

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

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Marketing Your Business Through Online Business Directories

p.10

James
Parker



Gadgets

interviews

products

Q and A

Joy
Lindberg



Split Test for Success: What Is Split Testing?

p.20

HARALEE WEINTRAUB: TURNING ADVERSITY INTO A SUCCESSFUL NICHE APPAREL BUSINESS

p.42

Haralee
Weintraub



p.29

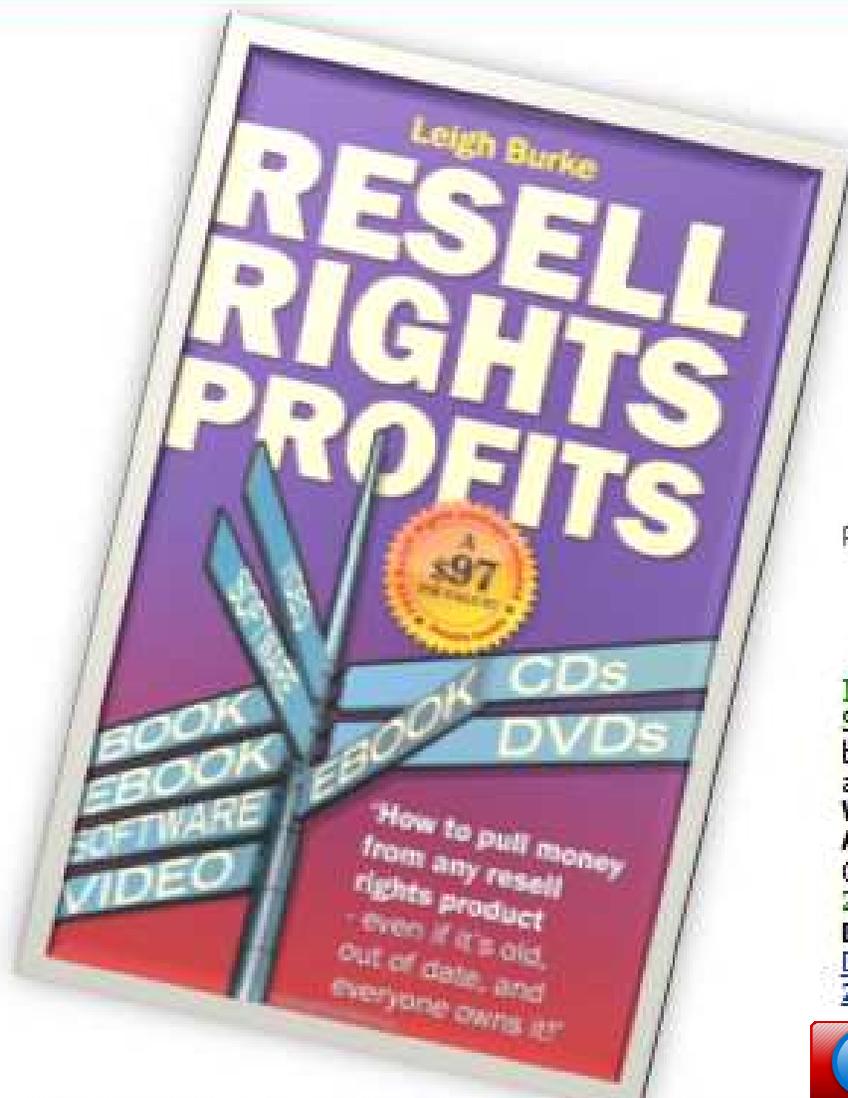
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Regular Columns**6 Editor's Letter**

Welcome to the August edition.

7 MWM Inbox

Got something to say?
Tell us what you think.

8 What's On

Seminars, Expos and
Summits, oh my!

10 MWM News

Stuff you should know about.

12 MWM Success Story

Interview With Seth Goldman, CEO Of Honest Tea

15 Subscribe

Subscribe for free

16 Ask the Expert

Interview With SEO Expert & Master Interviewer, Eric
Enge

22 MWM Gadgets and Toys

You know you want them.

25 Advertise in MWM

Be seen by 150,000+ potential customers.

26 MWM Tools

Books, Courses, Software etc.

28 MWM Videos

Watch useful videos on internet marketing etc

29 Q&A

Interview With Affiliate Marketing Expert, Josh Ewin –
ASE12

**12 Seth Goldman****42 Haralee Weintraub****33 MWM Useful Links**

All the links in one handy place.

35 MWM Marketplace

Buy & Sell domains and websites.

37 Featured Products & Contributors

The people and products that helped
make this edition.

42 Back Story

Haralee Weintraub: Turning Adversity
Into A Successful Niche Apparel
Business

Features**11 Marketing Your Business Through Online Business Directories**

By James B Parker

19 Why Companies Should Start Focusing On Tablet Users

By Brian Rasmussen

20 Split Test for Success: What Is Split Testing?

By Joy Lindberg

23 The Strategy of Using Long Tail Keywords for SEO: Why They Are Useful

By Michael Huntington

29 Can Press Releases Help Your Business?

By Vadim A Kotin

34 Proven Guide To Affiliate Marketing For Beginners

By Viggo Joergensen

38 Contributors**39 How To Increase Your Online Conversions**

By Karen Heidi Pierce

40 Establishing Communication With Your Target Audience On The Net

By W Guttersohn

41 How To Find Ways To Earn Money Through The Internet

By Shane Martin

**34 Proven Guide To Affiliate Marketing For Beginners****41 How To Find Ways To Earn Money Through The Internet**

mwm editors letter



Welcome to the **NEW OCTOBER** Issue of “**Making WEB Money**” Online Marketing Magazine.

Again this month we have great articles and personal insights from -- **Shane Martin** on **How To Find Ways To Earn Money Through The Internet, Split Test for Success: What Is Split Testing?** from Joy Lindberg and **Why Companies Should Start Focusing On Tablet Users** By Brian Rasmussen

Online Marketers contributing useful information plus our **MWM Success Story** an Interview with **Seth Goldman, CEO Of Honest Tea, PLUS Haralee Weintraub: tells us about Turning Adversity Into A Successful Niche Apparel** plus so much more

For those readers having some viewing problems with the **Online Version** of “Making Web Money” there are now **Free available PDF downloads** to make reading more convenient.

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

“
An
economist
is an expert
who will
know
tomorrow
why the
things he
predicted
yesterday
didn't
happen
today.

-*Laurence L. Peter*

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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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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 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.

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.



Did you know:

According to legend, Amazon became the number one shopping site because in the days before the invention of the search giant Google, Yahoo would list the sites in their directory alphabetically!

mwm what's on



**JUMP Webinar:
Measuring
Shopping Media**



There's no more powerful place to target consumers than on the retail websites where they're researching products and shopping. Available on sites such as Target, Home Depot and Sears, ShoppingMedia presents a unique retail advertising platform for brands to speak one on one with consumers. In this JUMP Webinar, Jake Bailey, Chief Evangelist, RichRelevance, will explain how the right retail ad server enables powerful measurement tools and will share specific metrics in use by the largest advertisers to measure the efficiency of their ecommerce media.



**Digital Cream
Sydney**



Econsultancy's Digital Cream is our invitation-only event for senior client-side digital marketers to help you meet your peers and learn from each other about the latest best practice, what's working and what's not. The event is part of a global series of Digital Cream events running in London, Dubai, Shanghai, Singapore, New York, Chicago and San Jose.

It's a 'hands-on' participatory event to enable you to network with your peers and learn through discussion, roundtables and debate.

what's on



**Integrated Digital
Marketing
Roundtable**



One of the Digital Cream Chicago roundtables, this participatory, attendee-driven discussion will focus on the strategies and techniques needed to move various marketing channels into a truly integrated, streamlined marketing campaign. Participants will also share best practice and the techniques and methods used to integrate marketing.

QUALIFICATIONS OPEN EVENING - AUSTRALIA

DATE: October 17 2012

TIME: 5:30pm – 7:30pm

VENUE: The Arthouse Hotel, Australia



Our qualifications open evenings are the ideal way to find out about our academic programmes: It's a great opportunity for you to meet the team and decide which programmes might be right for you or your team.

Over some nibbles and wine we'll be introducing our new Executive Certificates, in partnership with UTS, as well as explaining the logistics behind these exciting, university-accredited professional qualifications.

We'll be available to offer advice on a range of topics, including:

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- Administration and payment options
- Eligibility
- Business benefits
- Personal development benefits
-

Our open evenings are often over-subscribed, so please book online early to avoid disappointment.



Quotable:

“The Internet is the most powerful magnifier of slack ever invented.” ~Author Unknown

Research Firm Predicts Up To 15 Percent Of Likes/Reviews By 2014 Will Be Fake

Research firm Gartner has released a report predicting the importance of online reviews and social media “Likes” will result in Fortune 500 brands and large enterprises increasingly “astroturfing” and paying for positive mentions. Specifically the percentage of paid-for mentions, Likes and reviews will reach 10 to 15 percent of the total by 2014.

Gartner goes on to assert that there will be at least two high-profile FTC actions against Fortune 500 companies during the same time frame. The FTC published and updated guidelines in 2009 about the use of testimonials and endorsements in advertising. Those rules extend to bloggers and others offering online product reviews. The guidelines require disclosure of a paid relationship.

Presumably these FTC rules would extend to any corporate campaign to generate positive social media buzz and related product endorsements, where the paid nature of those reviews, Likes, etc was not disclosed to the public.

Companies tempted to manipulate social media mentions or ratings with false Likes/reviews do so at their own peril. Putting aside potential FTC investigations and fines, the public humiliation and negative impact on brand image would be potentially significant, although perhaps hard to quantify.

A number of authors on Amazon over the years have been caught faking positive reviews for their own books and writing negative reviews for rivals under pseudonyms. If caught there's a lot of public humiliation (and schadenfreude) that follows.

Similarly, about a year ago, Samsung faked testimonials when it introduced its new Galaxy tablets at a trade show. The company was caught and endured significant grief at the hands of bloggers and tech journalists. Yet that public shaming didn't appear to hurt device sales (of mobile phones; the tablets were weak).

More recently Nokia faked video images from its new Lumia 920. It was quickly caught and had to apologize after being outed, distracting from the launch announcement and further damaging Nokia's public image. Thus, it's a safe bet that social media astroturfing will be uncovered with corresponding PR damage (and fines) to the brands behind it.

AS EXPECTED, TWITTER DROPS SUPPORT FOR THIRD- PARTY IMAGE UPLOADS

Twitter debuted a shiny new user profile page today and simultaneously launched new versions of its official iOS and Android apps. Much was made of the changes, but lost in the PR blitz is this:

Any Twitter user that posts photos to the service from now on will be doing it via Twitter's own photo service, not via one of the many third-party providers such as yFrog, Mobypicture or Twitpic.

The option to choose a photo service is now missing in the settings on Twitter's mobile apps. Users can still choose a video hosting service (for how long, one has to wonder) and a read later service, but the photo service chooser is gone.

This isn't unexpected, of course. Reports surfaced over the weekend that Twitter was about to ditch third-party image services. Twitter launched its own photo service in August 2011 via a partnership with Photobucket, which does the image hosting.

As I wrote yesterday, this is Twitter's latest step toward controlling the user experience, particularly around the display of tweets. In this case, dropping support for third-party photo services means users will stay on Twitter itself when viewing photos in the future — those added page views are no doubt also added opportunities for advertising.



Quotable: “Almost overnight, the Internet's gone from a technical wonder to a business must.”
~Bill Schrader

MARKETING YOUR BUSINESS THROUGH ONLINE BUSINESS DIRECTORIES

By James B Parker

Are you trying to increase sales, get more customers, or make more money? If so, you might be interested in one advertising opportunity that many people do not think about. It is very easy to use, incredibly affordable, and you can potentially reach your target audience with very little effort. An online business directory could be the perfect vehicle that you can use to drive traffic to your site, reach more customers, and avoid having to go through expensive and lengthy marketing campaigns that may or may not work at all.

There are a number of benefits for companies who decide to use an online business directory, and here are some examples:

1. Customers generally go to these types of websites because they are looking for a local product or service. Instead of doing a general internet search, directories allow customers to be able to quickly and easily find what they are looking for.
2. They allow the customer to feel safe and be certain they are buying from a reputable and well reviewed source. This is especially true if your product or service can be purchased online.
3. The SEO (search engine optimization) benefits of being listed in an online directory can be massive. It can drastically help your website get higher rankings across search engines, resulting in more traffic and ultimately lead to more sales.

While there are many business directories online, many of them categorize and organize online products and services. With a local business directory, businesses are able to connect with customers just as easily, but without the expense that many internet marketing strategies entail.

A good online business directory can be a useful tool for anyone who is interested in finding a marketing strategy that is effective as well as affordable.



So, if you're looking for a way to reach a target audience without having to spend a small fortune, consider using an effective online business directory that has a lot of traffic and a lot of notoriety. Many customers visit these sites each and every day looking for a wide range of products and services, and you should consider listing yours as well.

Many businesses choose to use billboards, radio, television, phone book advertisements, or even classified ads in newspaper publications. Sometimes these campaigns work, and there are times when businesses will receive no leads whatsoever. Unfortunately, advertising with these methods can be very costly as well as time-consuming. An online business directory provides businesses with the opportunity to reach a target audience that is specifically looking for the products or services that you are offering. And, since they are published on a continual basis, businesses receive continual exposure.

A good online business directory can be a useful tool for anyone who is interested in finding a marketing strategy that is effective as well as affordable. And, a well placed advertisement can reach potential targeted customers now and well into the future as well.

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mwm success story

INTERVIEW WITH SETH GOLDMAN, CEO OF HONEST TEA

KissMyCountry had the rare opportunity to interview Seth Goldman, CEO of Honest Tea - in person! When Seth realized we live near his company in Bethesda, Maryland he invited us to his office for the interview. Enjoy our talk with Seth Goldman as he talks about building Honest Tea, taking it to national distribution this July, and his continued dedication to sustainable business practices!

Lexy: Seth, it's really an honor to talk with you and we appreciate your being so responsive to speaking with KissMyCountry for our series. You started Honest Tea by experimenting in your kitchen. Lots of people mix up things in their kitchen, but very few end up running a multi-million dollar business based on their creations – even those that start with an idea as good as yours and Barry Nalebuff's. Why did you succeed when so many fail?

Seth: I just think we really were very passionate and still are very passionate about this. This was something important to do. There was a great deal of ambition and energy behind it and relentlessness too. It's interesting, there have been a lot of organic low calorie bottled tea companies that have come and gone. Some people say we were just at the right place at the right time – lucky. But a lot of that passion carried us when we weren't running on much else. I think that counts for a lot. We've really been fortunate to be able to put together people who share that passion and that's important too. In the beginning we were probably a little too conscious of being purists or mavericks and we didn't bring on people from the beverage industry. On the one hand that hampered our growth but on the other hand that kept us mission-driven. I know we made a lot more mistakes or didn't grow as quickly because of it but in the long term I think it really assured our long term success. We also had a lot of long-term thinking. We weren't trying to turn a buck and we focused on the future and especially given how challenging our growth was in the beginning if we had made our tea any sweeter or made it cheaper we could have grown more quickly but we really had our vision and we stuck to it.

Lexy: I'm really struck by how admired you are by other CEOs in the Green and sustainable arena. I hear your name again and again, which is impressive given the talent and success of this group. You've clearly connected with and inspired many. How do you feel about that, and – again – why you? Why do you think you're one of the most mentioned and admired in this arena?

Seth: That's nice. It's very gratifying. It's nice to hear. I definitely do put a lot of effort into sharing this mission and spreading it. I was one of the founding board members of Net Impact. It's a national non-profit focused on seeding the next generation of socially responsible entrepreneurs. I was on the keynote closing panel at their conference this past fall and I've always supported it. We hold an annual event here at our office in Bethesda and we'll have that here next month to welcome all the Net Impact interns. We've always hired Net Impact interns here since we started. Certainly that is one way to help and also I think a model for building a sustainable enterprise. One of the things we've always put on our shoulders is this feeling that this has to work not only because it's our livelihood and we've got investors who are depending on us but because we need to show the world that this kind of model of business can succeed. If we don't succeed and we remain a niche business or we don't really flourish then we satisfy all those skeptics who say you can't really mix business and a mission-driven agenda. And it's interesting. The first generation of socially responsible businesses like Ben & Jerry's were one step and I think we're the next wave. Hopefully, young entrepreneurs may be able to relate to us because it's relatively recent that we've been around and we're still growing quickly. We still have a long growth curve.



“I know we made a lot more mistakes or didn't grow as quickly because of it but in the long term I think it really assured our long term success.”

Quotable:

“TV and the press have always functioned according to the same sets of rules and technical standards. But the Internet is based on software. And anybody can write a new piece of software on the Internet that years later a billion people are using.” ~Marc Andreessen

Lexy: Who are your heroes? As you face challenges at Honest Tea, who do you draw on for advice and inspiration?

Seth: Gary Hirshberg at Stonyfield Yogurt is certainly one of my heroes, he's been on our board and he's someone who has played an influential role for me so we certainly see ourselves following in Gary's wake as well. Gary has played an important role because he took a product that was a healthy product and made it organic and increased availability by marketing it successfully to a larger audience and we see ourselves doing the same thing. And then he also partnered with a large multinational and then managed to keep control of the enterprise and the brand and is still running it, which is also a great model. We owe him a lot and continue to learn from him. Another great mentor has been Jeff Swartz, the President and CEO of Timberland. He was on our board. He was one of our first board members back in 2001. He's just been a great inspirational friend in terms of how to really be focused on your mission and focused on your brand and thinking long term. He's not on our board now, he transitioned off when Coke came in but is still somebody who I really admire. The first person who really gave me a chance in this socially responsible business world is the co-founder of Calvert, Wayne Silby. I was an intern for Wayne back in business school in 1994. He's still someone I continue to interact with because I'm on the board of the Calvert Foundation. I see him at least on a quarterly basis which is fun. I'm still in touch with him even though I'm not in the investment world anymore. In fact the quote on our wall I first heard from Wayne ("Those who say it cannot be done should not interrupt the people doing it – Chinese Proverb"). I certainly take it to heart here. I brought him up to this office last year, and he saw the quote, which was really neat. My parents are certainly in that group and we had a great experience just a few weekends ago when I was awarded an Honorary Doctorate at American University. I gave the commencement address and my parents got to come to that. That was for me a really nice feeling. I am really honored by this, and it was really nice to be able to share that moment with my parents, they're both academics and they have a real appreciation of what that means. They've been an inspiration to me also in terms of always focusing their work on things they care about. There's a great quote, from Teddy Roosevelt, "Far and away the best prize that life offers is the chance to work hard at work worth doing," and they took that to heart.

Lexy: Honest Tea has grown into a well known –and well liked – brand. In 2008 Coca Cola acquired a stake in Honest Tea, which seems to have benefitted both companies. What advice do you have for other CEOs of green or natural products companies if a Fortune 100 company expresses interest in investing?

Seth: One of the things that's really helped with our relationship with Coca Cola is that we still control the brand. We made it clear to them when they approached us that they're happy to talk to you but we feel the need to continue to control this. And the good news is that they recognized that. Our agreement was legally structured that way. That helped ensure that we would continue to build the brand the way we conceived it, maintaining our focus on healthier products and ingredients, more sustainable sourcing and an authentic approach to it. That was really important. What I would say is one of the reasons we were able to do that is because we offered a great deal of value to them. They offered a great deal of value to us. There's no question about their ability to help us distribute the product, their access to resources and money and all that. Very powerful. But we offered them a lot, we offered something they didn't have. They didn't have a premium tea line, they didn't have an organic product. They didn't have a product that had this healthy positioning that we have. That helped make it so that when we said we wanted to run the brand they understood why it made sense. That was important. What's really going to be interesting is over the next 12-24 months because Coke does have the option to increase their stake and so let's see how we continue to run. There too I'd say Gary's been a great role model because his company is now economically owned by Danone. But, from the outside you wouldn't tell the difference as a consumer. We hope they will have a chance to be that way with us.



Lexy: Seth, in 2008 you also founded Bethesda Green, a local sustainability initiative. Bethesda Green seems very integrated into Honest Tea – it's mentioned on your web site and is a part of your list of accomplishments as TeaEO of Honest Tea. Is this mainly because of your personal commitment to Bethesda, or do you also want to inspire other CEOs to launch similar efforts in their communities?

Seth: For our first 10 years we were acting globally. We were looking at sourcing organics overseas and at tea gardens on the other side of the planet. We really needed to think about what we were doing locally as well. We've always been supporters of local races and charities. It's almost a joke these days that if you're in Bethesda and you need someone to donate drinks that Honest Tea will donate. And we're fine with that. We want to be supportive of our community and we're bringing people together. So that all makes sense. But as we were negotiating our lease for this new office we realized we do have this ability to convene companies who have a lot more resources than we have and partially because of who we are and how we work it wasn't hard to convince others there was value in doing it and so it's been really gratifying to see other businesses – whether it's our landlord Federal Realty or Chevy Chase Bank and Calvert obviously bringing resources to this initiative and so really having an impact on this community. That's been exciting from our perspective and we'd love to see how we can expand that. In terms of the message I didn't have anything particular in mind but it's been interesting to see the reaction, even at Coca Cola. I presented Bethesda Green at an international Coke conference earlier this month and I got questions from some people about how can we be doing this kind of thing in our community? If we can take some of the things we've instituted and expand them with other resources, that's great.

Lexy: What's next for Honest Tea? What can we see from the company in the next few years?

Seth: Certainly in the next few months we're ramping up and we've got a lot of new products coming out. Which you're drinking (Half and Half). That's been getting a great response. We've also launched this new line called Honest Kombucha which is a fermented tea. I don't know if you've had Kombucha before. That's certainly worth trying and it's really unusual and different. That's launched in Whole Foods and in the West Coast as well. The other really big thing is because we're now partnered with Coke, between now and the end of July we're going to be expanding our distribution nationally. Before the end of July we'll have Honest Tea distributed off the Coke trucks in every state. So that's quite a step for us. We're now in stores like CVS and Kroger and places where bottled drinks are sold. That will really change the nature of our availability. In conjunction with that we're going to start doing some themed promotions that we've never really done before. We've always tended to be very grassroots in our marketing and we'll continue to be very grassroots but we're going to do some larger spends that help make people more aware of where they can buy the drinks. Billboards, we're going to do some small radio stuff, very selective. We just did this initiative in New York which was really fun where we put up a display on Wall Street the day that President Obama spoke on Wall Street, we put up a stand that said 'Honest Tea Honor System, Pay a Dollar' and then left the stand unstaffed to see what would happen. I think the results were that Wall Street was about 89% honest that day, and it was fun to watch as a social experiment. We like to do things like that that help to create a little curiosity. We have plans to do that in different cities. Personally I don't have plans to move elsewhere than the beverage arena, I don't have a potato chip company in my back pocket. Twelve years ago we started this and we wanted to have an impact on people's diets and have an impact on the beverage industry and we started from the smallest possible place. Now we have this incredible opportunity and platform to really take that vision and expand it, which we're just starting to do. So in a way we're really in the middle of it and a lot of the impact is still on the table. There's a lot of impact still to make here and important work to do. I also think in some ways we and I are uniquely suited to do that. In terms of what we owe investors certainly I feel obligated to see this through until the point when Coke buys the company. So there would be that obligation to fill. In terms of what I owe myself I feel that I started this vision and want to see it through.



Lexy: And, what's next for Seth Goldman? Besides Honest Tea, Bethesda Green – and your recent appointment to the American Beverage Association board, any other new plans you'd like to tell us about?

Seth: There's a lot. One of the things that I've really had to do this past 2 years in particular is I've turned down a lot more than I accepted in terms of new responsibilities just because there is so much. I really owe it to our investors to make sure we see this through to get the best returns. And I owe it to myself because I'm an investor. I have made no other plans to do anything except build Honest Tea. As I said I spoke at this international Coke conference of Coke departmental folks from all around the world and so having that kind of platform was a chance to play a role in the larger system and I think that will continue. Those kinds of opportunities will continue to emerge. Certainly an expanded role not just within Coke but within the beverage industry is something that I can see, now being on the board of the ABA. We just had our first board meeting where we talked about recycling initiatives and how can we get up the average recycling rate around the country. The average recycling rate is less than 30 percent. How do you get those numbers up? There's a lot of good things going on around sustainable packaging and the reduction of packaging but at the same time if only 30 percent is being recaptured we really need to increase that. So there is still a lot there. And also the broader role of being a leader in the socially responsible business movement. Just this past week I've met – and I frequently meet – with other people I've seen as colleagues like the folks who run Method, I interact with TerraCycle with Tom Szaky. I have a lot of interactions with this network of people. We're allies in a – I won't call it a war but certainly a campaign, in a movement. There is this whole issue of leadership. Just two weeks ago I was invited to a White House conference on small business. How do we spur the 'gazelles'? I'm coming at it from a lens of yes, of course it's important to create jobs but how do we create more sustainable businesses? And within that how do we change the conversation within corporate America too? Even if my job description were to stay the same there's an expanded role that's important and I anticipate getting involved in that. Right now I'm so Honest Tea focused. I'm going to speak at a Wall Street Journal conference. So those kinds of opportunities are fun too and I always get something out of those. So there's a lot going on and my plate is pretty full as it is.

I majored in Government and I'd always thought of myself as having an interest in politics. I traveled after college and then I came back here and worked on Capitol Hill. I haven't ruled out politics at some point. It's exciting for me to see what kind of impact we can have on public issues and environmental and global issues as a private company. That's certainly not something that I anticipated in college – being able to have that kind of impact from the private sector. In contrast I see what's going on in Congress, and a lot of discussion of marginal change, and so much posturing and not real change happening. Not the kind of change we've been able to help be part of here around like source reduction, sustainability, and healthier diets. These are the issues that really define how we live, certainly as a country and even as people on this planet. People are passionate but I'm not sure they're able to always make change happen. In part what I see in politics is that you come in with a passion, and then you have to start getting into compromises and by the time you're looking at what actually gets passed it's such a dilution of what you stand for. And what's been so surprising and so satisfying is that I don't feel that we've sacrificed or that we're compromised by what we stand for. We were the first to make organic tea and we've only continued to up the ante. Everything is organic now. And we were the first to make Fair Trade tea and we continue to make Fair Trade tea and continue to expand our commitment there. And certainly around our source reduction whether it's our partnership with TerraCycle or this new bottle that we just introduced that's 22% lighter and we were the first to introduce that technology. We all live in this contradiction that we're focused on sustainability and we live in a consumption economy. That's a contradiction so I don't want to make it sound like we're pure and put ourselves on a pedestal. But what is satisfying is to really come at this with an agenda and not have to encounter a lobbyist or some faction and there's no question that our product isn't for everybody. So maybe if we were trying to be all things to all people we'd be diluted. We know what we stand for, and our product is out there that way, and some people don't buy it but some people love it and it feels very gratifying to feel like what we stand for is making change happen and that it's been embraced by a lot of people. If we can keep making change happen this way then that's fine too. I certainly know for me I've been running this thing for 12 years one way and I'm certainly not going to be interested in anything else.

“There’s a lot of impact still to make here and important work to do. I also think in some ways we and I are uniquely suited to do that.”

Lexy: Seth, at KissMyCountry we like to talk about the places we love. What are your favorite places to live or travel?

Seth: Certainly for living our house backs right up on a park. So that's just wonderful space and every day I'm in that park whether it's running through it or after work biking through it. It's just this open space, an open green space and this is where people live. People work, but the park is where people live. You've got people out there playing, relaxing. We have 3 sons and they've really grown up in that park. That's such a nice space for us, in fact my youngest son is having his Bar Mitzvah next month. People have their special places where they go for the party, well we're doing it in the park. That's where we'll have everyone over on Saturday. We'll play Capture the Flag. So that's a really nice space for me. Globally, it has to be the Tea Garden in India called Makalbari. It's almost a sacred place. It's such an amazing balance between plants and animals, between people and the planet, between the people who live there and the people who run it. Even the climate. We were there during April or May, at the time there was this feeling of the balance even within the weather. It was this incredibly moist place and you start the day with clouds hanging really low over the mountains and the temperature is kind of the same as your body temperature. It's just an amazing place. We didn't spend that long there but for our whole family it was a spiritual trip. That was a special place. I'm originally from New England – I grew up in Wellesley just outside of Boston. I do miss seeing my family and we go there at different times during the year but Bethesda definitely feels like home for us. We've been here 14 going on 15 years. It's certainly a conscious community of people, mindful of the impact their actions have on the world and the environment.

Lexy: Honest Tea's headquarters are in Bethesda, Maryland. What do you like about operating a company there?

Seth: This is just such a livable existence. I bike to work. Our kids' schools are all within biking distance, so a lot of them will stop by on their way home to pick up a drink and say hi. That just makes it very nice. For our employees it's all accessible whether by metro or bike path or walking. Coming here doesn't feel like I'm going to work. As a community we've helped create this great ethos now. It's really nice to have this restaurant Sweet Greens downstairs. Actually both Gary and I are investors in it. That has certainly enhanced the quality of my life for two reasons. I love getting the salads but it's also nice to go downstairs and see all these people drinking Honest Tea. Yesterday I wanted to get some fresh air but I made sure just to walk by to see the people drinking Honest Tea.

Lexy: And, where do you like to go in the neighborhood for lunch, dinner or just to relax with your friends or your family?

Seth: Bethesda Bagel. We always get stuff there. They're fun not only because they sell Honest Tea but because they're both local entrepreneurs that I know and I'm friendly with. Our whole family is vegetarian. Raku or Redwood, which has a very good veggie burger. Actually it's funny. This weekend we thought we were going to be allowed the chance to have dinner just the two of us, but that didn't work out. It's striking still there aren't that many restaurants that have real vegetarian offerings. A lot of them just have pasta or they'll do a little mélange. There are different places that we go.

Lexy: Thank you! We'd like to stay in touch.

Seth: Okay, sure. Sure.



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mwm ask the expert

INTERVIEW WITH SEO EXPERT & MASTER INTERVIEWER, ERIC ENGE

By Laura Crest



About Eric Enge

Eric Enge is a veteran of the SEO/Search world, regularly contributing to both Search Engine Watch and Search Engine Land. He is a regular speaker at search industry conferences, such as SES (Search Engine Strategies) and SMX (Search Marketing Expo). Eric is also known as a co-author of the classic SEO book, *The Art of SEO*. Eric's own site, Stone Temple Consulting, is where he works his magic with interviewing the thought leaders of the SEO industry. You can find Eric on Twitter via [@stonetemple](#), and on Google+.

Today we are most honored to feature our interview with SEO expert and interviewer extraordinaire, Eric Enge. Eric is legend in the SEO/search industry, having been involved in it from the beginning. He is a regular SEO columnist with Search Engine Watch and Search Engine Land.

Eric also hosts an awesome SEO expert interview series at his own site, Stone Temple Consulting, where he talks with industry heavies like Google's spam man, Matt Cutts, and Search Engine Land's crown jewel, Danny Sullivan.

Here, Eric takes a seat on the other side of the interview table, offering his take on the SEO industry as it is now – and what we can expect it to be in the near future...

Did you know?



Internet terrorism is very much a real threat. In February 2008, 5 deep-sea cables that provided Internet connectivity to the Middle East were cut. Curiously, US-occupied Iraq and Israel were unaffected.

I believe the best SEOs will begin to view link building and brand building as the same thing.

Q: You've been in the SEO industry since its inception. What would you say are the major influences shaping it now?

Google remains the big elephant in the room, of course.

One of the big influences on the industry is the basic revenue growth pressure that Google faces. They need to keep showing revenue growth to support their stock price, which in turn is required to keep/hire top talent.

The best place for Google to get that revenue growth right now is with new types of advertising products and increased use of search result screen space for paid placements. Based on past data, I used to tell people in presentations that 78% of the clicks went to SEO on a given search query, but I doubt that is the case any more.

On a completely different front, the actions of the search quality and webspam teams with Panda and Penguin are throwing many publishers into a tizzy. These are the folks that focused on "SEO" shortcuts to achieve more traffic in the near term.

I put SEO in "quotes" there because I don't think looking for shortcuts is good or smart SEO.

Q: What would you say that we, as SEOs, should be paying attention to now?

The main thing people should be thinking about is a different approach to link building.

Here is a memorable sequence from my most recent interview with Matt Cutts:

Eric Enge: It dawned on me recently that link building is an interesting phrase that has misled people. It's a bit of a cart before the horse thing. It has led people to think about links as something they get from the "dark corners of the web". Places where no one ever goes, so it does not matter what you do there. So by thinking of it this way, as link building, you are off on the wrong foot even before you get started.

Matt Cutts: That's right. It segments you into a mindset, and people get focused on the wrong things. It leads them to think about links as the end goal. It's important to think about producing something excellent first. If you have an outstanding product, world class content, or something else that sets you apart, then you can step back and start thinking about how to promote it.

I believe the best SEOs will begin to view link building and brand building as the same thing.

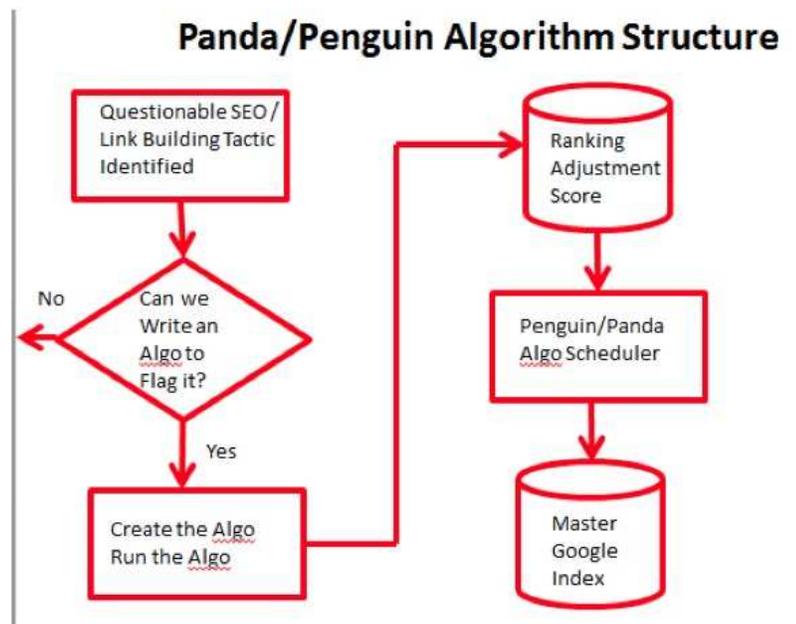
This will make link building very nearly the same thing as PR, or PR with a twist. Meaning, focusing PR efforts and communications on activities that build a brand in a way that brings traffic to the web site (via links and social media mentions).

This will present both users and search engines a clear signal that this is an interesting brand.

Q: There is a plethora of conflicting advice & questionable info regarding Google's Panda & Penguin updates. From your perspective, what are the important things to know & heed about these algo updates?

The most important thing to realize is that these are new capabilities for Google.

Prior to Panda, Google did not have the ability to do an offline calculation (i.e., run a program outside the main algo) and then plug the results from that calculation into the main algo as a ranking factor. It might look something like this:



This is a huge shift, because they can run very computationally expensive calculations (such as Panda and Penguin) without worrying about the speed of the main index.

What you have seen in terms of impact on webspam is literally the very tip of the iceberg. There is so much more they can do to enhance these algorithms, and they are just getting started.

For example, I don't think that Penguin has yet addressed sites that derive a lot of their ranking from comment spam. Yet this is a trivially simple thing for them to do, conceptually.

So if you have been using a questionable link building tactic and did not get hit by Penguin, this is no time to celebrate – it is time to get to work cleaning up your link profile before they do implement something that catches you.

Q: You've corralled a number of SEO experts to interview via your Stone Temple Consulting site, from Danny Sullivan to Matt Cutts. What are the "pearls" to take away from these interviews, as a whole?

I would say that very early on, I learned and absorbed that SEO and search are ever changing spaces. As a result, in my interviews I always try to obtain insights into where things are going as opposed to trying to learn a new trick.

This has enabled me to predict Panda in a Search Engine Land article called The Rise and Fall of Content Farms, which published three weeks before Panda 1.0 came out, and predict the coming of Penguin in May of last year.

Part of what I do in the interview is work to understand the headset of the people I get to speak with. For example, there are many that want to make out Matt Cutts to be a liar who tries to mislead people to Google's advantage.

I don't believe any of that for a second.

Google's webspam team is genuinely trying the best they can to improve search quality. Any shortcomings they have had in fighting various spam tactics have come from the difficulty of the task, not a shortage of desire. Now those capabilities are rapidly changing, and I bet this is an exciting time to be on that team.

So the most important "pearl" I can share is that the changes are going to keep on coming.

I will offer up a prediction for you: I fully expect another huge link related update in the near future.

The only thing that may hold it up is the Christmas season, which may push it into early next year. But, I would be quite surprised if we don't get another major change related to fighting link spam.

Q: Of all your interviews with industry experts, which one is your favorite? Why?

The last one with Matt Cutts is my current favorite. First, it was great that it got a lot of attention.

Interestingly, the main focus was on two items:

1. The statements that Google may devalue infographic related links in the future.
2. The discussion about "me too" content, which many people misinterpreted as being about article spinning. Note that it wasn't about that, it was about the need to focus on differentiation.

But in any event, to me the two most important parts were:

1. The discussion on link building that I excerpted above.
2. The discussion about Panda and Penguin representing new capabilities, because it confirmed much of the beliefs I outlined above.

Together these should signal people about what to expect in the future, and hence the prediction I made above.



Q: Should publishers be increasing their focus on non-search engine sources of traffic?

Yes, it only makes sense to do so.

Note that I don't say that out of fear of the next Penguin/Panda/some other animal update. If you focus on doing your brand building the right way, you should be at relatively low risk.

Here is what Matt (Cutts) said about this in our interview: "By doing things that help build your own reputation, you are focusing on the right types of activity. Those are the signals we want to find and value the most anyway."

So I am not naïve enough to think there is no risk from the Google algo side, but if you do things the right way, I see this as very low risk.

But, that said, Google is a commercial business and they are going to continue to seek ways to grow their revenue. This means Google will enter new markets and find ways to improve commercialization for their franchise business.

By having other sources of traffic you protect yourself against those risks.

Can you develop a great social media stream of traffic, one that actually brings you business? This is very viable for some consumer focused businesses. Would a massive guest posting program, one that focuses on high quality content but still does it in volume, work for you? Perhaps.

The best path for you really depends on the nature of your business and market, but looking into alternatives makes a lot of sense. Just be patient, as it will not necessarily be easy.

Q: Where do you see SEO, as a business/occupation, going from here?

You see tons of discussions on the web about SEO being dead, or that it is dying. Yet every SEO I know is busier than ever.

The mechanics of on-page SEO are not going to go away, though they will evolve on a steady basis. In addition, new features like rich snippets and rel=author will continue to provide plenty of work opportunities.

The link building piece will likely morph into a PR-like function, which will in some companies sit in the PR department. But the ever-evolving nature of the web will constantly put new opportunities for promoting brands in front of publishers that will require smart, aggressive people who know how to execute those types of tactics.

In some cases, the traditional PR department will continue to struggle with those types of opportunities, and this will continue to be things that SEO specialists will take the lead on.

On a related note, I do think that this will over time cause us as an industry to more universally start using SEO to refer only to On-Page SEO, and the Off-Page stuff (a.k.a., link building/social media/whatever) will get a new name. Perhaps "inbound marketing" will stick for that, I don't know.

Thank you Eric!

WHY COMPANIES SHOULD START FOCUSING ON TABLET USERS

By Brian Rasmussen

Since the iPad was first released the popularity of tablets has soared and there is no end in sight. People love how compact and convenient tablets are to use. They can be used virtually anywhere which is why it is important that businesses begin to recognize the importance of reaching out to tablet users. There are many different ways that targeting tablet users can improve your business. What we are going to do is explain the importance of reaching out to this new niche.

Reports show that there is an estimated 56 million tablet users in the United States alone. That number should be enough reason to influence your decision on whether or not to reach out to them. Your business can't afford neglecting this up and coming new wave of internet users, which is why it is critical to the success of your online marketing efforts that you design your web and content to be tablet friendly. Another reason to become more tablet friendly is that many users tend to use their tablets when they have free time. For example, many users will bring out their tablets before bed, while they are waiting for an appointment or while they use public transportation. It is during these times that many tablet users make the majority of their purchases.



When designing your website it is just as important for you to test the website's ability to be viewed not only on smartphones but on tablets as well.

The best way that you can increase your presence among this new genre of users is to ensure that your web design can be fully viewed from a tablet. It is important that your site can be easily accessed and viewed on both Android and iPad tablets. While visiting your website using their tablets, visitors should be able to fully view your website either in portrait or landscape mode. It is also imperative that you avoid requiring visitors to install any third-party plug-ins or software to view your website. One thing that tends to drive tablet users crazy is when they have to constantly swipe and zoom to navigate your website. To avoid losing potential customers it is important that your website can be viewed on smaller screens.

Another way to attract these users to your website is to publish an App. When designing your app it is important that it relates to your products and services. Tablet owners enjoy the easy access to a website that apps provide. Apps are a great way to make your website more appealing to tablet users. The only way that you can ruin your reputation among tablet users is to ignore them completely. When designing your website it is just as important for you to test the website's ability to be viewed not only on smartphones but on tablets as well.

Split Test for Success: What Is Split Testing?

By Joy Lindberg

The concept of split testing is fairly simple. It involves testing two different versions of your ad or landing page to see which version performs better.

What do we mean by "perform better"? Think about what you want your visitors to do when they see your ad or landing page. In order to succeed as an affiliate, you need those visitors to take your intended action.

In most cases, your intended action will be product sales. You want to persuade visitors to visit your site, click on the affiliate link, and send them to the merchant's site to complete the purchase.

The intended action could also be filling out a form (if you're running a CPA campaign), such as a request for an auto insurance quote. Or, it could be providing an email address (if you're building a mailing list). And in order to attract enough visitors to perform your intended action, you need a certain level of traffic to click on your ad or website link. The more visitors you attract, the more visitors you can convert into paying customers.

So you build out a website, you open an AdWords account if you do PPC and create ads, and you create content that will attract those visitors. And you do all this based on the niche research you did at the beginning of the process.

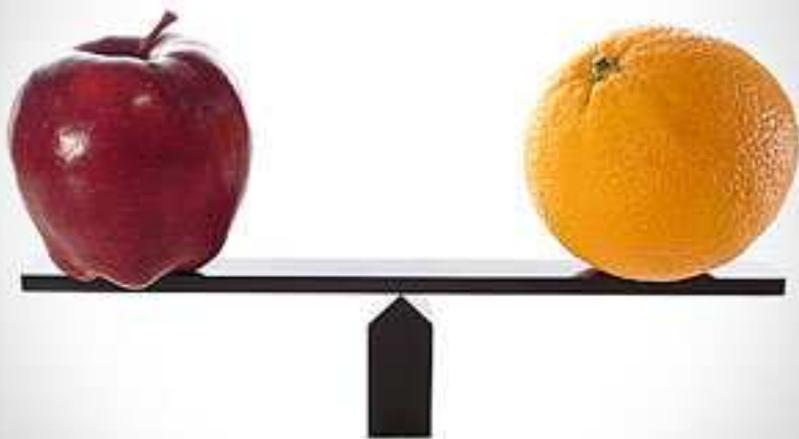
But here's the thing: Even if you do all that, you need to know specifically which elements of your creatives are more effective in drawing traffic than others. Does one particular headline style appeal more to your target audience than another? Does your call to action resonate more with readers if you use one particular style over another?

So bare in mind that... in order to attract enough visitors to perform your intended action, you need a certain level of traffic to click on your ad or website link.

That's where split testing comes in. No affiliate strategy or campaign is static. In order to make as much money as you can from it, you have to adjust different aspects of it to make sure you're maximizing traffic and conversions. Until you split test, you won't know which approaches work better than others.

Let's say you have a PPC ad running on Google AdWords that has a low click-through rate (CTR). Split testing can help you determine what you can do to make your ad more appealing so that visitors will click on the ad and visit your website.

MWM 20



Or, let's say you receive sufficient traffic, but visitors don't follow through with your intended action. Split testing can help you to determine what aspects of a web page appeal to visitors, and which leave them cold.

Split testing is particularly tied to PPC campaigns. That's because with PPC, you're spending money to make money, and you want to ensure a decent return on investment (ROI). But split testing can apply to any affiliate business model, including email marketing, SEO, content, whatever.

Any good affiliate marketing endeavor, whether it's a PPC campaign, email marketing, or SEO, involves a number of stages, each containing many variables. Take a PPC campaign - if all goes well, a potential customer clicks on the ad, reads the information on the landing page, and clicks on the link to purchase the product.

This is basically a path to purchase that you want the customer to take. You want that path to be as direct, smooth, and easy to take as possible. Any obstacles to that path, and you've lost a sale.

To wrap it up... Split testing is particularly tied to PPC campaigns. That's because with PPC, you're spending money to make money, and you want to ensure a decent return on investment (ROI).

In order to attract enough visitors to perform your intended action, you need a certain level of traffic to click on your ad or website link.

mwm gadgets & toys

Cadillac CUE

As cars become gadgets on wheels, automakers have been challenged to integrate cellular connectivity and complex user interfaces into the car. Some companies have stumbled, and some have excelled. With the Cadillac CUE, GM and Cadillac fall into the latter. With its capacitive, multi-gesture touchscreen, haptic feedback, cloud-based OnStar service, natural-speech recognition, attention to driver safety, and a flexible HTML 5 platform, the Cadillac CUE should serve as a benchmark for the rest of the automotive industry.



<http://www.popularmechanics.com>

Sony SRS-BTV5 Bluetooth Speaker

Sony has launched a new compact Bluetooth speaker this week in the form of the Sony SRS-BTV5, which has been designed to connect to any Bluetooth A2DP compatible device.

The small palm sized Bluetooth speaker, is also equipped with NFC support, to make pairing the speaker even easier, especially with the likes of the Nokia Lumia 920 and 820 smartphones announced last week.



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

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Tokyoflash Kisai Zone Watch

The guys over at Tokyoflash have released their latest Geeky timepiece, the Tokyoflash Kisai Zone watch, and as usual it takes a bit of working out to tell exactly what time it is on the watch.

The Tokyoflash Kisai Zone uses hexagons to display the time, it also comes with the date and an alarm and is available in a range of different colors.

An interesting feature of Kisai Zone is its constantly moving display. Seconds are always changing and fractions of seconds continuously rotate. An additional animation sends hexagons spinning around the screen once every 15 minutes.



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

DISH NETWORK'S HOPPER



Hopper is Dish's overhaul of the traditional DVR/Tuner set-top box, with three tuners and a huge 2TB internal drive that can hold 2000 total hours of programming. It's also got a fast, slick new interface, and includes a Zigbee wireless remote with a "remote control finder" alert to locate your clicker in the cushions. But the most innovative feature is "PrimeTime Anytime," which records every prime time show on all four major networks automatically in HD, and saves them for eight days, essentially automating the process of recording everything on television.

<http://www.popularmechanics.com>

Did you know



Hypertext came out as an idea way back in 1945 by Vanevar Bush. The term hypertext was actually coined by Ted Nelson

THE STRATEGY OF USING LONG TAIL

By Michael Huntington

Many businesses understand the importance of good SEO, especially when they realize that this can help increase search traffic and bring in additional visitors to their site. Of course, the real idea is to bring in quality search traffic that converts to sales. One very effective method of finding targeted traffic is to use long tail keywords as part of your SEO methods. These longtail keywords are simply niche specific words or phrases that consumers use when trying to find the products or services you are selling.

Why They Are Useful

There are many keywords that are so extremely competitive, that without a multimillion dollar marketing budget, most businesses would never be able to rank high enough to bring in any search traffic. Additionally, when you use longtail keywords for SEO, you have the advantage of narrowing down your keywords to very specific phrases that actual searchers are looking for. Obviously, if someone types in a generic word such as books, they are going to get millions of results, probably nothing near what you are targeting; however, if a searcher types in rare books from the 1880s, they are looking for something very specific and the results will be much more refined.

Concentrating on longtails can help a business owner target consumers who are looking for the products or services they are offering.



Concentrating on longtails can help a business owner target consumers who are looking for the products or services they are offering. This can result in a better conversion rate once customers actually reach your site. You know that the long tail keywords they are searching for are specifically tailored to a very narrow request; this means that you have a product or service that closely meets their specific needs.

An additional benefit for the business owner who uses keywords in their SEO practices is that consumers who are searching on these keywords are looking for something much more specific. This generally translates into a customer that is ready to take action. In the example above, with the keyword book, the searcher could be looking for almost anything, even a definition of the word. However, with the long tail "rare books from the 1880s", they are searching for something very specific and are much more likely to be a consumer ready to make a purchase.

Most SEO experts will be able to help you identify niche specific keyword phrases that you can use to improve search results. Specifically targeting long tail keywords that have low competition can be a great strategy to improve the number of visitors to your site, as well as increase conversions.



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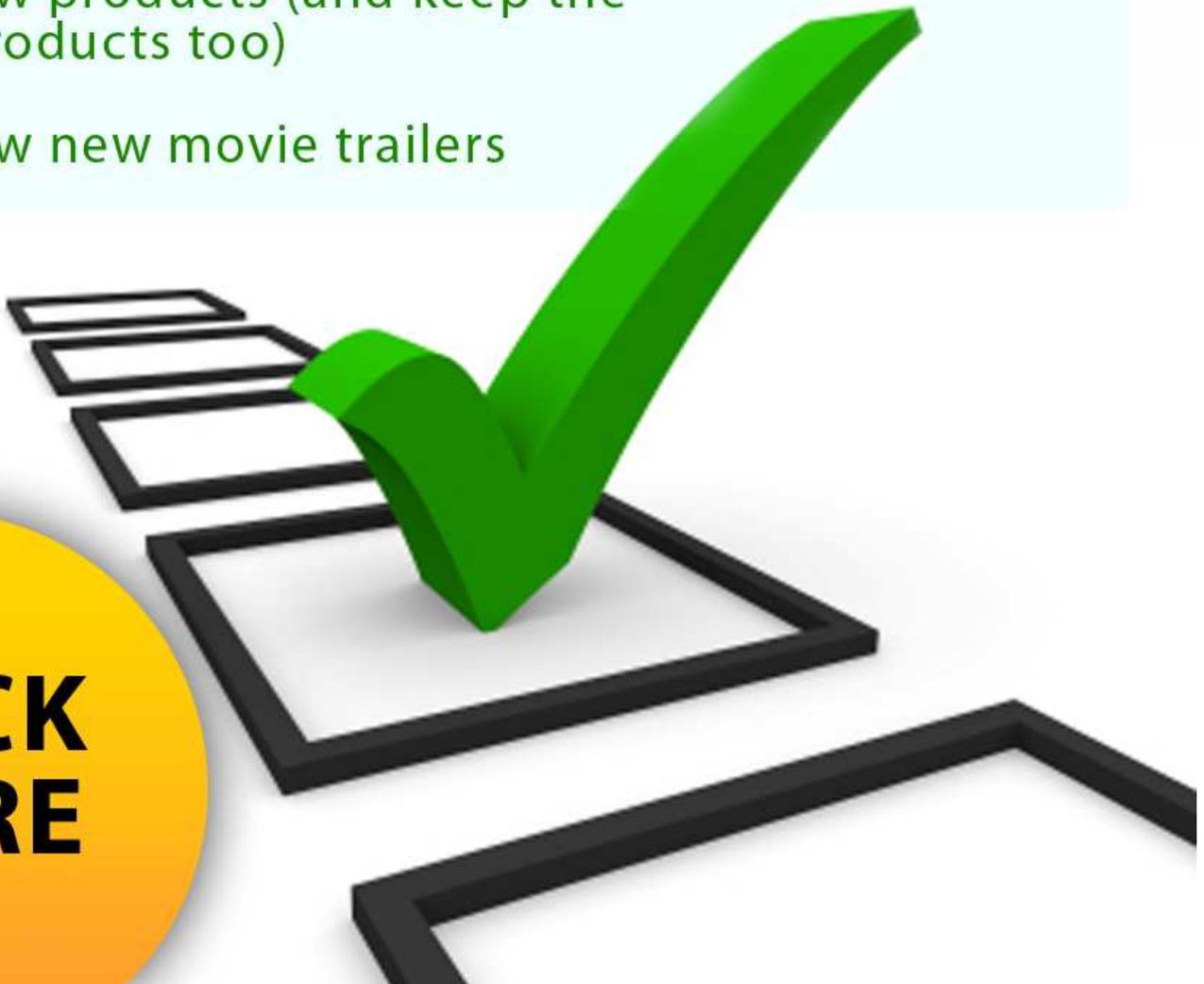
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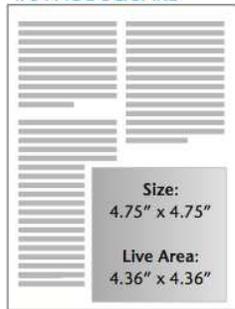
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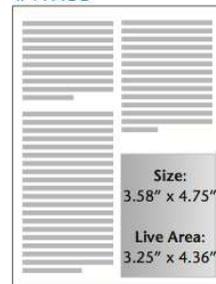
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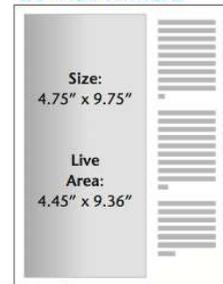
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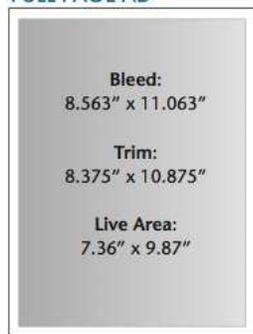
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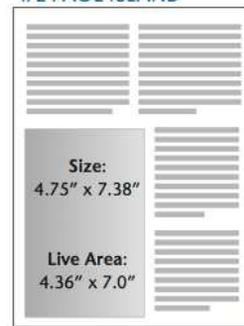
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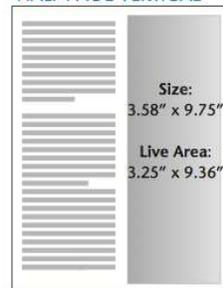
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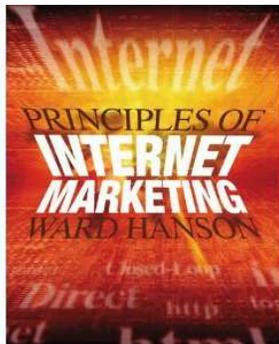


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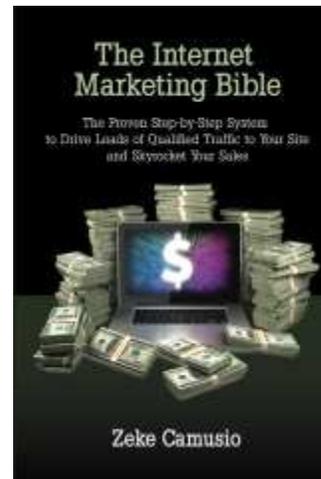
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Principles of Internet Marketing

by Ward Hanson

This pioneering textbook lays the foundation for using the most exciting marketing medium in decades. It shows what makes the Internet new and different, what techniques work and which don't, and how the Internet is creating value for customers and profits for companies. Most importantly, it shows how Internet Marketing fits into the rest of an organization's marketing strategy.



The Internet Marketing Bible

By Zeke Camusio

This book is different from all the other books you've read about Internet marketing in three main ways:

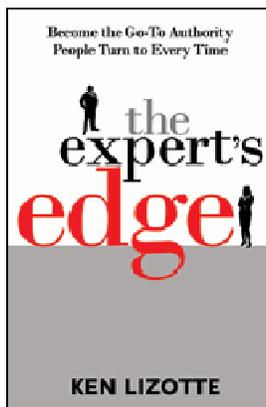
1. This book was written for business owners, not IT geeks. Anybody can understand it.
2. All the useless information about "the history of the Internet" and other similar topics were left out. This is a clutter-free step-by-step tutorial that shows you exactly what you need to do to become successful online.
3. This book takes a holistic approach to Internet marketing. Covering everything from Search Engine Optimization (SEO), Social Media Marketing (SMM), Pay-Per-Click (PPC), Conversion Rate Optimization (CRO) and Website Design; this book shows you all the available tools and tactics and helps you figure out which ones will work best for your business. This is the most comprehensive guide to Internet marketing you'll ever read.

The Expert's Edge: Become the Go-To Authority

People Turn to Every Time By Ken Lizotte

An action-ready program of proven success strategies, this easy-to-follow game plan can turn any level of entrepreneur into the must-have expert that prospects and media seek out before all others. You raise your profile, expand demand for your services, and increase your profits. Just follow the "Five Pillars of Thoughtleading":

1. Publish articles and books
2. Speak regularly to groups and companies
3. Inspire with "fresh" thinking
4. Attract ongoing media attention
5. Leverage the Internet creatively



Duct Tape Marketing: The World's Most Practical Small Business Marketing Guide

By John Jantsch

Duct Tape Marketing is the small business marketing road map - A collection of proven tools and tactics woven together in a step-by-step marketing system that shows small business owners exactly what to do to market and grow their businesses.

This guide combines insights gained from over twenty years of successfully working, in the field, with real-life small businesses.

There are no theoretical complexities presented in Duct Tape Marketing - just simple, effective and affordable marketing that sticks.

Duct Tape Marketing



The World's Most Practical Small Business Marketing Guide

John Jantsch
Foreword by Michael Gerber

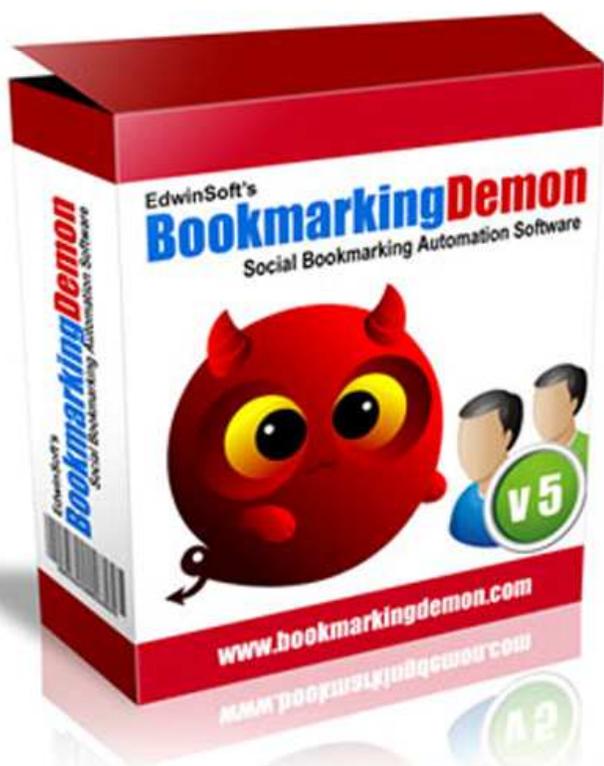
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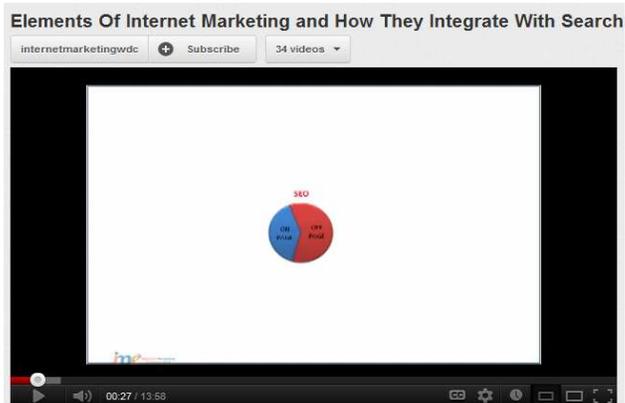
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Can Press Releases Help Your Business?

By Vadim A Kotin

A press release is a powerful publicity tool that is used by large and small businesses to bring awareness to their company or products. A well written release makes an announcement about your business in a newsworthy fashion; television networks, radio stations, magazines, newspapers, and online resources all publish press releases that contain interesting stories. Business owners therefore can use this type of marketing to share relevant stories while bringing attention to their company or brand.

All businesses can tap the true value of a well written PR, which is essentially a thinly veiled advertisement. Release can announce a new product or service; they can be used to announce you've won or been nominated for an award; this type of announce can advertise or promote an event; and they can even highlight market research or company changes. A fresh and exciting release can even go viral, and when they're done right, can attract traffic to your website, enhance company visibility, give your company credibility, and even help to build your brand. Indeed, as online marketing is becoming more and more important, the release is especially useful for improving SEO and online visibility.

By sharing news about your company, its products and/or services, and the progress your company is making, you can establish yourself as a leader in your industry.

Regardless of your industry or the size of your company, press release distribution is an important method for getting coverage in trade journals, magazines, blogs, and other publications directed at your industry. Moreover, this type of marketing is inexpensive compared to other forms. Once key media members have received your announcement, your story will basically be self-propagated. Compared to paid advertising campaigns, PR can be equally as effective but much more affordable, especially for small business owners.



As already mentioned press releases not only boost your company's visibility, but they also give you credibility. It will let your customers know who you are and what you're about, but they can also provide an unparalleled opportunity for you to show your expertise. A well formulated press release can help you gain the trust of your customers while representing yourself as a source of valuable information to the media. More importantly, the best press releases can spread like wildfire. In a short period of time, your story can be shared by other websites, blogs, and media publications that will ultimately all attract customers to your business.

Finally, good PR help show that you are at the forefront of your industry. By sharing news about your company, its products and/or services, and the progress your company is making, you can establish yourself as a leader in your industry. You can highlight your successes and set yourself apart from your competitors.

So, if you're asking yourself if press releases can help your business, the answer is yes. Any company will appreciate the benefits of a well written press release, which ultimately will make your brand more visible in the marketplace.

mwm Q&A

INTERVIEW WITH AFFILIATE MARKETING EXPERT, JOSH EWIN - ASE 12

By Kimberly Reynolds



While attending Affiliate Summit East 2012, I met Josh Ewin, the Director of Marketing for FortressITX. He's been in the marketing industry since 1996 and has written for several industry magazines including Website Magazine and Ping!Zine. Since Josh is an expert in the affiliate marketing industry, I took the opportunity to ask him some deeper questions.

“Mobile marketing is mostly a niche now, but I think it will play a bigger role in the next five years.”

You're here at Affiliate Summit promoting your program, so what sets your affiliate program apart from others in the web hosting industry?

Dedicated Dollars is a rev-share program. Most others are CPA based, which has its pluses and minuses. For affiliates, the benefit is that you have the opportunity to generate more in commissions. On the contrary, if you're with another company like 1&1, you'd have a flat commission. Another plus to our affiliate program is that it's run in-house, so we generally have a closer relationship with our affiliates.

How do you see the affiliate marketing industry changing in the next 5 years?

In the next 5 years, I predict the FTC will play a bigger role. The FTC has already mandated certain disclosure. For instance, if you're writing a recommendation for a particular vendor, you have to disclose that information. In addition, I also see credit card processing being an even bigger challenge for merchants. Mobile marketing is mostly a niche now, but I think it will play a bigger role in the next five years. There don't seem to be many big players in the mobile industry, yet. But, I believe it will take off in the next few years. It's likely there will be more networks. Every time I hit this show there are more networks, and more big networks, versus more niche players.

What do you enjoy most about affiliate marketing?

The thing I enjoy most about affiliate marketing is that it is performance based. So, as a marketer, I can see my hard work pay off directly. There's a lot of gambling in marketing. For instance, you could do all your homework and do everything right, but at the end of the day, there's a chance you won't have a positive ROI to show for it. But, with performance marketing, you're paying for actual sales.

What tools do you use on daily basis?

I use Google Analytics, iDevAffiliate, Eloqua, Hootsuite, TweetDeck and SEOmoz on a daily basis. There are many others in the arsenal, as well, but these are definitely programs I would recommend to just about any marketer out there.

What have you written that you are the most proud of?

The piece I'm most proud of is a three part series for Website Magazine where I interviewed SEO experts Bruce Clay, Rand Fishkin, and Derek Vaughan. These guys are huge. It was great to sit down and speak with major influencers in the field.

How do you find ideas for writing and what's your process like?

Every good writer/blogger has a sketch pad of ideas, with a list always brewing. There are many times when I'm in line at the grocery store when a fantastic idea comes to mind. So, I make sure to write it down on my list. When starting my writing process, I go over this list of ideas and find what I think will work best at that time. Once I have my piece written, I revise it because I believe great articles are not written, they are re-written.

Speaking of brewing, I heard you brew your own beer. Can you tell me a little bit about that?

LOL. Sure. I love good food and good beer. I just recently started homebrewing and managed not to send anyone to the hospital, which I'm kind of proud of. Homebrewing is a lot of fun, and if you're interested in getting into it, definitely checkout <http://www.midwestsupplies.com/> or your local brew store.

How do you evaluate your content?

Everyone writes guest posts and other types of content. But, some do it better than others. Social media can play a big part in getting a sense of whether people are reading your content. A goal of mine is to start producing more videos to get my thoughts out. I'm currently working on making more time for that.

How do you see Google AuthorRank affecting the industry?

I don't see AuthorRank having a massive impact. Panda and Penguin had an emphasis on quality content. So, this (Author Rank) will be another contributing factor, but it won't be what people are talking most about.

How do you feel about outsourcing SEO/SEM, including affiliate program management?

With the right partner, this can be done well. You need to really do your due diligence on any SEO/SEM partner out there, because it's very difficult to externally confirm the results that an outsourced company has had with SEO/SEM. With affiliate program management, I think it's a good idea for a company like ours. If you're short on time and resources (really, what company isn't?), carefully outsourcing components of the strategy can be a great strategy.

Do you use PPC to promote your affiliate program?

Actually, no. PPC isn't a part of our marketing plan for Dedicated Dollars. That program has grown on its own, and we're pretty selective with the partners we work with. We'll be getting into a couple networks by the end of the year and will continue attending great tradeshows, like ASE12.

What type of results or benefits can a company participating in an affiliate program expect?

Affiliate marketing isn't magic – it's just like anything else: you'll get out of it what you put into it. I would say though, that you need to have a few things under control to do well... You need to have a decent affiliate commission tracking system in place, keep your offers updated, and provide your affiliates with the materials (banners, links, coupon codes) they need to sell your product. Beyond that, you need to actively go out and find good affiliates and consistently work with them to keep them active with your program. Above all else, remain transparent with your program. If an affiliate has sent you a high amount of fraud, communicate with them so they understand what's going on.

Why would a small business want to launch an affiliate program?

On a limited budget, an affiliate program can be a great way to market your service or product without the same kind of investment that other marketing methods (i.e. print, PPC, media buys) require.

How much time does it typically take to make the program a success?

To see a positive ROI, not much time at all – perhaps 1 or 2 months. However, you need to take the long view on 'success' and continually work at it and improve your program, your affiliates, and your offers.

If an affiliate has sent you a high amount of fraud, communicate with them so they understand what's going on.

Do you have any questions for me?

What was your impression of ASE12? As a first time attendee, I'd like to know what stood out for you.

This was my first time to attend Affiliate Summit in New York. However, I did attend Affiliate Summit Central in Austin. The difference between the shows was vast. There were so many more people, and the showroom was much larger and more crowded. The sessions were both informative and entertaining. I went to Wil Reynolds' session on Google's changes. He is extremely knowledgeable about SEO and what it takes to rank. He did a great job of presenting the information in an amusing fashion. What stood out for me in every session I attended was the reoccurring theme of creating a meaningful relationship with your audience and then maintaining it. The idea is no longer to simply to get a link, like, or share. It makes perfect sense after all – nobody likes spam.

The thought of going to the big city alone can be a bit scary. The good news is: Affiliate Summit has a new-comers program for first-time attendees. The Newcomer Program helps connect first time attendees with Affiliate Summit veterans. It's pretty good for networking as a first-timer. On the other hand, if you're a veteran, you can volunteer. As a thank you, you get a link to your site from a web site hosted by Affiliate Summit.

One of the tips I heard numerous times while attending different sessions at Affiliate Summit is to share your knowledge with your audience for free. That's exactly what Josh did. I would like to thank him for taking time out of his day while at the conference to speak with me and share some of his knowledge.

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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.

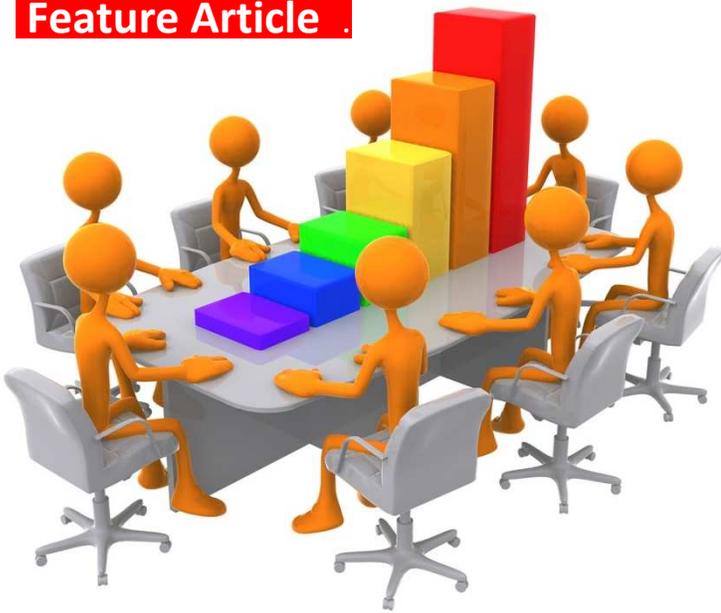
The registry is a vital component of all Windows PCs, since it is the way that a PC is able to chronicle all of the changes made to it. This includes any changes, reconfigurations, software installations, and software removal. By its very nature, it's integral to how a PC works. Unfortunately, because 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.

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Proven Guide To Affiliate Marketing For Beginners

By Viggo Joergensen

Everybody starting a home business in affiliate marketing is struggling at the beginning, how to make it profitable. And what's needed to be successful is most of all to find a proven guide to affiliate marketing. Here are the main reasons why it is a Must:

1. A professional guide may help you to gain the Know-How you need.

When you sign up for an affiliate program, you will normally be given a website, different marketing materials and a back office site to help you keep track of the money you make.

They may also provide you with a few simple steps you can use to begin making money, but they will not give you instructions on how to do these steps. This is a problem for many beginners, because they don't have the knowledge how to build traffic to an affiliate program.

With a more experienced guide at hand you will be given information to help you learn what steps to take and how to put them into action. Some of the things you will have to learn more in depth later, because a guide can only teach you so much. But without a good guide you will struggle in vain to make an income, because you don't know how to accomplish it.

The right guide makes it very simple and provides the most needed knowledge that you can put into action for your business right away. No need to waste your valuable time any more on trial and error!

2. A professional guide can help you to keep Focus.

Many new business owners getting online are quickly overwhelmed by all the information they need to know to build a successful business. A good guide to affiliate marketing is going to help you stay focused on the necessary steps to earning an income, so you take things one step at a time and don't try doing everything at once like too many people are.

Keeping your focus on the goal you are trying to reach is imperative to success, because once you become distracted or overwhelmed it can be difficult to get back on track and focused again. A proper guide is going to prevent you from losing your focus, so you can reach success much quicker and easier.

These are the top reasons why you must utilize a professional guide to affiliate marketing, if you want to grow your own business successfully as a pro. A good mentor may help you to get started on the right track and stay on the road to success, so you are not frustrated and struggling to earn an income like so many other business owners.

A good guide to affiliate marketing is going to help you stay focused on the necessary steps to earning an income, so you take things one step at a time and don't try doing everything at once like too many people are.

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“

Quotable: “The internet could be a very positive step towards education, organisation and participation in a meaningful society.”

~Noam Chomskv

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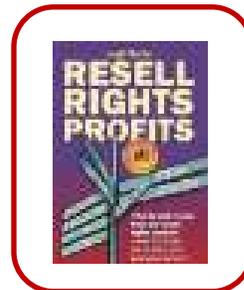
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Have you ever wondered how those other online marketers pump out product after product week in - week out while you struggle to get your first development project off the ground?

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.](#)



wmm contributors

Laura Crest

Laura Crest is a forward-thinking copywriter, Laura earned her place as the writing assistant for Heather Lloyd-Martin over a year ago, after completing the Success Works SEO Copywriting Certification program. Now, as blog editor of the SEO Copywriting site, Laura thrives on the fresh insights she gleans from her ongoing engagement with other SEO copywriting and content marketing experts.



W. Guttersohn

W. Guttersohn has been active in search engine optimization since 1998. A lot has changed over the years. Big search engines like Altavista and Excite have disappeared and others that were unknown like Google and Bing have become big. He continues to learn about what search engines require and to share it with others on the Internet.



Michael Huntington

Working with individuals and small business owners helping them to grow profitable businesses online through marketing, creating information products, articles, organising seminars and workshops.



Isabel Isidro

Isabel Isidro is the co-founder of PowerHomeBiz.com. A mom of three boys, avid vintage postcard collector, and frustrated scrapbooker. She also manages *Women Home Business*, *Starting Up Tips* and *Learning From Big Boys*.



Viggo Joergensen

The Rev. Viggo Joergensen is running a private consultancy for home business people. Go consult our affiliate marketing guide for beginners if you are looking for professional help to start a home business, making money at home or just to grow your current home income.



wmm contributors

Joy Lindberg

Joy Lindberg is a successful home based business entrepreneur. Her passions are giving back and helping others achieve full time incomes working from the comfort of their own home.



James Parker

With over 7 years experience in the SEO industry James Parker is a leading authority on the subject and offers extensive knowledge through his articles.



Karen Heidi Pierce

Karen Heidi Pierce is a specialist writer for DSM Publishing. She writes articles on a huge selection of subjects including golf, monophobia, green living, blogging, internet marketing and even weddings.



Brian Rasmussen

Website developer with over 12 years of experience in creating and managing websites; specializing in user friendly websites, SEO strategies, and e-commerce integration.



Kimberly Reynolds

She began working at WrightIMC in September of 2011 as an SEO intern. She spends her days building links, optimizing websites, and learning new and exciting aspects of online marketing.



HOW TO INCREASE YOUR ONLINE CONVERSIONS

By Karen Heidi Pierce



Be sure to have a tracker of the progress of your sales copy to know where you are going.

When you are selling products or services online, it always directs to one thing, your sales copy. Once you improve your sales copy, it is no doubt that your sales will increase. You see it interesting to know that there are three main areas in your sales copy that are in charge of charming your customers. When you do those on spot, you will instant improvement, on the other hand, when those part of your copy are not made carefully, you will end up struggling to make a sale.

Below are a few tips in creating a great copy.

Make a strong captivating headline. A weak headline will cause your reader to click away instantly. When you have a compelling headline, you can be certain that the rest of your copy will be scanned by your potential reader.

The perfect way to write your headline is to make a huge promise. You need to ask this question, what is the best result that your product or service offers? You need to get as specific as possible.

For example, do not say: "We provide the best online marketing service in Michigan."

Instead say, "83 businesses in Michigan Centre saw a profit increase of 47% through our latest internet marketing effort strategies."

Be sure to have a tracker of the progress of your sales copy to know where you are going.

Provide a proof; you have to understand that no sales copy can survive without the real proof. People want to know that your product really works before putting their money on it. Right after your headline and sub headline, if you have one, you need to present some proof.

Getting testimonials is a crafty thing itself. It is not enough for people to say, "hey, this thing really works! You should get one today!" That cannot convince anybody. People are too smart for that.

Words like, "Hannah created and keyword- rich contents for us in less than a month!" will convince more people than the usual flat headline.

One of the catchy and effective ways of capturing a buyer is to include a bonus. You should always a bonus the key to a great bonus is that it should be worth as much or even more than the actual service or product that you are offering.

All these elements put together will be sure to give you high traffic on your sales copy and increase your conversions in no time.

Establishing Communication With Your Target Audience On The Net

By W Guttersohn

A part of a very good internet marketing campaign is to establish communication lines with the target audience to get these individuals to believe in you. Look at this report to understand more about effective internet marketing strategies.

Give folks different alternatives to make contact with you. Develop a professional email address and really encourage folks to send you queries and suggestions. Look at your email daily and respond to everybody in a very friendly and helpful way. Your audience may also make contact with you through social networking sites, leaving comments with your blog posts or joining a message board. Understand that your audience may well choose one way of conversation over another based on how old they are or on the merchandise you're marketing. A number of items are way too personal for individuals to publicly interact with you on social networking sites although some age groups may choose sending a question by tagging you in a tweet rather than writing an email message.

Develop a favorable image for your brand name by permitting individuals to identify with it. You could potentially develop a forum in which clients can interact with one another and discover they have a great deal in common. Begin conversations on Facebook; posting surveys or asking visitors to discuss a post with their viewpoint on the merchandise or subject are good ways to get visitors to communicate with you and also with one another. So far as Twitter is concerned, see if you've been tagged in any posts every day and respond to these updates.

Get visitors to believe in you by producing high quality content material and putting your signature on it together with your name.



Write about subjects your target audience has an interest in and produce content material individuals would want to share. Reward folks for referring their associates to you with prizes and discount rates and offer your brand name as being a good re-enforcement of the image your normal client has of herself or himself. Quite simply, individuals ought to wish to share your content material with their close friends to further improve their image. This tactic is most effective with teens, young adults and merchandise which are associated with a lifestyle. Some items don't have that sort of potential if you don't follow a fresh approach to your industry; this is actually the situation with many hygiene items or health care supplies for example.

Get visitors to believe in you by producing high quality content material and putting your signature on it together with your name. It is possible to talk about personal experiences if you feel your target audience will respond effectively to this kind of content and can relate with what you're referring to. For example, a middle-age female target audience will respond favorably to you sharing an interesting story regarding your dog or perhaps your young kids. An audience of 15-20 year old people to which you are promoting street wear won't. Always stay professional and don't participate in quarrels or individual conversations with people. Keep your individual family and friends away from your online audience.

Start using these suggestions to create a good image of yourself as well as your brand name on the web. Building communication with the target audience is a terrific way to encourage them to identify with your product or service and look at your brand as being a lifestyle more than simple merchandise. Visit My Website Promotion to learn more about how to get more web traffic.

How To Find Ways To Earn Money Through The Internet

There are a lot of people who are eager to find ways to earn money through the internet. Some of these individuals are already gainfully employed and simply want to supplement the incomes that they currently have. Others have long been struggling to find work in a harsh economy and would be grateful to generate a bit of cash to get them through their continued slump.

The good news is that opportunities abound when it comes to making cash over the web. Few thriving businesses exist that do not have some form of online selling platform or other web-based component. In fact, many of the businesses that you regularly patronize have websites, blogs and other ways to reach out to customers via the net. Thus, the ability to work for yourself and generate good profits really does exist.

It is important for people to determine where they want to work. Regardless of where your interests lie, there is sure to be some profitable endeavor to pursue. For instance, if you like writing there are numerous copy-writing and content writing sites that help to generate marketing materials for businesses. Getting started is easy and there is rarely every any initial investment required.



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Those who have an interest in antiques, fashion or books will find that there are numerous selling endeavors to pursue. Some people target auction-style sites where they can post goods and consumers can browse and buy them. Some individuals opt to start their own online stores instead. These individuals can cheaply build websites and often stock their inventories in local storage facilities, thereby avoiding the high overhead of a more traditional retail store.

People who have a major interest in consuming organic food can even start their own organic grocery delivery services. While some opportunities require investments, a bit of ingenuity can help people to get lucrative establishments up and running. There are lot of funding resources that new business owners can appeal to including state, federal and even private grants.

One very common option for new entrepreneurs is that of affiliate marketing. This is where people become distributors for companies that are already up and running. They pay relatively nominal buy-in fees and then use the web to generate interest in the products that they are distributing. Unbelievably, however, these are only a very small number of the many opportunities that exist for those who want to earn money through the internet. Once you know where your interests lie, you can start brainstorming and researching to find the perfect niche for you.

mwm back story

HARALEE WEINTRAUB: TURNING ADVERSITY INTO A SUCCESSFUL NICHE APPAREL BUSINESS

By Isabel Isidro

Like many women cancer survivors, Haralee Weintrub experienced hot flashes that resulted in sweaty and uncomfortable nights. With some episodes leaving her perspiring and soaked, she knew that she needed a special type of sleepwear that can keep her comfortable and allow her to get a good night's sleep. Given that hot flashes are common among cancer patients and survivors, as well as menopausal women, Haralee knew that she has stumbled into a potentially big business.

Haralee Weintraub, Founder and Creator of Haralee sleepwear products for women

Haralee then experimented with various fabrics and styles for sleepwear products for women experiencing hot flashes. She then launched her sleepwear line in August 2004, and today her products can be found online at [Haralee.com](http://www.haralee.com) <http://www.haralee.com> and select boutiques across the United States and Canada. Her target market has since expanded to include women with high internal thermostat, those who love to travel light, those who live in hot humid locals, or simply those women who want attractive, performance sleepwear.



Learn from Haralee on how she turned her business idea into a successful business:

Haralee.com came at a time when you were diagnosed with cancer and decided to leave your long corporate career. What made you decide to start Haralee.com?

My cancer treatments threw me into menopause with terrible night sweats. From the trails and the slopes I knew about wicking clothing but could not find anything comfortable for sleeping. That frustration and looking at a statistically shorten life span from the disease, I chose my own career path with starting my own business.

What is the concept behind Haralee.com? How did you come up with the idea?

I am a firm believer that if one person experiences a problem there are hundreds that are also experiencing the same problem. I knew I was not getting a good night sleep because I was waking up wet and cold, so I knew lots of women were experiencing this also and I was right! The sleepwear I make transports the sweat from the body to the fabric where it quickly evaporates. This means the pajamas or nightgown does not lose its insulating qualities like cotton, and the woman stays comfortable.



What was the main factor that gave you the confidence that the business will work?

I made a prototype and showed it to the members of my breast cancer support group and they went wild with enthusiasm. At the time I started the business, there was only one other company in Canada that had wicking sleepwear.

I am a firm believer that if one person experiences a problem there are hundreds that are also experiencing the same problem.

What were the challenges you faced in starting Haralee.com?

At first it was educating the customers that this product line really worked. It is 100% polyester and many women remember the nasty polyester of the 1970's and I had to assure them this was new technology in fabric.

Another challenge was to find local production companies that could produce a product to meet my specifications.

How did you finance your business (e.g. personal funds, loans, etc.)?

I chose to self finance, to start small with just a few styles and colors and build from there, putting all the profits back into the business.



How are you marketing Haralee.com? What has been the most effective marketing for your site so far?

I advertise on Google Adwords, MSN, Yahoo and FaceBook. Any time I get PR or press that is the most effective advertising for my company.

Do you have any business blooper/s with Haralee.com? How did you learn from it?

I bought some fabric with out rolling it out and it turned into 2 different kinds of fabric that my production people made into the garments. I now hand inspect every piece of fabric and have a sample sewn before I commit to the production run. Lesson learned was, Check and double check.

What do you think are the factors that make Haralee products successful?

Besides the garments that help a woman get a good night sleep, they are affordable, practical, attractive, made in the USA and I give back to breast cancer charities.

How are you balancing a successful business, family and other interests?

I always had a home office so the discipline for me and my family had already been established. Since I love what I do, I don't feel burdened by my commitment to the success of the business.

What are your plans in the next 5 years for Haralee.com?

Haralee.Com will continue to grow as the number 1 wicking sleepwear company for women.

What are the most important business lessons you have learned from running Haralee.com?

Details and back-up plans. You have to be a detail oriented person while still seeing the big picture and have another picture that you can go to seamlessly if that picture gets lost.

Do you have any lessons you wish to share to other entrepreneurs?

Success takes time and effort. It sounds trite but few business successes are overnight. Excellent customer service is imperative.

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