that keyword, so you're only paying when someone clicks on your ad and subsequently visits your advertised web page which is nice.

Try searching for something in Google right now and check the right hand column under the small heading “sponsored links”. Sometimes a few ads will appear above the organic search listings, as well.

Ads can also be shown in the “content network” which means rather than showing in the SERPs, your ad can be displayed on web pages which are relevant to that keyword which themselves have Adwords enabled for their site. You can also use additional multimedia like image based ads in the content network.

In Adwords you bid on keywords so that you can decide how much or little you are willing to pay to have that ad displayed. Additionally, after you design your ad, Google gives it a quality score between 1 and 10. The higher your quality score, the less you'll likely have to pay for clicks on that ad.

Keyword bid prices are based on the popularity of that keyword (more popular and searched for keywords cost more) and the quality score of your ad. Quality score is based on the click through rate of an ad, the relevance of the ad to the destination URL which you are sending the traffic to, the quality of the URL which you are sending the traffic to, etc. With a higher quality score you not only enjoy lower cost per clicks but you get a higher

ad position in the SERPs while still spending less, as well.

So basically Adwords rewards you for quality whether it be in your ad copy itself, the keywords you choose, the web page you're sending your traffic to; every aspect really. This is because, just like with their organic listings, Google wants its users to find the best web sites out there to match their searches. Still a bit confused? Let's look at a few things to do to up your quality score.

5 Things You Can Do To Increase Your Quality Score:

1. Splitting your keywords into more targeted ad groups ensures that your keyword/ad combinations are as relevant as possible and ensures that you don't mix certain keywords with non relevant ads as this adversely affects your score and can have you paying more than you should to get an ad shown. I often like to get as specific as possible and put no more than 1-2 keywords in each ad group. I end up with a lot of ad groups, almost the same amount as my keywords, but they're all very targeted for their corresponding keywords.
2. Make the destination URL page which you are sending the traffic to in your ad as relevant and optimized for your keyword as possible. This includes optimizing that page with On and Off Site SEO for that keyword.
3. Use relevant ad copy within the ad itself which means using that keyword throughout the ad while keeping it attractive and logical to read.
4. Split test your ads over and over AND OVER again. This means writing a few variations of an ad and running them all to see which gets the best click through rate. Then take the best performing ad and tweak its copy a few times to see which performs the best yet again, continually pitting the winner against new edits of itself. This should be an ongoing process and your click through and quality will continue to improve as you split test

again and again.

5. Work with exact and phrase match rather than broad match as this ensures that your ads won't be triggered by irrelevant keywords or irrelevant combinations of keywords. I prefer exact match typically as it performs the best in Adwords and anything else I do.

Those tips will help you bring up your quality score and bring down how much you're paying for targeted clicks. Now to finish this chapter I'll mention a few more Adwords tips which I always use:

1. Attach specific motivational words like “buy” in front of many of your product related keywords so that rather than convincing people who are curious about what you are promoting, instead you'll be targeting ready to purchase customers only. Conversely, place “free” in the negative word spot to weed out people who are set on not purchasing anything ahead of time.
2. Most people will tell you this one, but turn off the content network setting, meaning your ads will ONLY show in the search engines. Ads appearing in the content network typically perform worse and can drive up costs for you.
3. Use common sense when picking your keywords. Think of keywords which you would use to search if you were looking for information on that product.
4. Take the value of the commission which you would make for generating a sale/completing the offer and divide it by 3. Use this as your daily budget for that campaign. So if you were selling an eBook with a payout of \$30, set your daily budget for that campaign at \$10 and run it for 3 days.
5. Refer to [this post](#) on calculating the value of your new subscribers in terms of your mailing list for PPC to get an even

more precise idea of how much you can spend on paid advertising and still turn a profit.

You should be getting the idea that Adwords is a meticulous process of optimizing your ads based on keywords, copy, and settings to get the most targeted traffic and spend the least amount of money. Also, to make good money in Adwords you've got to spend good money. Anyone who boasts of annual Adwords earnings of \$200,000 for example typically had to spend \$100,000 to earn it, so it's always a matter of focusing on the return on your investment (ROI) above all else with paid advertising.

Assuming you're starting with a very small advertising budget, be prepared to work your way up as paid advertising, if done correctly, is an endlessly scalable business model.

Facebook Advertising

Facebook Advertising is an effective paid advertising platform for putting your business right in front of people you know are fans of your type of product or service.

See [how Facebook Advertising compares to Google Adwords](#) for more information, but the gist is that Facebook Advertising allows you to be much more specific in how you target your audience.

This is because people on Facebook willingly share important personal information like their birthday/age and gender, allowing you to reach your target demographic much more effectively without wasting money on people outside of said demo. People on Facebook even tell you precisely what they're interested in in terms of “likes” and things they're a “fan” of on their profile, giving you far more control over who you reach.

It can also be pretty affordable as I cover in “[how much do Facebook ads cost](#)”.

Lastly and most importantly, check out [my complete Facebook Advertising strategy](#) on how to get the most reach out of your dollar as I cover designing your ad, targeting your ad, and finally campaigns, pricing, and scheduling.

Chapter 9 – Email Marketing

Email marketing is arguably the most powerful tool at the online marketer's disposal.

This is because email is the best and most reliable way to reach people online. There is no guarantee that someone will see your tweets, Facebook posts, posts on your website itself or even ever visit your website again in the future.

But if you have the ability to send them follow up emails, you substantially increase the chances that they'll return to your site in the future.

Email campaigns also convert the highest on average because both the point I just made as well as the fact that email allows you to send follow up after follow up email, bombarding them with great offer after great offer.

Also remember that if someone took the time to sign up for your email list, they have already demonstrated that they are interested in your content.

This puts them in a much higher tier when it comes to the likelihood of them acting on one of your offers.

[MailChimp](#)

MailChimp is a FREE email marketing service provider. They are also the company which I personally use to send out emails as well as my training courses to my subscribers.

If you signed up for [The 10 Day Online Marketer's Training Course](#), you received those lessons in your email by way of MailChimp.

With [MailChimp](#), you can design signup and popup forms to

feature on your site to get people to sign up to your email list.

You can manage your subscribers and get detailed analytics on those subscribers, as well, to learn how your subscribers are interacting with your emails.

This helps you get a better idea of who is interested in what kind of content you are providing, allowing you to organize your list into more specific groups.

The better you understand who is interested in what, this allows you to better send much more targeted emails and offers to those who you know are going to be interested in them, thus increasing your clickthroughs, traffic, and conversions.

I mentioned that [**MailChimp**](#) is free. It's one of the very few which allows new clients to sign up and use the service completely free of charge, and it's by far the best.

Specifically it's free for users with lists smaller than 2,000 subscribers. Once you hit 2,000 subscribers you begin paying \$20 a month.

The beauty of this is that newcomers to email marketing can learn how the medium works without spending a dime. Once your list hits 2,000 subscribers, you should be monetizing that loyal traffic (more on this in a moment) to pay for that monthly fee dozens if not hundreds of times over.

Autoresponder Series

There's a well known saying in the online marketing community that “the money's in the list”. This is a reference to how amazingly lucrative email marketing can be for you when done well.

The autoresponder plays a huge role in this. “Autoresponder” just means automated followup emails which are sent to subscribers, typically new subscribers after they sign up for your list.

You can design your autoresponder series, as well. I mentioned The 10 Day Online Marketer's Training Course a moment ago.

That's my autoresponder series for ConvertingCopy.com.

Most of my website traffic for ConvertingCopy.com is online marketers of varying degrees of experience who are interested in learning more about how to better market their businesses or websites online.

The 10 Day Online Marketer's Training Course is a great inclusive training course to give everyone from newbies to seasoned marketers a well rounded tip-filled glance at online marketing today.

Each day over the course of 10 days, subscribers to that training course can learn something new about online marketing with a new email.

Each email is full of information and links. If you went through the training course, you're familiar with this. Some of those links are even to advertise this, The Complete Online Marketing Bible.

You may have even purchased this book through that training course.

The idea of the autoresponder series is to create something valuable.

Incentives

I used to give away an eBook to incentivize visitors of my website to sign up for the training course.

Freebies are always a great way to get people to sign up for your mailing list, whether it's an eBook, a report, a tool, just something which you can give away to make signing up for your list look much more attractive.

In the case of The 10 Day Online Marketer's Training Course, I made the training course itself the incentive, disguising a seemingly boring autoresponder series as a flashy training course.

Once the subscriber has gone through the training course, they're still part of my list and I can market or sell to them anytime I want.

Giving Vs. Selling

Balance is key when dealing with your subscribers in regards to giving versus selling.

If you're constantly bombarding your subscribers with offer after offer, never giving them anything of substance for free, they will either tune out your emails or unsubscribe entirely.

This is why you want a nice ratio of emails where you give away information to emails where you are selling.

So maybe you send 3-4 emails where you give away helpful tips related to your niche, then on that fourth email you tie in a related offer in the form of a product which you are selling or promoting.

You can explain how that product has helped you relative to whatever you're talking about and how it can help your subscriber, as well.

Loyalty

To put all of this another way and if I had to sum up this chapter, it's all about loyalty.

Email marketing is arguably the best way to build loyalty with your audience, and from that loyalty comes highly targeted traffic and conversions.

Just never abuse that loyalty, always over-deliver to your audience, and you'll be amazed at how much money exactly is in your list.

There is too much to be said about email marketing, so much so that I created an entire eBook devoted to it which you can check out at [**The Complete Email Marketing Blueprint**](#).

Chapter 10 – Google Analytics

This is a short chapter but I wanted to mention the importance of performing analytics on your website for finding out and gauging how much what of what you're doing is working and what isn't.

If you're more of a visual learner then check out my [video on how to use Google Analytics](#).

[Google Analytics](#) is my favorite analytical program for checking all kinds of statistics and data about your website, mostly about the traffic which comes to it. You can effectively use Google Analytics to determine what is lacking in your site so that you can improve upon it and see increased traffic and even more conversions/fulfillment of your goals.

It's completely free and easy to set up as all you've got to do is paste some code which they give you on their website into the code on your website. If you use Wordpress then there is a simple to use plugin for it.

Here are just a few abilities you have with Google Analytics:

- See how many visitors you get to your website overall as well as to its individual pages.
- Compare customized date ranges to look at statistics for specific segments of time whether it be a day, a month, or years.
- Learn the sources of those visitors whether it be from direct traffic, referring sites, or organic search engine traffic.
- Identify the keywords which people are actually searching for to find your site, thus giving you an idea of which keywords which you've targeted you are ranking well for and are paying dividends.

- Learn specific information about those visitors such as their location, language, and browser, etc. You can also learn how many of those people are return visitors.
- Set goals of all kinds to see how effective your site is at fulfilling your objectives, business or otherwise.
- Integrate your Adwords account to get precise ideas of your ROI.
- Email analytical reports on your site or create a downloadable PDF report for it.
- Check your bounce rate, or the percentage of visitors to your site who take off as soon as they get there (hint: get this number low).
- Identify the navigational path which visitors take on specific pages to see specific traffic routes on your site including which links visitors use to exit your site.
- “About This Report” explains everything in the report so that you can better understand/use it.

Google Analytics also makes it easy to A/B split test landing pages and copy to see which performs better. You can also gauge click through rates in terms of how many people leave your site via one of your affiliate links, thus fulfilling an objective if that's your aim. It's important to always be split testing in case you haven't caught on to that by now in no matter what you're doing from testing the look/design of a web page to testing the copy on the page as well as in Adwords, and Google Analytics is a great free way to do that and stay connected to visitors to your site and learn everything you want and need to know about them.

All of this information which you can get from Google Analytics grants you an idea of what aspects of your site are lacking so that you can prioritize changes to your site.

[Google Analytics Link](#)

Chapter 11 – Online Marketing Today

This section goes to show that a lot has changed in the last few years and a lot of things which once worked no longer work or worse could get you in trouble, making you the unlucky recipient of one of those dreaded letters from Google (see [how to overcome a bad link after receiving a letter from Google](#)).

Some of the biggest changes have been in reference to the Penguin update of 2012 which dealt heavily with over optimization. Practices which webmasters relied on and were taught to be the correct way to operate such as using your targeted keyword as your anchor text will now get you in trouble.

While we don't know what's going to change from one year to the next, one thing which I believe that we can consistently count on and which has been relatively consist with every update Google churns out is that they want everything to be natural.

As far as Google is concerned, SEOers are just people who get paid to game and influence Google's search engine for their own benefit which isn't that far off from the truth.

So if you can't make it natural, then at least make it LOOK natural. An example of this is private blog networks. Creating a network of related blogs which you own and interlink with one another used to work very well but now Google has caught on to it.

Sending a highly relevant link from one site with relatively few outbound links to another related site is a good thing; that goes without saying. In this case, the issue is that Google doesn't like the idea of you linking to your own sites.

The workaround of this is to make your blog network into a private blog network, meaning you need to host your sites on

different hosting accounts (else they'll all appear on the same IP address and consequently it will be obvious that these sites are owned by the same person) and pay for private domain registration (see [why WHOIS domain privacy is important](#)).

The Pros of Owning a Private Blog Network

-You have full control over all content which gets published to your blogs. This is unlike using a non-private blog network (really any blog network you don't own) to help your rankings where you don't know what's being published to it, the quality or lack of quality of other sites using the network which affects you. The fact that it's truly private makes the links worth more.

-Link juice is shared between all the sites in the network. So if you get a good link from a high ranking authority site to one of your sites on your network, it can be shared with other sites on the network.

-It's a very low risk SEO technique if you do it correctly, meaning you use WHOIS domain privacy, host each site on a different hosting plan, and don't over optimize your SEO and linking between the sites.

-Traffic is shared between each of your sites on the network you link between, so you can turn one unique visitor potentially into a unique visit for each of your sites which in turn helps you rank better.

The Cons of Owning a Private Blog Network

-The cost of owning a private blog network is definitely one of the cons because you have to pay not only for registration and renewal fees for more domains each year, but the monthly hosting fees will especially hurt you considering it goes up with each website you own as part of the network.

-The other major negative is the time you have to put into developing a blog network from the ground up. Instead of just writing for one website, you need plenty of content to publish to each website. Remember that you want it to look natural so each site needs to look like its own content site independent of one another.

Still, if you have the time and the means, it's well worth your time. The more blogs which you have in your private blog network the better and I recommend in addition to using different hosting providers and accounts for each site that you use different themes/designs for each site, aesthetically.

This is just an example to say that nowadays, if you can't build links completely naturally, you need to make it look completely natural. So that's just something to keep in mind whenever you're doing any kind of online marketing today.

Social Networking

I talked about social networks earlier and why it's important to integrate them into your marketing plan. More people are using social networks than ever so search engines like Google have made that an increasingly influential metric in determining SERPs placement.

Create social network accounts on all of the main social networks, including YouTube. Connect your website with your social network accounts, put social proof buttons on your web pages and encourage people to share, “like”, “follow”, “+1”, etc. your content to take advantage of social networks and their influence in SEO.

Use a free social networking management and scheduling tool like [HootSuite](#) to manage your various social network profiles so that you can schedule posts/messages and even automate some tasks easily all within one free tool. Refer to my [HootSuite review and tutorial](#) for more information.

User Metrics

User metrics are something which I haven't mentioned yet, but they are playing an increasing role in SEO nowadays on today's internet. User metrics refers to how people interact with your site.

So if someone comes to your website and exits it practically immediately, that says to Google that they didn't find what they wanted on your site. If this happens time and time again, that understandably says to Google that there's something off about your site and will work against your ranking. Conversely it can aide and boost your ranking, as well.

Now let's look at 6 user metrics to consider to improve your ranking.

Traffic – This one is straightforward enough. The more traffic your site gets, the better it looks. Everything being equal, Google will obviously rank a site which gets thousands of visits per day higher than the same site which gets hundreds of visits a day. Obviously there's something bringing people to that site, so they reward its relevance accordingly. Remember my big list of [70+ traffic sources](#) for ideas on how to get more traffic to your site.

Click Through Rate in SERPs – The number of click throughs a web page gets in the SERPs can affect its ranking, as well. Google obviously knows that a number 1 ranked site will naturally get more clicks than a number 2 or 3 most of the time, but if they notice that a certain page is getting more clicks than a page in that spot normally would or is (relatively) outperforming a page above it, they'll reward that site with a better ranking. Click throughs are the entire point of the SERPs, so the more the better.

Remember my [6 tips on how to write a great headline](#)/title and to write a good description of your content for each page and post you create on your site as this is what will be displayed in the SERPs and consequently what will likely dictate your click through rate above all other factors.

Bounce Rate – I alluded to this a moment ago, but bounce rate refers to the number of people who exit your site without visiting another page. This says to Google that your site is relevant to the keyword you're ranking for which led that visitor to your site, so yes, [SEO and bounce rate](#) are related. [Lower your bounce rate](#) by offering links to plenty of other relevant articles to keep them on your site. This leads us to...

Time on Site – This refers to just that, the amount of time someone spends on your site. This goes hand in hand with...

Pages Viewed – The number of pages someone views on your site is another indicator of site quality. If Google sees someone spending a lot of time on your site, visiting multiple pages, that says to them that you're offering good and interesting content which is meeting your visitors' search needs.

Therefore, a content rich site which has plenty of pages, resources, multimedia, and resources to offer its visitors will rank better than a mini site which just has a few pages to it. [Content sites](#) are the way of the future and it's becoming increasingly difficult to rank a mini site.

Repeat Visits – Lastly, repeat visits is pretty self explanatory. This refers to people who visited your site once and liked its content so much that they returned to it subsequent times in the future. Another great metric for gauging the quality of a website which Google takes into account.

All of this supports the idea that Google is working to find more sophisticated ways to gauge a website's worth than links from other sites.

SEO enthusiasts are constantly trying to figure out and stay one step ahead of Google's search algorithm which determines how websites are graded and consequently ranked in the SERPs.

They work and toil to try to predict what factors Google is going to value and look for in the coming year. While no one can be sure of what those factors might be, a little intuition can go a long way. If social proof is someone literally giving a virtual thumbs up to your content (thus telling Google that it's good content worthy of ranking well), then user metrics are just as important.

Without coming out and telling them, Google is putting its own users in the role of deciding what's worth ranking well and what's not, making their job easier while still delivering better results in the SERPs to its users.

Chapter 12 - Copywriting

Copywriting is the other major focus of my aptly named “ConvertingCopy.com”.

I wrote an entire book on it titled “[Creating Converting Copy](http://www.convertingcopy.com/creating-converting-copy-how-to-create-copy-which-converts-for-your-business/)” which you can check out at <http://www.convertingcopy.com/creating-converting-copy-how-to-create-copy-which-converts-for-your-business/>.

Just because you've gotten someone to your website does not mean that they'll do what you want once they get there, which likely means converting that visitor into a customer. This is where copywriting comes in. Copy really just means text which is specifically designed to create conversions.

In my experience, online marketing and copywriting go hand in hand, so I thought I'd devote a chapter to it here with a few reliable copywriting tips I always employ when writing my copy.

Write With Your Laziest Reader in Mind – You may like writing a wind up intro about what you're about to write about, heck I do, too, but your entire audience won't share in that sentiment. Keep your intros short and get right to the meat of the point you're trying to make. That's why people are reading what you have to say in the first place, so always remember to write with your laziest reader in mind and get to the point.

Write Conversational – Informal writing admittedly goes against what we learned in grammar school, but we're not writing an essay on the Civil War, we're selling! Whether you're selling yourself or a product or service, people prefer informal writing as it humanizes you as the author whether the reader recognizes it or not. Putting yourself on the same level as your audience is ALWAYS a good idea, so let it shine through your copy. If you don't know how to do this, try some voice recognition software

and literally write like you speak by... well, speaking.

Break Up Your Paragraphs – It's a lot easier to lock on to catch the point of what you're writing about in shorter paragraphs as opposed to a longer drawn out one. You can retain what you're reading much more easily this way, adding up the sums of all of those paragraphs to get the overall message of an article. This also improves the odds that people will read your article versus skimming it; but it makes it easier to SUCCESSFULLY skim, as well.

Write. In. Short. Sentences. - The same applies to sentences as it does to paragraphs. Note that I'm not even referring to run on or rambling sentences, but most perfectly acceptable sentences can be further broken down so that people can more easily digest the information.

Avoid the Passive Voice – Active voice example: I bought dinner. Passive voice example: Dinner was bought by me. Not only is the passive voice example 2 more words in this intentionally short sentence, but it's sluggish and even a bit awkward to read considering the alternative. Note that passive voice is not incorrect, it's just generally overly wordy and not the best way to convey what you're trying to say.

Write Less! - You may be thinking, “I've just written a 4000 word post, I'm going to have something like 1000 sentences with these rules!”. First off, that's a bit extreme. Secondly, DON'T write 4000 words when 3500 will do. Eliminating the passive voice is just one of many ways to cut the fat, so always be on the lookout for “the fat”.

See How Things Look in the Morning – Speaking of edits, this one is probably the easiest of the copywriting skills to learn because it only requires you to sleep. It's always a good idea after you've finished writing new content to go to sleep on it and reread it in the morning before publishing. Odds are you can find a better way to say what you said the day before here or there. At

the very least you'll catch a spelling or grammar error or two.

Employ a Call to Action – Lastly, make sure to always include a call to action after you've done your selling.

The Call to Action

The call to action is compelling and persuasive copy which you use to compel your audience to take a desired action. It's generally the last thing they read after you've done your selling and is used to create that final spark to get your audience motivated and carry out your objective, and the perfect copy here can accomplish that.

On the other hand, without an effective call to action, even with everything else in place you can lose your reader at the last second.

There are a number of different examples of types of call to action to generate that spark.

Click Here – This one is a classic and pretty straightforward. It doesn't seem like much, but when all else fails it can be enough to get someone to do just that if that's your goal.

Download Now – People love immediacy. Coupling “now”, “immediately”, or “instantly” with anything is always a good move.

Satisfaction Guaranteed – People love guarantees. People hate risk. Assuage them of their fears and offer some kind of guarantee that there is no risk. “Money back guarantee” is another good one. **Top Rated** - “Top rated”, “best reviewed”, etc. Any time you can convince someone that others have been in their shoes in the past when considering your business, pulled the trigger, and it worked out great, that's another way of assuaging their fears and any doubts they have.

Free Shipping – Adding “free” with anything is one of the most powerful call to actions, if you can offer it. It's quite possibly the most powerful word in all of marketing.

For a Limited Time/Time Running Out – Time based call to actions are fantastic for building desperation.

Limited Availability – This builds on the time based call to action by also implying that other people are acting on your offer and you run the risk of being left out. No one likes to be left out, so playing on their fears **is a great motivational tool** in copywriting.

This is just a small sampling to give you some ideas, but these are taken straight from my big list of **60 call to action examples**, so refer to that for plenty more ideas.

Chapter 13 – Thinking Outside the Box and Other Tips

It's important as an online marketer that you think outside of the box when it comes to how you choose to promote your offers. This chapter will cover a few ways to do just that to get you started.

There are limitless ways to online market smarter and more creatively, so many so that there isn't enough time or space in this one chapter to even scratch the surface; so I refer you again to ConvertingCopy.com where I regularly cover new tips for every aspect of better online marketing on a daily basis. Note that this chapter will offer a lot of tips for affiliate marketers, specifically.

Using Google Trends

[Google Trends](#) keeps you up to date on phrases which are currently trending. Trending means that the amount of searches for that phrase has spiked, sometimes from what it normally is, within minutes, hours, or even days or more. You can use Google Trends to turn what's currently hot/popular at this moment into a quick payday.

You might plug a few trending phrases into OfferVault or even just type “trending phrase + affiliate” into Google to see if there are any current offers associated with them which you can monetize off of, put together some quick content for them, then use social bookmarking and your content can get picked up while that phrase is still hot. Speed pays off with this method.

Just as one example of how to monetize off of Google Trends, some time ago when the movie “Julie and Julia” came out I noticed an obvious huge spike in searches for Julia Childs recipes. I found some affiliate offers on Julia Childs cookbooks and put together a quick .INFO site detailing some of her more famous

recipes with links back to those offers if people were interested in more.

In doing that I was able to make some very quick sales with minimal work and I still continue to average a sale each month from those books based off of a little work which I did quite awhile back. It's a pretty great feeling in case you needed to be told that. See [how to use Google trends to make money](#) for more info.

Seasonal Offers

In a similar vein to Google Trends, think about promoting seasonal offers. Almost every season/holiday has offers associated with it if you think about it.

New Years – January is a great time to be promoting weight loss products. People generally tend to let themselves go from Thanksgiving to Christmas/New Years, and once the new year rolls around the number one resolution every year without fail is to lose weight. Gyms, for example, see huge booms in their clientele just after the new year as a reflection of this. Also, don't forget that in the first few months of the year you can promote online offers from tax preparation companies right up until April 15th.

Valentines Day – When February comes around you can promote dating sites, eBooks on how to find a boyfriend or girlfriend or fix a broken relationship, etc.

Summer – Summer and any of the warmer months are great times to promote CPLs dealing with chances to win free vacations and trips. Of course summer is also the season for weight loss as everyone is trying to get in shape for the beach. You can take that time to promote that guide to sculpting and achieving your own perfect set of abs.

Halloween – This is pretty obvious but you can promote all kinds of Halloween offers from costumes to decorations to treats.

Thanksgiving/Christmas – Historically affiliate sales are highest near the end of the year when everyone is spending money. You don't have to be promoting cookbooks to do well this time of the year and Amazon/physical product offers of course do quite well from toys to electronics to you name it. The point is to always be thinking about what would be good to promote at various times of the year.

Designing Your Own Incentives

Sometimes simply sweetening the deal is all it takes to close a sale/complete an offer. A lot of online marketers will sometimes take a product they are promoting and create a supplemental product like an eBook to go along with it and point out that if a customer purchases the product which the affiliate is promoting from them, then they'll get that eBook at no charge. This sets you apart from other affiliates promoting the exact same offer and increases your chances of completing that sale.

Similarly, you can get in touch with the vendor behind an offer you're looking to promote and ask if they'll provide you with a special coupon code just for you to enable customers if they buy through your affiliate links to get a discount off of the regular price. That's also extra incentive to buy through you and most vendors are happy to do this because it means more sales and money for them, as well.

Testing A Niche

A lot of times if I just want to get my feet wet in a niche and gauge its commercial potential, I'll register a quick .INFO site for \$0.99 through [GoDaddy](#). I have a template which I use and I can literally just change the copy and an image or two for whatever

new product I'm testing and just like that I have a new landing page in a new niche in about an hour or so.

I'll do some keyword research and write 5-10 articles on it and submit them to Ezine or Articlesbase and see what kind of traffic I get. Typically I'll try to get AT LEAST 100 people to click through my affiliate link to check out the offer so that I can get an idea of how it converts. I can check that figure via Google Analytics.

If I can't get that many people to the offer's site with 5-10 articles I might check my copy and make changes to my landing page or I might just move on altogether. If I haven't made a sale after 100 people clicking through to the offer's page then I'll move on, as well, unless it's a more expensive product which likely converts more sparsely but pays out big when it does.

I'm only out \$0.99, and typically if I'm getting lots of people to the offer through my landing page but it's still not converting then that to me means it's an issue with the offer and not with my copy, so I might switch out the offer with a similar one and see if that improves things.

Dictating Vs. Writing

I started dictating content/articles for my sites when writing for a number of websites became overwhelming and began giving me carpal tunnel syndrome. I started using [Dragon Voice Recognition Software](#) and saw my productivity skyrocket as I could now “write” a 400 word article in 4 minutes via dictation vs. the 10 minutes it would take to write it (see [how to write articles faster](#) and check out my [Dragon Review](#)).

How to Get Accepted into ANY Affiliate Network

As I mentioned, different affiliate networks have different screening processes. Some let you join no questions asked

whereas others at least have an application which you've got to fill out which can be followed by a brief phone call with someone from that network in which they'll ask you questions relevant to your application.

The more demanding networks simply want to be sure that you're a serious marketer, so you've got to make it look like you know what you're talking about and doing. Keep in mind that the more money you make, the more money they'll make, so they want dedicated affiliates looking to make good money for all involved.

Additionally, these networks want to prove to their vendors/publishers that they are the right match for those vendors and that they “employ” only the most motivated affiliates to promote the vendor's offers, thus attracting other big name vendors to join their network, as well.

This method is straightforward but is all but guaranteed to get you into any affiliate network you're interested in joining.

First off, it's essential that you have a professional website of some kind. I recommend that if you don't already have a website that you decide on a niche which you'd like to promote, then register a URL based on that niche. Make sure that the affiliate network you go with obviously has offers relevant to your niche/site.

It also helps when filling out the application to use a professional email address which is linked to that website which you can get through the company which you registered your domain with. A professional email address is just that: an email address @yourwebsite which looks much more professional compared to a free email address through Yahoo, Gmail, or anything of the like.

Your website should then have some content on it. Assuming you just registered a new website, a fast way to set up your website is

to install Wordpress and throw up a quick theme, grabbing privacy policy and contact section plugins (Google AS WELL AS affiliate networks like these), and make around 10 quick posts pertaining to your niche. You can grab PLR articles from the net which are free articles which anyone can use for any purpose and throw them up on your site, though the quality likely won't be as good.

When filling out the application for the affiliate network, you've also got to figure out which methods you'll be using to promote the network's offers as this will be one of the main questions on the application. It really doesn't matter which methods you give, just pick a few and be prepared to talk about them briefly with a representative over the phone. You can just name a few of the ways which I listed to promote your site earlier.

You might also have to give the name of another affiliate network which you promote. I recommend putting Clickbank as it's immediate to sign up with them so you don't have to lie about being a member of another network with stricter rules.

After you submit your application you should get a call within a day or so from a representative from that affiliate network and they'll basically just ask you a couple of questions based on your application. Just keep your answers short based on their questions and sound confident like you know what you're doing.

I remember when I applied to my first network I basically told them the methods I used to promote Clickbank (which I started with) products and how I was looking forward to promoting different kinds of offers which they had on their affiliate network using the same proven techniques.

That's basically it. If that felt like a lot of work, don't worry as it always gets easier with each network you apply to and you can reuse the same methods to get accepted to any site now in a fraction of the time without having to create content again just to get accepted as you should already have a decent site going by the

time you apply to your second affiliate network.

Creating Your Own Affiliate Product

While you can make a lot of money affiliate marketing, virtually all of the 7 figure earners in affiliate marketing are product creators themselves. This is as simple and as challenging as thinking of a niche which is in need of a great product and delivering that product. It's not easy, but if you land on the right product and market it correctly then you'll be earning the big bucks yourself.

In late 2011 I created my own informational product and documented every bit of it on ConvertingCopy.com. To name a few, this includes:

- How to create (an informational) product
- How to pursue a joint venture
- How to sell your product on an affiliate site
- How to create a sales page
- How to get (and screen) affiliates
- How to make backend sales

Check out the complete series under the category of “[product creation](#)”.

Chapter 14 – Mental Tips for the Online Marketer

Staying motivated can be difficult when you are working for yourself compared to working for a boss. You don't have any schedules or deadlines to adhere to and everything is likely much less structured.

Couple this with the fact that online marketing can feel overwhelming especially when you're first starting out and you can find motivation hard to come by at times. I've been there countless times myself, so here are some mental tips for the online marketer to stay motivated which anyone can benefit from.

Take Breaks When You Need Them and Use Rewards in Moderation

I know a lot of people will advise you to use a reward system when you accomplish something or meet a certain goal. While I advocate using rewards, I advise that you be aware of how you use them. I make a point to say take breaks only when you need them because I used to reward myself with a break after I'd reach a certain designated point. My problem was those designated points were too soon and the breaks stretched too long because of what I'd do on them.

Try to use productive breaks like hitting the gym or reading something for leisure rather than vegging out with eating too much, watching television, or playing a game as it's much easier to come back to your work if you're coming off of something productive. Anything active to take you away from staring at your computer screen is ideal.

I believe that exercise is essential for feeling good about yourself, feeling productive, and thinking clearly. I make it a part of my daily routine as often as possible, and when I finish my workout,

I'm in a great mood, I feel better about myself, and I'm ready to get back to it.

Stick to a Schedule

If you're someone who likes to have their day planned out in advance, go with that and create a schedule for yourself. If you already have a job and are working around existing schedules, you can benefit from setting aside an hour each day to write one post or article for an existing site, or you can research a new niche altogether. With limited time it's important that you prioritize or pick out at least one thing which you accomplish each day. If you're part time or unemployed and you have a lot of free time, it's especially important to stick to a schedule to get the most out of your day.

Avoid Your Negative Triggers

Negative triggers are those which inhibit productivity. One of my negative triggers is definitely overeating like I mentioned just now. It may sound strange and I don't mean snacking, but when I have lunch in the middle of the day I have a habit of ordering or making myself too much food and when I'm finished, the last thing I want to do is anything remotely productive.

Self control is important. If you can identify your negative triggers and make yourself constantly aware of them then then you can do what you can to avoid them. It may be difficult at first but in the long run you'll be much more satisfied. I may enjoy that extra [insert deliciously disgusting food] while I'm in the moment, but at the end of the day that's however many extra calories but more importantly a lot of stuff that I didn't get done because it put me into a lackadaisical state and I find that I've squandered away several hours which I can't get back.

That's just one of my own personal silly examples. If you don't

work well around people, find a quiet part of your home. If you prefer people, go to a library or coffee shop. Starbucks or really most chain restaurants and stores offer free WiFi nowadays.

Reinforce Yourself of Your Motivation

Remind yourself of your motivation/dreams as often as possible; or rather those dreams which financial independence will open up for you. For most people, online marketing is attractive because it enables them to get out what they put in while they work towards dreams of having the money AND time to do what they want when they want. Every time you start to lose steam or feel a wall coming on, remind yourself of why you're doing this in the first place and your goals and dreams will give you your second wind, your third wind, and so on.

Surround yourself with visual aids like pictures of exotic beaches to constantly remind yourself of your goal of being able to afford that house at the beach or even just a summer vacation with your family or friends if that's your motivation. Make it personal and make it yours.

Instilling Fear In Yourself

Conversely to looking forward at the best case scenario, it's important to look at the worst case, as well. One of the greatest motivational factors which we have is fear. Typically this is viewed in a negative light, but fear can be a wonderfully positive motivational tool. You can use fear to motivate yourself to get a health screening or to exercise. In the same way you can use it to motivate yourself to work harder and meet your goals so that you're not doomed to the same dead end job lifestyle from here on out.

Set Goals

One of the things which I like about online marketing is that you get out exactly what you put in assuming you're working smart. For this reason you should ALWAYS be working in terms of goals.

Online marketing is the quintessential scalable business. Your first goal should of course just be making that first sale. Then you might go for making a sale per week or a sale per day, then you'll start going by targeted income goals like \$100 per day. And because it's a scalable business, all you've got to do is take the methods which worked the first time around and wash, rinse, and repeat to turn \$100 a day into your next goal of \$200 a day and so on. Making that first sale is the biggest hurdle which you'll face, after that it's just a matter of a good work ethic.

I hope that you have found some things in this book to take away with you and I especially hope that you'll come by for more info and tips or just to say hi at ConvertingCopy.com.

To your success in online marketing,

A handwritten signature in cursive script that reads "Paul Ventura".

Paul Ventura
ConvertingCopy.com

Glossary - An Online Marketer's Dictionary

Here I'm going to go over a lot of the online marketer's lingo which you'll likely encounter. Much of this I've already gone over, but I'll refresh your memory.

Adwords – Google's main advertising system and source of revenue in which people can create ads to appear in the SERPs alongside and around the organic search listings.

Affiliate – A person who promotes a vendor's offer in exchange for a commission.

Affiliate Network – A website which acts as a middle man between the vendor and the affiliate and lists the various offers available to be promoted by affiliates. Also a place where a vendor can take their offer to find affiliates to promote it.

Anchor Text – The actual clickable text used in a hyperlink, typically based on keywords one is targeting.

Authority Site – A high ranking, trustworthy, and influential site in a given niche.

Autoresponder – An email marketing term, this is the aspect of your email marketing software which automatically sends out an ordered queue of designated emails of yours to a new subscriber after they first sign up for your mailing list.

Backlink – A link pointing back to a web page from another page.

Black Hat Marketing – Using methods of marketing/promoting which are deemed as being illegitimate to search engines, potentially resulting in a website being punished/de-indexed.

Blog – A type of website or part of a website which is typically maintained by one individual with a more personal feel to it in which that individual can create regular entries of comments, information, video, pictures, etc.

Commission – An amount of money received by an affiliate for fulfilling/completing an offer.

CPC – Cost per click. Typically referring to paid advertising, the price one pays when someone clicks on one of their ad links.

CPA – Cost per action. The commission which one receives for fulfilling an action based off like completing a sale or getting someone to click on something.

CPL – Cost per lead. The commission which one receives for fulfilling a lead based offer like getting someone to submit some kind of information, personal or statistical.

Duplicate Content – When the same content exists in more than one place online. Issues can arise when Google finds the exact same content (article, blog post, etc.) in more than one place online.

Domain – The top level URL which represents the location of a website on the Internet.

eBook – A book which is online or digitally based, like this one.

Grey Hat Marketing – Marketing methods which are borderline illegitimate to search engines. These methods are typically not preferred but are not explicitly punishable, either.

Guru – Someone of perceived authority and knowledge for a given topic or niche.

Hosting – The process of housing a website/web page and its content online, making it accessible for people and search robots

via the Internet.

Hyperlink – A link where the actual link is made of clickable text, useful in letting search engines better know the content of the destination URL. Is useful in SEO.

Keyword/Keyword Phrase – A word or set of words which people use to search for websites/information pertaining to those words in the search engines.

Keyword Research – The process of looking for the best keywords to use and target on a web page based on search relevance, volume, competition, and sometimes commerciality.

Keyword Stuffing – A black hat and punishable method of overusing keywords on a web page and sometimes hiding them in the code to be more attractive to search engines.

Landing Page – A web page which Internet marketers use to promote their offers and send traffic to.

Link Bait – Any kind of content which is used on a web page to entice other webmasters to link to that page from theirs for a valuable one way link.

Link Farm – Collection of hyperlinking, typically spammy websites which all link to each other in a group for the express purpose of creating and sharing link juice and boosting rankings. Seen as black hat by most search engines.

Link Juice – A quantifier to describe the influence of a page which links to another page in the eyes of the search engines.

Link Wheel – A linking strategy in which one links multiple web pages together to each other one by one in order to share and spread the link juice amongst them.

Long Tail Keyword – A typically less competitive/less searched

keyword which is consequently thought to be more attainable in terms of high SERPs rankings.

Offer – Something which is able to be promoted and must be completed/fulfilled by an affiliate from a vendor in order to receive a commission.

Online/Internet Marketer – Someone who promotes offers whether it be theirs or someone else's on the Internet using any number of promotional techniques.

Page Rake (PR) – A numerical value from 0-10 assigned to a web page by Google based on the perceived authority/importance of that page.

Panda Update – The Panda update refers to a major update to Google's ranking algorithm which was rolled out in April of 2011. It largely addressed low quality links and link farms and seriously diminished their influence in the SERPs.

Penguin Update – The Penguin update refers to another major update to Google's ranking algorithm which rolled out in April/May of 2012. It diminished the influence of blog networks as well as penalized webmasters for over optimization.

Reciprocal Link/Link Exchange – A link building strategy which involves a two way link which connects two websites to each other with one link on each site pointing back to the other.

Search Engine - A computer program which retrieves documents or files or data from a database (most typically the Internet) as per their relevance to selected search terms.

Search Engine Results Pages (SERPs) – The returned search listings which appear when one searches for a term.

Search Engine Optimization (SEO) – The process of optimizing a web page to be more search engine friendly, thus

increasing its ranking and visibility in the SERPs through changes made on site typically in the code or off site typically in the form of link building.

Search Robots/Crawlers/Spiders – Robots which search engines send to a web page to identify its content and add it to that search engine's search index so that that web page begins to appear in the SERPs based on that content.

Split Testing – Comparing two or more of something whether it be design or copy in order to see which performs better in fulfilling a goal.

Targeted Traffic – Physical Internet users who are going to a web page in particular and are already interested in the content associated with it.

Traffic – Any amount of physical Internet users. Typically used to measure those who are going to a web page in particular.

Vendor/Publisher – A person or company with an offer which is able to be promoted.

Webmaster – The chief administrator and oftentimes owner of a website, particularly on the technical end with responsibilities relating to SEO and that site's overall performance.

White Hat Marketing – Marketing techniques seen as legitimate and preferred by search engines.