

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

BOOSTING BUSINESS

**THROUGH SEARCH ENGINE
OPTIMIZATION**

APRIL 2014

SEO Copywriting Advice

from Search Guru

Shannon Ball



Gadgets

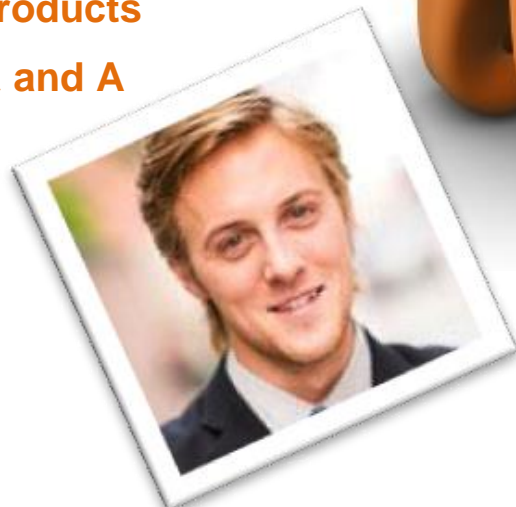


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Male Grooming
BRAND**

Lisa Hilton



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Learn How People Are Making Money Online Today !

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"Unlock Million Dollar Secrets to Unparalleled Success and Fortune for Your Online Business"

All the billion dollar corporations use several SEO strategies to continually attract [free online](#) traffic. But now, you can learn all the same tips and secrets to guarantee your business gets loads and loads of free traffic that you need to become successful

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- How to become aggressive in your SEO efforts for fast rankings...
- Easy ways you can [start earning money](#) by providing SEO services to others!
- The secret checklist for switching to SEO outsourcing mode, so you can **save your time** for other profitable activities!
- How to use SEO in all your website copy so **your sites rank better and faster**...
- The importance of **sticking with the SEO basics**, and why over complicating it can actually cost you time and money!
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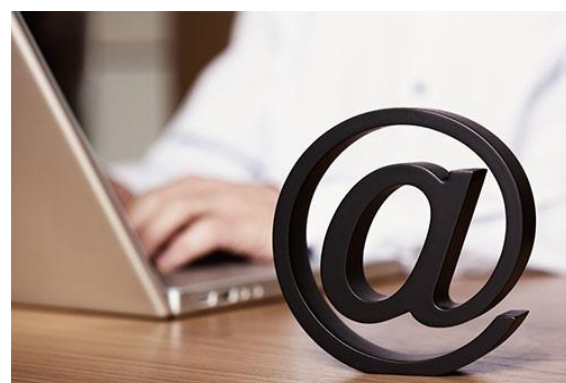
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MWM editors letter



Welcome to our **A P R I L 2014 Issue** of "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal insights for you.***

Including Boosting Business through Search Engine Optimization By: Shannon Ball - **Can Instagram Help Online Marketing?** By: Wendell McCormick - **Creating a Great Banner Ad** By: Lillie Malone - **Developing Effective Website For Online Marketing** By: Genevieve McKinney - **E-Mail Tactics for Online Marketing** By: Marshall Caldwell - **Pinterest Strategies for Online Marketing** By: Chad Barton - **Using Blogs for Online Marketing** By: Florence Pierce - **Using Content Marketing Effectively** By: Steve Barnes **Using Facebook for Online Marketing** By: Ignacio Chambers **PLUS Ask the Expert** SEO Copywriting Advice from Search Guru Barry Schwartz, Along with our **Back Story: Launching a Male Grooming Brand** ..Lisa Hilton. Also **Q&A with Expert: "The Woman Who Saved SEO:"** An Interview with **SEO Expert Rhea Drysdale** - Our MWM Success Story **Ice Cream on the Road** .. Charlie Francis and so much more.

For those readers having some viewing problems with the **Online Version** of "Making Web Money" to make reading more convenient there are now **Free available PDF downloads**. I hope you enjoy this month's issue of the magazine, and as always please email me if you have any comments, contributions or feedback.

Harry Crowder



Talk to me

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www.HarryCrowder.com

Keep your valuable feedback coming. I try to reply to every email, I appreciate Your input as it helps us make **MWM** the Best Online Marketing magazine possible. Drop me an email, at harry@harrycrowder.com

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Making Web Money

Online Marketing Magazine

Editor Harry Crowder

Advertising See Above

Contributors

Various experts in their fields

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If you tell us what you like and don't like about Making Web Money Digital Marketing Magazine.

What worked for you or what you think sucks, then we can make Making web Money an even better magazine.
So, some on, Send ,me an email and let me know.

Press Release Software



What is the easiest way to create an iPhone app?

I have a windows computer, and I want to know how to design, create, and program my own iPhone app. Is there a software that can do this on windows. I know that Xcode is confusing and is only for macs. I want to create an app as easy as possible. I don't want to put it in the actual AppStore, but I just want it on my iPod touch.-Jenny.

Generally speaking you are going to require the use of a MacBook or iMac to create your App. You'll need to learn Objective C, or use one of the App creation services like AppMakr.com. -Ed.

What is the best way to design a website so that someone with no html skills can update and edit it?

I usually use Dreamweaver for web design, but it needs to be more simple than that. A client wants to be able to make small changes and add info to the site himself in the future. Any suggestions for software or an online service that would give me design freedom and control, yet be easy for him to edit? It would be best if it is cheap or free and it has to be able to run on a mac and a pc. Thanks in advance!. - Ken.

For this type of setup, you really can't go past Wordpress. You setup wordpress, do the initial design for your client and then give them the information to access the backend, and show them how to create pages and posts.. -Ed.

What is Offline Marketing?

I keep hearing about it, but can't really find out what it is? - Connie.

Offline marketing is the opposite of online marketing. Online marketing is marketing/advertising done over the internet. Offline marketing is the traditional methods of marketing such as television/newspaper/magazine adverts, posters, jingles, etc. -Ed.

>>Email Us: editor@makingwebmoney.com

Did you know:

There are 7 people in the world who hold the "key to the internet." If in the event of a major catastrophe the internet is shut down these key holders will together be able to reboot an integral part of the system.

MWM what's on



APR
17

We are thrilled to bring together customers, partners, testing evangelists, and web design experts under one roof for OptiCon. Discussion topics will run the gamut from building and expanding testing cultures within organizations, making marketing data accessible and actionable, and democratizing the process of data collection and experimentation so that anyone in an organization can test for themselves.

APR
24

◀ **Social Media
Marketing and
Measurement
Roundtable**



The Social Media Marketing and Measurement Roundtable is your chance to share knowledge, experience and best practice on the issues, trends and developments around social.

Attendance is limited to 12 - 18 attendees, with discussion chaired and facilitated by Econsultancy to ensure all participants get the most from the session.

what's on



**An Event
Apart
Boston** ➤

APR
28-30

An Event Apart Boston is an intensely educational learning session for passionate practitioners of standards-based web design. If you care about code as well as content, usability as well as design, An Event Apart is the conference you've been waiting for. Join us for twelve great speakers and sessions, plus an optional day-long workshop on mobile design with Luke Wroblewski.

THE MARKETING NATION SUMMIT

When: April 7-9, 2014

Where: San Francisco, Moscone Center



Conference Information

Without question, the Marketo Marketing Nation Summit 2014 will be the Marketing Event of the year. Join the Marketing Nation as over 3,500 of your peers, colleagues and thought leaders gather to celebrate Innovation in the Nation. Located at Moscone Center – West, in the heart of San Francisco's Financial District, the Marketo Marketing Nation Summit 2014 will provide an engaging experience to grow your expertise and network over two and a half days. Connect with ideas, marketers, and resources to help YOU achieve success faster!

**Moscone Center – West, San Francisco
California**

Moscone Center – West is a visually stunning and expansive three-level exhibition hall, conveniently located near fine dining, shopping, museums and more. As the heart-center of the Marketo Marketing Nation Summit 2014, Moscone Center – West will be buzzing with life and will serve as a vibrant backdrop where connections will be made over two and a half days.

Quotable: “

**"Cyberspace undeniably reflects some form of geography."
~Justice O'Connor.**

Make Your Computer Error-Free and Run Faster In Under 3 Minutes! 4 Free:

Get Instant [Access](#) to the FREE Report:

Make Your Computer Error-Free and Run Faster In Under 3 Minutes

Registry cleaners are a necessary tool for all PC users, and finding a [RegCleaner download](#) can get users the [program](#) they need to keep their registry in good shape. [RegCleaner is easy](#) to use, effective, and one of the best registry cleaning programs available.

The registry is a vital component of all Windows PCs, since it is the way that a PC is able to chronicle all of the changes made to it. This includes any changes, reconfigurations, software installations, and software removal. By its very nature, it's integral to how a PC works. Unfortunately, because few users end up never adding or deleting anything from their PC, this means that the registry can eventually become a minefield of outdated information, inaccuracies, and errors. Eventually, PCs will become slower, and more prone to problems like conflicts, freezing, crashing, and other issues.

<http://regeditcleaners.com/>

FACEBOOK ADDS MORE TARGETING

Facebook announced today it is adding more targeting capabilities to lookalike audiences.

Now advertisers will be able to create audiences based on the people who visited their websites, use their mobile apps or are connected to their Facebook pages. Whereas back in the olden day of last week, advertisers could only create lookalike audiences based on CRM data like email addresses, phone numbers and user IDs.

The expanded targeting options will give advertisers more opportunities to scale their campaigns while still maintaining a fair amount of targeting control.

Here's the rundown of the new options:

Similar To Website Purchasers— Use data from either the Facebook Conversion Pixel or the Custom Audiences for Websites pixel to reach people who are similar to those who previously made purchases on an advertisers' website.

Similar To Mobile App Users — Create lookalike audiences based on people that have used a mobile app in specific ways such as people who've downloaded songs from their music app or have made purchases via their shopping app in the past.

Similar To Facebook Page Fans — Increase the number of fans connected to an advertiser's Page by creating lookalike audiences based on current fans.

The new features are available globally to all advertisers via Power Editor

DELTA & LINKEDIN TEAM UP FOR IN-FLIGHT MENTORING PROGRAM

Delta Air Lines has partnered with professional network LinkedIn to connect "today's high-profile influencers with the business leaders of tomorrow at 35,000 feet."

Through the new mentoring program, Delta Innovation Class, Delta says it is offering LinkedIn users the opportunity to meet with so-called leaders from different fields on designated flights.

With the supposition that thought leaders could use their time in the air to share knowledge with up-and-coming professionals in the seat next to them, Delta says it will select "leaders in innovation" on their way to events around the world for the program.

Leaders will sit in the "mentor seat," which will have an empty neighboring seat. Delta Innovation Class invites consumers to apply for a chance to sit in that open seat.

"We'll fly you to the event, get you in to the event, and, most importantly, give you one-on-one access you might never otherwise get," Delta says on the Innovation Class website.

LinkedIn users interested in "flying with a titan in their industry, sharing ideas and discussing goals and future projects," are encouraged to submit an application on the site.

To apply, LinkedIn users select an upcoming flight and enter their LinkedIn credentials. The website says the applications will be reviewed and "a shortlist of candidates is chosen [by Delta] based on their LinkedIn profiles."

Delta's first Innovation Class flight occurred en route to the TED2014 conference in Vancouver, British Columbia from March 17 to 21: James Patten, CEO of Patten Studio, flew with Eric Migicovsky, CEO of Pebble Technology, from Salt Lake City to Vancouver.

Delta says it will host additional Innovation Class flights throughout 2014, including a pairing featuring Executive Chef Sean Brock, an Outstanding Chef finalist for The James Beard Awards in New York on May 5.

Future events and pairings will be announced later this year, Delta says.

Delta sponsored a digital experience, Social Soul, at TED2014. The experience brought to life a user's Twitter feed in a "larger-than-life structure where their social media profile [was] on display in a 360-degree immersive stream of monitors, mirrors and a sound system," the brand says. Afterward, Social Soul connected the user to another TED attendee using an algorithm that linked attendees through similar interests.

"Every day Delta carries almost a half-million customers around the globe, many of whom are leaders in their respective fields of work," said Mauricio Parise, Delta's director of worldwide marketing communications, in a statement. "Innovation Class is our small contribution to enable collaboration by bringing together brilliant minds..."



Quotable:

"We've all heard that a million monkeys banging on a million typewriters will eventually reproduce the entire works of Shakespeare. Now, thanks to the Internet, we know this is not true." ~Robert Wilensky

BOOSTING BUSINESS THROUGH SEARCH ENGINE OPTIMIZATION

By: Shannon Ball

Online marketing relies on various tactics to **increase its visibility** among the internet users but an important factor that contributes in this is the ranking of your website among the listings of the search engines. This is of great importance because, say you are selling stationary but when someone uses the words 'stationary' in the **search engine**, your website is nowhere to be seen. Chances are, the user will be more interested in going through the top results and will not bother to continue to the second or third pages.

This is a problem many businesses or services face when they are new to online marketing but knowing a few basic tips about **SEO** or **Search Engine Optimization** will help you to make your website content highly visible. Firstly make a research of all the top keywords related to your business and make sure to use one in your title. Also use a couple of keywords in the link. To help you with the **keyword research**, you can rely on keyword discovery tools online and if you don't want to pay there are some which offer free versions too.

To help you with the keyword research, you can rely on keyword discovery tools online and if you don't want to pay there are some which offer free versions too.

Once you are done with the titles and links, use keywords in your content as much as possible. But this should not be overdone because using too many **keywords** can make your content look dubious to the users, thereby raising doubts about the quality of your business. Make sure the same keywords are not repeated too many times and use them wisely to give a natural look to the content.

HTML text is always more easily visible to the search engines. So if there are a lot of animations or audio or video content, create **tags in HTML text**, describing them. Though making your site **Search Engine Optimized** does take time, using these basic rules can help push your business site to the top gradually.



MWM success story

ICE CREAM ON THE ROAD



"You can get so much expertise for free if you look for it. I spent a year learning, and then six months or so working with different suppliers to build the contraption."

Charlie Francis set up mobile liquid nitrogen ice cream parlour Lick Me I'm Delicious in 2011 and is set to grow his turnover from £60,000 currently to £140,000 in his next year of trading.

SmallBusiness.co.uk talks to him about starting up.

Quotable:

“

"The Internet is a telephone system that's gotten uppity."
~Clifford Stoll.

How did it begin?

I had been working in the advertising industry but it had got a bit boring for me so I decided to set up on my own. My parents have been making ice cream in Wales for 30 years and it made sense to go into something where I could draw on that experience.

How did you finance it?

I entered a competition with Barclays bank, the (now defunct) Take One Small Step competition. It was like the X Factor for businesses, entrants got given a text number and a website address and had to get as many votes as possible from a panel of judges and members of the public. I spent a lot of time giving out free samples of ice cream and ended up winning £50,000 from that. I also put in another £20,000 of my own savings.



How did you research your business?

My aim was to create a machine of some sort that could make any flavour of ice cream. At the time a chef friend of mine said he had started using liquid nitrogen to freeze his ice cream and the process made for a silky smooth texture of dessert.

I built my first contraption, a portable flat pack ice cream parlour, with a lot of trial and error. Like any entrepreneur when you set up in business you can't know everything and I spent a year speaking to people in the cryogenics industry to some eccentric professors, people who were willing to share their knowledge. You can get so much expertise for free if you look for it. I spent a year learning, and then six months or so working with different suppliers to build the contraption.

“The biggest challenge has been a strategic one: what is the business direction I should take? I originally was going to open a [static] ice cream shop but it's a very risky venture and a slow growing business requiring a huge amount of start-up capital.”

How did you spread the word?

Much of my business comes from events where your image can be quite prominent. My first sales came through PR though. If I had put my marketing budget into magazine [advertising] I wouldn't have got very much interest but if you create interesting stories and make your business exciting to others you can get a lot of noise in the press.

I ended up getting on BBC News, into the nationals and various other outlets. For us, our target market is quite disparate, anyone from corporates to wealthy individuals. Once I got some PR exposure I started working with events companies and grew through word of mouth, and more PR.

What have been some challenges?

The biggest challenge has been a strategic one: what is the business direction I should take? I originally was going to open a [static] ice cream shop but it's a very risky venture and a slow growing business requiring a huge amount of start-up capital. I could easily have ended up opening a shop because people had expected me to do that, but going down the mobile parlour route there are more opportunities for me I think.

What next?

I am planning to take on more staff, I've got a new product I can't talk about currently but when it comes out I will be expanding the business.



Welcome To My Niche Blog Store

Just Added: New Niche Blogs For APRIL



[Psoriasis Niche Blog](#)

\$17.00



[Pregnancy Niche Blog](#)

\$17.00



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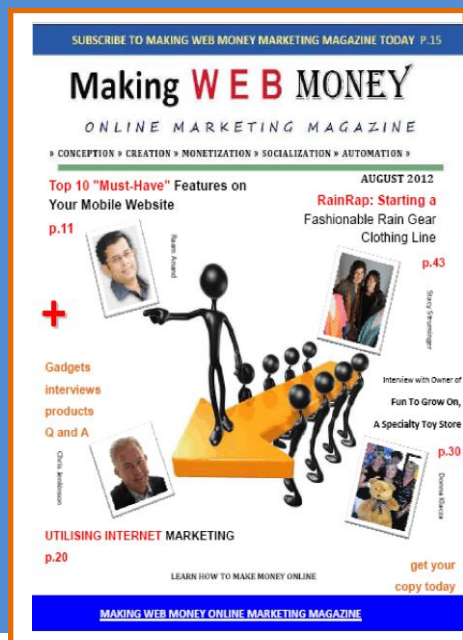
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MWM ask the expert

SEO COPYWRITING ADVICE FROM SEARCH GURU BARRY SCHWARTZ

By: Tracy Mallette



About Barry Schwartz

Barry Schwartz is the CEO of New York website-software company RustyBrick, offering custom content management systems, social networking sites, CRM applications, custom web-based business software, iPhone applications and more. Barry founded Search Engine Roundtable, is News Editor for Search Engine Land, hosts Israel's Search Marketing Expo, and advises Google, Bing, Yahoo! and other Internet companies. Barry is available for site consultations. You can follow him on Twitter @rustybrick, on Google + and read his personal blog at <http://www.cartoonbarry.com/>.

?

Nowadays we have Mozilla Firefox & Internet Explorer but the very first widely popular web browser was Mosaic which was available from 1993 and discontinued in 1997.

MWM ask the expert

Search guru Barry Schwartz makes time in his super-structured schedule to answer our SEO copywriting, Google algorithm, business ownership and time management questions.

Wow, you're CEO of RustyBrick, founder of Search Engine Roundtable, News Editor for Search Engine Land – and more! How do you find the time for everything and still do an awesome job?

When it comes to managing my time, I am very into having a structured routine and I do my very best not to break from it. I am typically in my office, which is about a 15-minute drive from my home, at 7 a.m.

But before 7 a.m., I normally send out the story assignments to the Search Engine Land editors by 6 a.m. Then, when I get to the office, I spend about an hour researching the community discussion forums and then another hour writing at Search Engine Roundtable and Search Engine Land.

After 9 a.m., I try to focus on RustyBrick-related items. That ranges from acquiring new business to paying the phone bill. But as we grow, now we are about 20 full-time developers and designers, we try to automate more so it takes less, not more, of my time.

I normally check in throughout the day on search topics, maybe write an additional story or two when time allows. Then I send out the "SearchCap" at around 5 p.m. After that, I clean up things for the day and I try to leave around 6 to 6:30 p.m. to see my kids before they go to sleep.

Of course, then I work the rest of the night at home.

I stick to this routine because it helps me stay focused and on-target.

What advice do you have for in-house copywriters looking to start their own freelance business?

Start small. It is a great business to start while working full time or part time for someone else. You can scale back your in-house job slowly as you acquire new clients. Copywriting is one of those word-of-mouth businesses and the more work you do, the more happy clients you have, the busier you'll get. So take it slow, let it grow organically and when you are ready, take it to the next step. But keep in mind, starting your own business gives you less time to focus on what you love – writing copy – and gives you more things to do such as payroll, administrative tasks and so on.

I see you're an advisor to Google. Sooo ... are you to blame for (not provided) and Hummingbird?

I've been called in to advise Google, for free, on various topics from ads to analytics. I am not on a board or get paid by Google for my advice.

I was not consulted when it comes to Hummingbird or any of the Google animals. But trust me, I get blamed enough for Google algorithm changes and updates. Thankfully, I can't take credit for them.

Of course, algorithm updates like Penguin and overhauls like Hummingbird ultimately improve search results, rewarding quality-content creators and the business owners who hire them. What advice do you have for SEO copywriters trying to keep up with the changes?

The best advice, don't follow the changes. Just focus on writing the best content for your clients and their businesses. Write expert content that is hard to replicate. Don't become experts in the Google algorithms, become experts in the content that you have to write about. So if you are writing about plumbing, make sure you know it better than most or don't write it. Google wants the most authoritative content to rank the best and the best way to do that is to become an authority based on being an authority in your niche.

"Start small. It is a great business to start while working full time or part time for someone else. You can scale back your in-house job slowly as you acquire new clients."



What do you suggest SEO copywriters do to understand the search terms that visitors use to get to their, or their clients', sites in the absence of organic search terms from Google?

In the [not provided] world, you need to look other places for what people are searching for to get to their sites. Here are some places to look:

1. Google Webmaster Tools provides query data.
2. Add a search box to your site and use that query data.
3. Check your landing pages and which are the most popular ones.
4. Use keyword tools to expand your keyword lists.

Penguin 2.1 has some site owners worried about link-building strategy and guest blogging. What's your advice for link building and guest-author outreach?

I never ask for a link on any sites I own, being my search sites or my business site, RustyBrick. Instead, I write content that I think helps people and it tends to work – people link to it. It is a bit harder on RustyBrick, since we are a web software company, so there, instead of just writing content, we build cool software. Most recently, we built a Google Glass app that created a tremendous amount of buzz and earned us a lot of natural links. I didn't even send out a press release or ask for a single link.

In short, do what you are good at – show it on your website and try to get people to notice it.

How can SEO copywriters help businesses recover if Hummingbird or Penguin hit them hard?

Well, Hummingbird should not have hit anyone's site. Google said it should have had very little to no impact on a site's ranking. But if Penguin hit your site, then you need to look at the links pointing to your site. Penguin is about the links to your site and if you were hit by it, it means Google doesn't like much of your link profile. Panda, well, that is more about your content – so hire a copywriter to fix it.

What do you see coming in the near future of search that freelance and in-house SEO copywriters alike should prepare for now? How about long term?

I think the future of search is predictive search. Think how Google Now works. It knows when you are going to head to work and shows you traffic. It knows what you might want to search, minutes before you search it.

I think content owners need to know what data, content and information they have that very few people have access to. Then how to use that data to give their users helpful information minutes or hours before they ask for it.

Think predictive – it might not be big in 2014 but it is the future of search.



"I think the future of search is predictive search. Think how Google Now works. It knows when you are going to head to work and shows you traffic. It knows what you might want to search, minutes before you search it."

How do you overcome writers block when crafting blog posts?

Heh – I often am concerned on how am I supposed to write between five and ten new stories a day on search. But somehow, I manage to find five to ten topics to write about in search every day – Monday through Friday.

I never really have writers block. I have sources and techniques to find new topics to write about and again, I am very strict in my process for discovering these topics. I have set up tons of RSS subscriptions and bookmarks and I have a way of looking for the needle in the haystack, I guess.

What do you recommend to SEO copywriters for building authority?

Become the expert! I know, easy for me to say but it is true.



I Have Put Together A Series Of Amazing Newsletters That Are Filled With Revealing And Detailed Information On Natural Home Remedies That You Can Gain Immediate and Instant Access To Just By Signing Up... What Could Be Easier?

Find out the **pro's** and **con's** to using *natural home remedies* versus *prescription medications*!

Learn what the most popular and most commonly used home remedies are!

Take a peek at the **top home remedies** used for *allergies*!

Discover what home remedies you can use for curing even the simplest ailments such as *diaper rash, migraines, and stomach aches*!

Old Arthur kicking in on you? Find out simple home remedies that will have you *up and going* in no time at all!

Tired of unwanted, irritating pimples... I've got the **4-1-1** on what you can use to clear your flare ups with the *snap of a finger*!

And thats not all, there is much,much more that I will be covering...

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CAN INSTAGRAM HELP ONLINE

By: Wendell McCormick



Instagram is picking up as a new online avenue that allows for more experimentation with online marketing. Though it was left untouched for sometime, many of the fortune 500 companies are now actively using Instagram to promote their brands. The unique feature of this photo sharing service is that it greatly increases the visibility of your company, literally! It is a known fact in advertising that visual content is always more effective than any other type and this is what drives many business firms to use Instagram.

Internet and social networking site users often experience information overload that can sometimes become overwhelming. When one goes through so much text everyday, it is likely that all of that stays in the mind. However, if you can employ more pictures, instead of text to convey your story, chances are that more people will be attracted towards it and there is higher rate of retention too. This is where Instagram comes in. It helps you to share your pictures in various other social networking platforms instantly and ensures your **visibility**.

Instagram lets you share both videos and images. Photos are more effective than videos as watching a video can take more time and it cannot be done during work hours. However if you want to post a video, consider doing it in the evening or night or on weekends when people have more leisure. You can also make the images more interesting by using the various **filters provided on Instagram**.

Instagram has recently launched a blog called **Instagram for business**, which offers tips and advice to business firms on online marketing through Instagram. While images help spread word about your business effectively, you can also post fun, general images that are not related directly to your company. This is just like sharing a good picture you came across with your friends on twitter or Facebook. Actions like this promote a friendly, relaxed image, **encouraging response from your customers**.

When one goes through so much text everyday, it is likely that all of that stays in the mind. However, if you can employ more pictures, instead of text to convey your story, chances are that more people will be attracted towards it and there is higher rate of retention too.



CREATING A GREAT BANNER AD

By: Lillie Malone

There has been a lot of talk around about banner ads being a thing of the past but it is not really true. Banner ads still constitute a profit-making industry and are the most effective in garnering attention when used properly. Here are a few tips on how to make the most of your banner ads.

- Design is of great importance in making your **banner ad effective**. Make it clutter free and keep the design simple as too many things will not be able to hold the attention levels of the user.
- If it is a text ad, don't put in too many lines of text. Go for a simple but catchy one liner in bold and bright text
- If you are not very clear about the site where your ad is going to be placed, stick to the standardized **banner ad sizes**.
- Use bright colors in your design that enhance the **visibility of your banner ad**. Colors like red, blue, green, yellow and orange are supposed to have more visibility than the others.
- It is not enough if the viewer just looks at your ad and moves on. It should be convincing enough to be clicked. Though many use the simple 'click here' formula, you can be innovative enough to try other interesting lines. The key is to generate a curiosity to know more.
- If you are using an animation, make sure it is interesting and innovative and not annoying for the viewer.
- The elements or the key concepts, including the colors and **design theme of your ad** should have a similarity to the site where it is directing or it can lead to a disappointment in the viewer.
- Finally once you have placed your ad, it is wise to know the effectiveness of your ad before you consider investing more on the banner ads. You can do this with any of the various **metric tools** available.

Following these tips can help you create a better and **effective ad design** and generate more clicks with your banner ad.

Design is of great importance in making your banner ad effective. Make it clutter free and keep the design simple as too many things will not be able to hold the attention levels of the user.

MWM Gadgets & Toys

MAGELLAN SMARTGPS 5390 USES SMARTPHONE CONNECTIVITY FOR TRAFFIC AND FUEL PRICES

Magellan has announced a new GPS device that will help drivers get to where they need to go and save money on the way. The GPS device is called the SmartGPS 5390 and it uses connectivity from your smartphone to do some pretty cool things. That connectivity to the



<http://www.geeky-gadgets.com/>

MICROSCOPE TURNS YOUR IPHONE INTO A POWERFUL MICROSCOPE



The MicroScope is an idea from Washington based 4D Optical. It's a powerful, pocket-sized microscope making it possible to view sub-1-micron features of individual bacteria and other life forms, easily in the field as well as at home or in the lab. Being fixed focus, there's no need for glass slides or any knobs that require adjusting. It's set to be very simple to use. There's even the option to mount it on a tripod for hands free sample collection.

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

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Binocular Adapter For

This handy adapter lets you connect most standard-sized binoculars to your iPhone to capture pictures or video through the eyes of your binoculars using your iPhone's camera.

Product Specifications

- iPhone adapter for full-sized binoculars
- Takes pictures and video on iPhone 4/4S/5 camera
- Connects to most full-sized binoculars (8x32 mm, 8x42 mm, 10x42 mm, 10x50 mm)
- Includes an adapter case, iPhone 4/4S conversion kit, and binocular eyepiece adapter
- Dimensions: 5 x 3 x 1"
- Weight: 1.2 ounces

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



PYLE STREET BLASTER HAS 1000W OF POWER, BLUETOOTH, AND MORE



Pyle has rolled out a new portable audio device called the Street Blaster. The device has a 1000W power output giving it more power than you typically see in a portable speaker. It is also much larger than your typical portable speaker measuring in at 24.5" W x 10" D x 10" H. Bluetooth connectivity allows it to wirelessly stream music from any Bluetooth source.

It also features NFC tech for easy pairing with compatible devices. Pyle fits the Street Blaster with a guitar input, 3.5mm aux input, and a microphone input. It has blinking and strobing lights to give a light show in tune with the music you are playing. Adjustable audio lets you customize the sound to your tastes with adjustable treble, bass, volume, and more.

It's unclear exactly how large the battery inside the device is. We do know it takes four hours to charge the battery, but with this much power, lights, and other features, the battery can't last too long. The speaker does come with an AC adapter for plugging into the wall. Pyle is selling the Street Blaster right now for \$249.99.

<http://www.geeky-gadgets.com/>

Did you know



97% of those using social media sites – use Facebook. Year on year usage of LinkedIn grew from 9% to 16%, whilst Twitter usage grew from 8% to 14% – AIMIA Yellow Social Media Report

Feature Article .

DEVELOPING AN EFFECTIVE WEBSITE FOR ONLINE MARKETING

By: Genevieve Mckinney

For many business firms, creating a **website** is about dumping all information about their firm and product with a few images thrown in, which dissuades your customers from reading on. It is important to decide your goals behind the website - whether it is there for your company presence or you are selling directly through it. Once this is defined, you can get set to work on your site. Here are a few essential guidelines on making your website more effective.

- Keep the content simple with lucid style of writing and easy to read font. Avoid lengthy paragraphs and juxtapose the text with images.
- Using **Flash, videos and other animated content** can make your site more attractive but use it sparingly or it will become annoying for the viewer.
- Give out information about the products or services you offer but stay away from making it look too persuasive.
- Keep **updating your website** about the latest news about your company and also inform the visitors about any future launches or new offerings from your firm.



Keep updating your website about the latest news about your company and also inform the visitors about any future launches or new offerings from your firm.

- **Develop content** that goes beyond product descriptions. Offer some tips or ideas to visitors that are relevant to your product. For instance, if you are selling gym equipment, offer tips on fitness and healthy diets. This will motivate many visitors to linger for a little while more.
- You can also go a step further and offer links to other interesting articles and sites that are related to your business. Say, if you are selling baby food, provide links to articles and blogs that deal with parenting and infant nutrition. This way, you are not just promoting your products but also promoting your **brand image** as someone who cares and understands the needs of mothers and babies.

A **website** does a lot more than helping you sell your wares. It creates and manages your brand image. It projects and promotes your **brand personality** by building relationships and spreading awareness that will reward you in the future.

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You've heard it said that the 'money is in the list', yet your experience to date suggests otherwise. How come some Email Marketers can make upwards of 4 / 5 figures per promotion, yet you're struggling to get people to even open your emails? Well I'm here today to spill the beans on some of the greatest secrets behind list marketing success.



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This **PROVEN 20K+** per month system will build you a list of thousands of hyper responsive subscribers in less than 30 days... and have you making money from multiple income streams... from **DAY ONE!**

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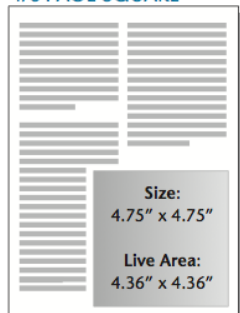
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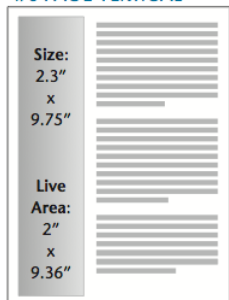
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or you can book via support here: support@makingwebmoney.com

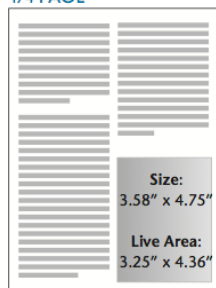
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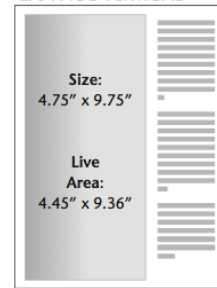
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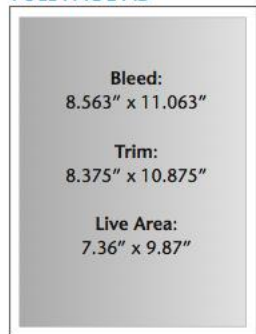
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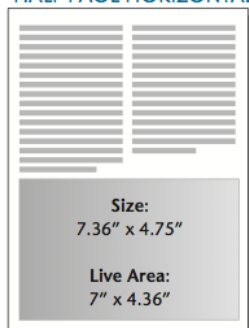
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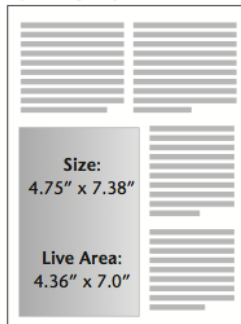
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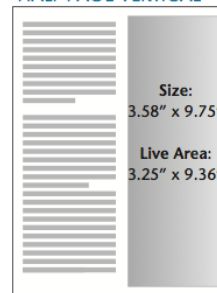
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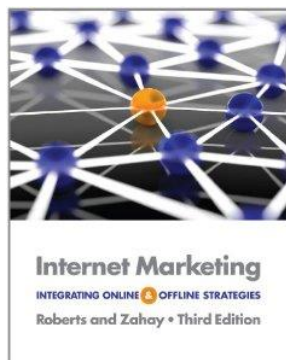


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Internet Marketing: Integrating Online and Offline Strategies By: Mary Lou Roberts

INTERNET MARKETING, 3RD EDITION provides comprehensive coverage of the rapidly changing field of Internet marketing that is timely and relevant. It relies on extant marketing theory where appropriate and introduces many conceptual frameworks to structure student understanding of Internet marketing issues. Above all, it works on the premise that the Internet--whether used as a medium of communication or as a channel of distribution--is only one component of the contemporary marketer's arsenal. The key issue facing marketers today is how to best integrate this powerful new component, continuing developments in Internet marketing into their strategies and media plans. That ongoing challenge represents the essential theme of this text.

YouTube Strategies 2014: Making and Marketing Online Video By: Paul Colligan

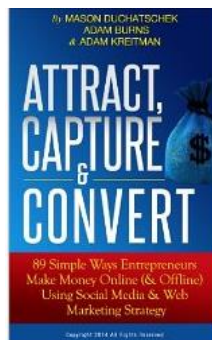
When the original version of YouTube Strategies went to #1 at Amazon, and continued to sell impressive numbers (and) to great reviews, I knew this book had her part in the marketplace and dialog. To my past readers and supporters, I can't thank you enough.

Why the update for 2014? We're seeing a rapid maturation at YouTube in areas that should be part of any YouTube Strategy - at any level. Some of these elements weren't in the first book. They are in this one. In my history of producing Internet training (I've been online since before there was the Web),

I've prided myself on creating content that lasted. Last year I made 4 different videos in the studio that I had to delete before I could publish them because of the changes being made a YouTube.



Attract, Capture & Convert: 89 Simple Ways Entrepreneurs Make Money Online (& Offline) Using Social Media & Web Marketing Strategy By: Mason Duchatschek, Adam Burns & Adam Kreitman



WHAT'S IN IT FOR YOU?

You should walk away with key ideas that can help you attract, capture, and convert more of your ideal prospects into customers right away. You can do it online and offline, even if you're not a "techie."

We will point out all kinds of unnecessary mistakes OTHER people make every day (so you don't repeat them). All you need to do is avoid them and/or do the opposite and you will have the best ways to make money online (and offline) using social media and web marketing strategy.

SEO Top Secret 2014 : Advanced Guides On Technical SEO To Optimize your website (Simple Online Marketing) By: Chester Harris



Advanced Guides On Technical SEO To Optimize your website

In this vast world of marketing and advertising, you must make sure that your website or business is rightly promoted to your target customers. Otherwise you cannot be able to grab their attention and your aimed ROI. With the advent of technology nowadays there are various kinds of marketing techniques available in the market. With the introduction of internet, people like to depend on it for every big and small issues of their life. The entire idea of marketing and promotion has changed with the introduction of internet marketing. At present people do not think about grabbing only the local marketing or target the limited number of buyers, when they can easily achieve the attention of the global marketing with the help of flawless internet marketing strategies. SEO or search engine optimization is one of such internet marketing techniques that are not only effective but it is affordable for small and mid-sized business houses as well.

SEO or Search Engine Optimization is the set of processes of optimizing web pages or the whole site to make it easier for the search engines to find them and getting higher positions in the search results in due process.

SEO is not a single process; rather it is the amalgamation of some techniques that are combined used in order to optimize the overall ranking or position of any site on the SERPs or search engine result pages. These are the pages we all look into in order to get the answers of our various searches. It can be the search for a good electronics product or for some good family restaurant or may be for some web development service providers; anything and everything can be searched on the major search engines like Google, Bing and Yahoo and they offer the result as per the successful SEO policies of all these websites.

Did you know:

Australian businesses received online orders worth \$189 billion in the 12 months to 2010-11. This figure is up from \$143 billion in 2009-10. – Smart UpStart (ABS Statistics)



Azon Mobile Pro

Create optimized mobile versions of your site in a few minutes

Did you ever walk into a store and looked at the products for sale and then while in the store took out your [smartphone](#), made a search for reviews and decided to buy it thru Amazon?

If you answered yes then that is not surprisingly as it becomes almost normal to use the store as just a way to have a look at the product but then buy it online. 90% of the [smartphone](#) users use their phone also for shopping activities and it is estimated that the purchases thru mobile devices will rise to \$62 billion over the next three years.

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This plugin will get the bestselling products for your keyword from these 8 top shops:

- Amazon Walmart Target Macys Sears Overstock JC Penny HSN.com BestBuy.com

And as a [bonus](#) it will also get related keywords from:

- Google Suggest Ebay Pulse Shopping.com Shop.com PriceGrabber.com

Until recently you as an Amazon [affiliate](#) was not allowed to optimize your website for mobile users. But since early September 2013 Amazon decided to delete that rule from the TOS and you are now allowed to optimize your website for mobile devices.

But what if you are totally happy with the way your site looks right now?

That is where Azon Mobile Pro comes in. It is a **perfect tool** for any Amazon [affiliate](#) and by uploading Azon Mobile Pro to your site **the plugin will detect if the visitor is a mobile user. If that is the case it will display a highly optimized mobile website with inbuilt Amazon discount finder.**

It's build 100% with mobile in mind so it's fast loading and responsive.

If the visitor is not using a mobile device your site will stay exactly the same as it always was.

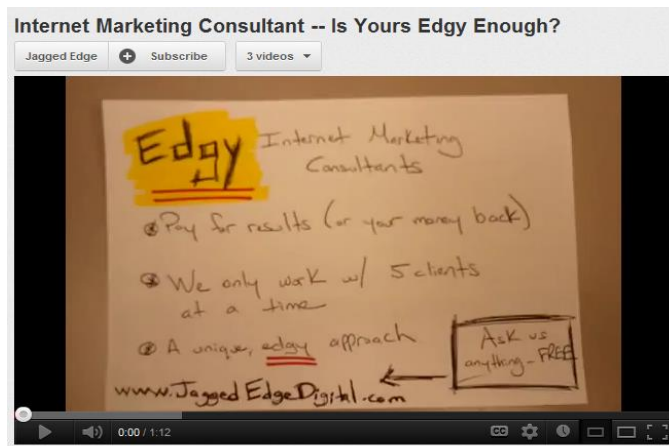
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MWM videos

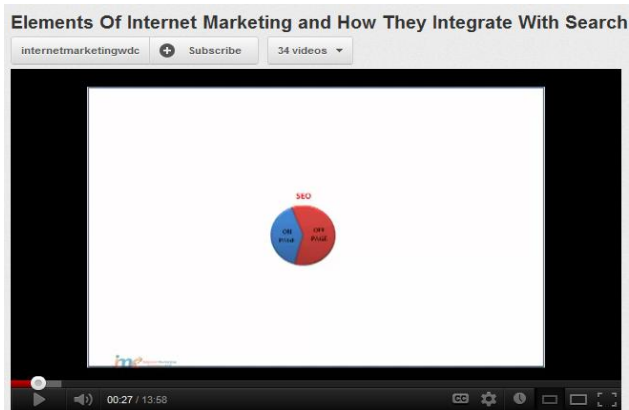
<http://makingwebmoney.com/videos>



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<http://www.youtube.com/watch?v=EYN1BitZ6nc>

E-MAIL TACTICS FOR ONLINE MARKETING

The social media network scenario has surely dominated the **e-mail domain** when it comes to online marketing but it is still one of the best ways to boost your marketing, especially when used in combination with a social media network. While **Facebook and Twitter** can help identify and build customer base, e-mail is the most **personalized form of online marketing** which helps you get new clients as well as re-engage with the old ones.

There are more e-mail users in the world than social media users so making use of this wide database of people to promote your business is a great idea. However, this does not mean bombarding people with mails which are irrelevant to them. For instance, if you are selling cosmetics targeted exclusively at women, it does not make sense when you mail promotional mails to male users. Hence first look for gender relevance, and then research for other demographics like their age, profession, nationality, and their past shopping history or browsing history.

Once you are sure who you are marketing to, it will become easy to choose your **strategy** or message. Send out timely mails depending on the climatic season or occasion. For instance, your mail has to be different if it is Christmas time and it has to be different when it is a special day for your recipient, like a birthday or an anniversary. **E-mail marketing** also enables you to send exclusive discount or sale offers to your mail subscribers, providing them with an incentive to buy your product or service.

By: Marshall Caldwell



Timing is another crucial aspect of e-mail marketing because the time of the day determines whether your mails get read or not. Aim for an evening or mid-night slot when there will be fewer mails so your mail has more chances of getting noticed. Adopt the right strategies with great content to make the most of your marketing efforts.

Send out timely mails depending on the climatic season or occasion. For instance, your mail has to be different if it is Christmas time and it has to be different when it is a special day for your recipient, like a birthday or an anniversary.

MWM Q&A

“THE WOMAN WHO SAVED SEO:” AN INTERVIEW WITH SEO EXPERT RHEA DRYSDALE

Rhea Drysdale is a seasoned, respected SEO expert who's been helping clients achieve organic visibility for nearly a decade. She is sometimes referred to as “the woman who saved the SEO industry,” an allusion to her expensive, but ultimately successful 2010 battle to keep the term from being trademarked.

Today Rhea is CEO of her own agency, Outspoken Media, based in Troy, New York. As part of our continuing series of interviews with industry experts, Didit reached out to Rhea for commentary on critical issues affecting the SEO industry today.



“The challenges I face as a business owner in branding Outspoken Media are also unique to our agency. Early when Outspoken Media was formed, we made a decision to promote the founder’s individual brands. That’s a great strategy, assuming that all founders continue to stay with the company.”

Q: You recently surveyed the backgrounds of people working in SEO and reported the findings on your blog. Were you surprised by any of the findings? I was struck by the fact that only 9 percent of people reported any formal institutional training in the field – does this indicate that academia is dropping the ball?

Rhea Drysdale: The same statistic was most interesting to me. It is difficult for academia to create an SEO syllabus. You can teach the foundation of SEO, but our industry changes weekly, which makes it impossible to teach in absolutes. Also, a lot of the methods and techniques we use are debatable – ranging from high-risk to low-risk, and we are not a regulated industry, so how do you responsibly teach that? Given that the vast majority of SEO practitioners do not have an educational background in search marketing, it's more important that you get hands-on experience and independent study. Mentorship is another opportunity that breaks the mold of traditional education. It's not up to academia; it's up to you and your company to educate yourself.

Q: I'm sure you've been asked a lot about this issue, but how do you feel about the entire 'Not Provided' issue? How would you advise SEOs to deal with it? How important is the entire keyword data thing to how you do your day to day work?

Rhea Drysdale: I'm so over "not provided." SEOs should have seen the writing on the wall. The bulk of us have already adjusted our expectations and reporting methods. I've been speaking for a while now about the importance of performance metrics. SEOs need to have a stronger grasp of business objectives to inform SEO strategy by defining KPIs and setting up reliable analytics. I still stand by what I wrote years ago: "not provided" is the best advertisement for Google Webmaster Tools.

Just last week, GWT released stronger, more accurate click data, but they still have a long way to go when it comes to filtering and archived data. Keyword data is incredibly important to how we track SERPs, develop content strategy, and understand user behavior. There are workarounds to "not provided" that can still accomplish these vital tasks for SEOs, but I really wish Google would give us a lot more in GWT.

For anyone who that wants to use the argument that Google is free and owes you nothing, you're right, but when Google decides to take their toys and go home, I'm entitled to a tantrum.



"Anyone with a web presence could possibly benefit from some form of SEO, but there's a wide range of knowledge, misconceptions, and experiences that clients face in selecting a partner."

Q: Let's talk careers – it's tempting for an SEO to go out and try to hang out his/her own shingle as opposed to working to advance at an agency. You've obviously chosen the former course. What challenges face an SEO professional as he or she works to build a client base and a brand for their agency?

Rhea Drysdale: Wow – way to give me an easy question! After five years, there are so many challenges, it's difficult to narrow them down. At the moment, we're focusing on overhauling our business development, proposal, and in-take process. We have an amazing set of clients who continue to grow their budgets with us, we have no sales team, and yet we still get a ton of leads. That's a great situation, but we're still faced with the problem that it's tough to find qualified clients through this inbound sales approach. We're a boutique SEO consulting and reputation management agency, which means that we're selective about who we work with. We want a partner (regardless of budget) who is going to do the work, communicate effectively, trust us, be transparent about their SEO practices (past and current), etc.

Anyone with a web presence could possibly benefit from some form of SEO, but there's a wide range of knowledge, misconceptions, and experiences that clients face in selecting a partner. It's why I wrote a post on how to choose the best SEO companies. I want a client that's going to do their homework, not simply choose an SEO based on their rankings for an arbitrary keyword. It seems like a good indication (and we rank well), but it's a sign that we have to invest a lot in educating the client.

The challenges I face as a business owner in branding Outspoken Media are also unique to our agency. Early when Outspoken Media was formed, we made a decision to promote the founder's individual brands. That's a great strategy, assuming that all founders continue to stay with the company. After two partner buyouts, and now as the sole owner who took maternity leave this past year, I understand that my role is to be the primary source of marketing, branding, and client development for the agency. This is a LOT when I'm so entrenched in client strategy, team development, operations, and trying to figure out life as a new mom. Branding myself is also an uncomfortable role for me. I excel at business development, but I don't personally enjoy it. When you don't enjoy something, you're less likely to be productive at it. This is my biggest challenge in 2014—to fully embrace my role as a public figure and continue to build business for the agency that will support our objectives.

While owning an SEO agency has its challenges, I love constantly learning, growing as a manager and leader, and building a business that will thrive long after I'm no longer needed in it.

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- [Best Computer Hardware Store](#)
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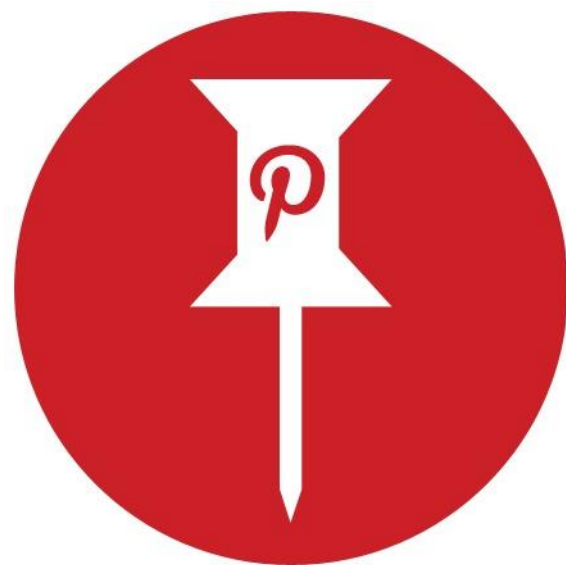
Quotable:

“While you are destroying your mind watching the worthless, brain-rotting drivel on TV, we on the Internet are exchanging, freely and openly, the most uninhibited, intimate and, yes, shocking details about our "CONFIG.SYS" settings.” ~Dave Barry

“

PINTEREST STRATEGIES FOR ONLINE MARKETING

By: Chad Barton



Pinterest might sound a little new in the **realms of online marketing** but as more and more firms and businesses are proving its effectiveness, it makes sense to start knowing the basics and start using this addictive strategy to increase your visibility and tell about yourself in an illustrative way.

STAY ORGANIZED: keeping your pins organized makes it easier for the viewers to go through them. Plan a theme or topic and start adding the relevant pins. You can have separate **pin boards for products**, new launches, events or even more specific ones like all party dresses in one board while the casual outfits would go to another one.

VISUAL APPEAL: Pinterest ranks high on the visual appeal element because viewers are generally drawn to **pins that have beautiful images**. So when you are pinning, make sure the pins are not just informative but have a good aesthetic value too.

GET INNOVATIVE: You may be a business firm who is there on Pinterest just for promoting your products and creating awareness about them but you don't have to pin images of your products all the time. You can **pin any interesting picture** that is relevant to your product or inspires your business. For instance, if you own a grocery chain, you can pin images of the countryside, smiling faces of people or children, etc.

GET ACTIVE: Pinterest is also a **social networking site** where you can interact with other users. So start engaging with other users by following their boards, repining content from other boards and liking pins that are relevant to your business.

Pinterest is relatively new in the online marketing world but is a great avenue to exhibit your wares, your interests and your inspirations, successfully **building brand associations** and relationships.

Pinterest ranks high on the visual appeal element because viewers are generally drawn to pins that have beautiful images. So when you are pinning, make sure the pins are not just informative but have a good aesthetic value too.

MWM marketplace

> Domains, Websites & Products For Sale.



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Contact:

ads@makingwebmoney.com

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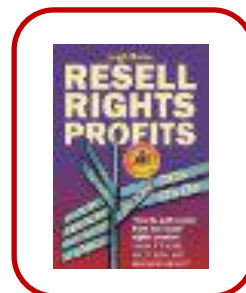
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MWM featured products

Resell Rights Profits

Have you ever wondered how those other online marketers pump out product after product week in - week out while you struggle to get your first development project off the ground?

The simple answer is they leverage other people's time and resources to create the products for them! That's right, you may have heard of Resell Rights products - also known as PLR (private label rights), white label products and MRR.



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iPad2

Any iPad description you read will make note of the new slimmer size for the iPad 2, and it's one of the bigger features that Apple are promoting. The differences are very small, though anything that improves portability is useful for a device like this. If you're used to the old iPad, you'll probably notice the changes.



MWM contributors

Shannon Ball

Shannon Ball is a writer, speaker and coach. She helps business people maximize their exposure through Internet marketing and other advertising tools.



Steve Barnes

Steve Barnes is an experienced copywriter, SEO expert and content specialist. He has been in the marketing field for over 12 years and he has helped a lot of people succeed.



Chad Barton

Chad Barton is an article content writer who writes about various niches. He provides an article content, keyword research, and other services in order to help marketers succeed in their business.



Marshall Caldwell

Marshall Caldwell writes about a wide range of topics, from real estate to marketing. He has been in the business for 8 years now.



Ignacio Chambers

Ignacio Chambers is an SEO expert who assists businessmen reach a wider audience through Internet marketing.



MWM contributors

Tracy Mallette

Tracy Mallette is a blog editor for SEO Copywriting and she curates content for the weekly SEO Content Marketing Roundup, edits all blog posts, secures weekly guest bloggers, writes Q&As with leading industry professionals and coordinate the editorial calendar.



Lillie Malone

Lillie Malone is a full-time online marketer. Her services include content writing, keyword research and search engine optimization.



Wendell McCormick

Wendell McCormick is an expert in SEO, content and social media marketing. He has been helping business people and marketers for 6 years now.



Genevieve McKinney

Genevieve McKinney writes about different fields and she has become a household name when it comes to Internet marketing.



Florence Pierce

Florence Pierce has been in the Internet business for 3 years. Even though she is still a bit new in the field, she has proven that her skills can compete with other marketers.



USING BLOGS FOR ONLINE MARKETING

By: Florence Pierce

Blogs are being churned out by everyone today- students, home makers, professionals, school kids, and almost everyone who love writing and strongly feel about sharing their ideas and experiences with others. But what is actually turning blogs into prized essentials is their value in online marketing strategies. Whether you are a fortune 500 company or just a small entrepreneur, writing and **maintaining a blog** for your company can be very rewarding and the bonus is that it quite inexpensive when compared to many other marketing or advertising strategies.

Blogs are very flexible when it comes to using them for marketing. Firstly, you can make them **Search Engine Optimized** so they have a high visibility rate. Secondly, they give you an opportunity to interact and engage with your potential customers. They give an idea of your target groups and you can devise your content or other strategies based on this.

Unlike a website, a blog has a more personal appeal. So instead of just putting out information about your product or service, provide information about the business process and your business goals in an informal language. Using too much technical jargon can make it boring so use simple language and terms and make the content interesting. Remember, people should not get the feeling that they are reading an information brochure.

When you are planning of implementing new ideas for your business, share them on your blog and watch out for **customer feedback**. Sometimes, this can help you to know the exact requirements of your target customers and plan accordingly. Communication is very important in marketing, so make it point to respond to the comments and posts of your **followers on the blog**. You can also share a whole lot of information or interesting facts or trivia or even your general views about the world around you. This helps developing a relationship with customers.

Give your marketing a winning edge with a **well written blog** that can help build a long term customer base and a general good will.

Unlike a website, a blog has a more personal appeal. So instead of just putting out information about your product or service, provide information about the business process and your business goals in an informal language.



USING CONTENT MARKETING EFFECTIVELY

By: Steve Barnes

It is important to make your content SEO friendly by choosing the right keywords. But overdoing this can make your content look sloppy. So use keywords for sure but do it in a smart way without ruining the look of your content.



As business firms explore more ways of **effective online advertising**, audience too are becoming adept at ignoring annoying and irrelevant information. Whether it is a banner ad with a single line of text or a company blog with lots of information, it is difficult to attract customers' attention if your content is ineffective. Content marketing is all about creating simple, creative and interesting content and distributing it to your customers or target audience through various **social media networks** or online marketing spaces. Here are a few rules to keep in mind while developing effective content.

KEEP IT SIMPLE: Many firms make the mistake of creating lengthy articles to give out information about their business. It is important to know that too much content can turn off a potential customer because many internet users keep surfing very fast and are not patient enough to go through too much stuff. So keep the wording lucid and choose a font that is easy to read fast.

USING KEYWORDS EFFECTIVELY: It is important to make your **content SEO friendly** by choosing the **right keywords**. But overdoing this can make your content look sloppy. So use keywords for sure but do it in a smart way without ruining the look of your content.

CHOOSING THE RIGHT PLATFORM: In traditional media, your ad copy is designed, depending on the kind of media it is being made for. For example, a copy designed for television may not work for radio. Similarly, it is important to know which platform your content is going to use and create it accordingly. Also, keep your **target audience** in mind when you are **generating content**.

BE INFORMAL: the current online marketing strategies depend heavily on interactivity and two way communication. It is about building a long term bond irrespective of whether the person is immediately going to buy your product or not. So **develop content that is informal, friendly and personalised**. It should motivate the customers for active participation.

USING FACEBOOK FOR ONLINE MARKETING

By: Ignacio Chambers

An increasing number of business firms are using **Facebook** for their marketing needs but only some of them seem to make it big. Like any other social networking platform, Facebook provides the advantage of interaction and feedback but many firms fail to make use of this fully. If you are a beginner to online marketing or if your attempts have not yielded significant results, follow these simple tips to help you perform better.

- Firstly, develop a clear strategy with defined marketing goals and your target group. Without this, you might end up with content that is irrelevant to your target group. Avoid in-your-face promotions and keep your **Facebook page** informal and friendly.
- Design the page keeping your product or service image in mind. Choose the colors that match the tone and key color themes of your company or brand logo and design it attractively but keep it clutter free.
- Keep posting regularly and make your presence felt. Failing to post updates for very long periods of time can erase you from the memories of your customers or may send out a signal that your business is not doing very well and hence there is nothing to post about.

- Encourage people to **sign up** or register with your company or firm by offering them incentives in return, like some reward points or discount coupons.
- Create interesting and fun contests which will engage the users to participate in conversations or commenting on a thread about your product or service. This is a great way to **generate some buzz** about your company.
- When you post an update about a new product or service, you can make people to spread the word by encouraging them to share it with others in return for a discount coupon or shopping credits.

Facebook is a creative platform which offers plenty of opportunity to innovate and experiment. By exploring the social networking platform and making use of its advantages, you can greatly increase the reach and exposure of your marketing efforts.

Create interesting and fun contests which will engage the users to participate in conversations or commenting on a thread about your product or service. This is a great way to generate some buzz about your company.



MWM Back Story

LAUNCHING A MALE GROOMING BRAND



Hair and makeup artist Lisa Hilton started men's grooming brand Rehab London in 2009 and now turns over £200,000. SmallBusiness.co.uk talks to her about the journey.

How did you get started?

My background is in hair and makeup in film and TV, and in 2009 I was shaving men on a filmset and finding their faces were raw and in a bad way.

At the time I was using women's natural products which were oily and viscous and there was nothing on the market that was natural and clean and specific to men's skin to get their faces through the tough hours.

I found a lab and I put to them what I wanted from a men's grooming product, until I had six products i was overjoyed with.

How was it financed?

Development doesn't represent a lot of upfront costs because a lot of scientists will develop the products for you for free in an attempt to win the manufacturing rights. I only needed £5,000 in savings to start – £1,000 to get a community trademark, which took a year to process, and £3,000 for a graphic designer to do the logo.

After that, I needed to raise proper funds to do my first manufacturing run. However, even though I was a property owner the banks didn't want to lend, so I went to my locally-funded Business Link for some business planning advice. In the end I raised £25,000 through Hackney Business Ventures, supported by Hackney council. If you're a property owner you still have to find a personal guarantee for it, but they do lend to higher-risk people in some circumstances.



“At the time I was using women's natural products which were oily and viscous and there was nothing on the market that was natural and clean and specific to men's skin to get their faces through the tough hours.”



“After I manufactured my first run I had something to give to retailers and send out to various newspapers and magazines. We were lucky because the Metro picked us up straight away and profiled us twice, and when you get in there your online sales go through the roof.”



How was it marketed?

After I manufactured my first run I had something to give to retailers and send out to various newspapers and magazines. We were lucky because the Metro picked us up straight away and profiled us twice, and when you get in there your online sales go through the roof.

We managed to get stocked in Harrods and Harvey Nichols and we gradually became a trusted brand in our space, which prompted an increase in online sales too. Also, we were doing a lot of PR activity in London and at various sports events, and that would feed through on Twitter. One of the newspapers picked up that we were backstage at the Brit Awards and that Robbie Williams loved us. That was translated into 27 languages and went viral.

How is trading in the UK?

The UK high street is so monopolised by the big players like Boots, Tesco, Sainsbury's, and it's so tough to get established. As a small business, we have to build in 20 per cent VAT into our recommended retail price (RRP).

Even when VAT went up our RRP didn't because that's the RRP dictated by the high street. Also, they want all sorts of discounts and settlement fees. In the end with most big stores you deal with in Britain you'll get about 33 per cent of the invoice actually paid to you after all their discounts and margins and requirements. Anyone who builds a business model just to trade on something only in Britain will have to build in a lot of spare cash flow. Most of our business has actually come from overseas.

Any other challenges?

We recently had a problem where a shipping port held two of our big containers holding 100,000 pieces, and said it'd cost us £4,000 to pick up. They said it was a 'Chinese port fee' so we had to legally challenge them for them to remove the fee which they had literally just made up. We had to challenge them legally and we got some money back, but it wasn't a nice experience. There is a lack of regulation in the country with regards to logistics; it needs to be easier to ship goods in and out of the country.

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