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June 2018

SEO FOR INTERNET MARKETING



An Introduction To
Internet Marketing

WHAT IS EMAIL MARKETING?

How To Generate Traffic Using Free Methods

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Welcome to the **JUNE 2018 Issue** of **MWM** our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal success insights, interviews, plus some ONLINE opportunities for you.***

- **Pay Per Click** - By: Erma Rhodes - **How To Generate Traffic Using Free Methods** – By Admin - **What is Email Marketing?** - By: Ronald Allison - **SEO for Internet Marketing** - By: Leah Garner - **BUILDING A BRAND ON THE WEB - TYPES OF INTERNET MARKETING** :By Lauren Benson - **How to Move From Flyers to Internet Marketing** - By: Wilma Cruz - **An Introduction to INTERNET MARKETING ?** By Admin - **Twenty Things to Remember While Using SEO based Internet Marketing** – By Maurice Parsons - **MWM MARKETING CLINIC - LEAD Generation**

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- **MWM Q&A - INTERVIEW WITH SEO Consultant Nathan Tarrant of NTA Digital**

- **MWM Back Story - Mmmm, Crickets: How Exo Protein Bars Found Its Wings**

I hope you enjoy this month's issue of the magazine, and as always please email me any comments, contributions or feedback.



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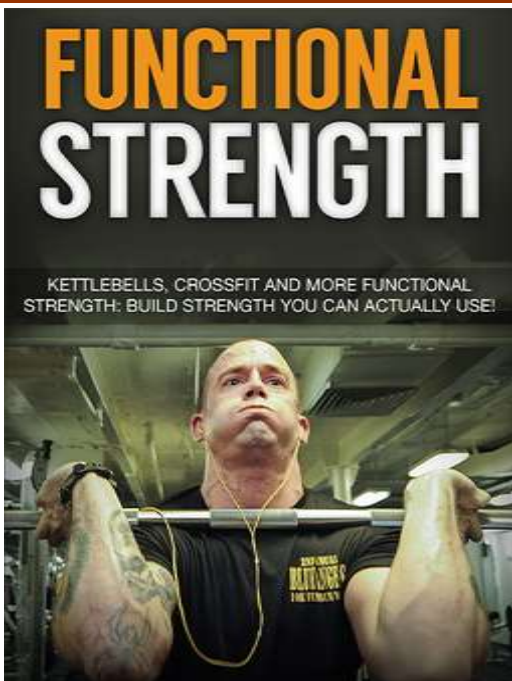
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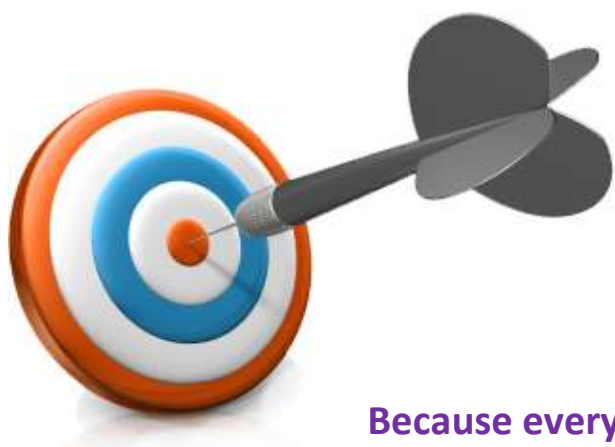
Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

So, send me an email with your feedback and let me know.

harry@harrycrowder.com



PAY PER



CLICK

By: Erma Rhodes

Because everyone offers on the comprehensive expressions, the price per click is usually very great. Odds of a change are low even after somebody clicks on their advertisement.

Pay per click also known, as PPC is a form of Internet marketing where the one who wants to advertise makes payment when any one clicks on the advertisements. It is a method of purchasing visits to the website than earning the visits.

Advertising on the search engines is one the most known forms of pay per click. The advertisers get to propose a price for the advertisement placement in a search engine's links, which are sponsored.

Pay per click marketing can produce traffic immediately. It's simple, one needs to follow a few steps as expend enough money, get a good placement spot, and prospective clienteles will see the advertisement first. If people are looking for the key expressions on which one can offer and they have proposed a well-created advertisement, one will get clicks the instant the advertisement is stimulated.

A lot of people target their advertisement at the largest conceivable terms, for example "clothes," or "car portions," or even "search engine optimization." In the same time the clearer terms get extremely more explores.

Because everyone offers on the comprehensive expressions, the price per click is usually very great. Odds of a change are low even after somebody clicks on their advertisement.

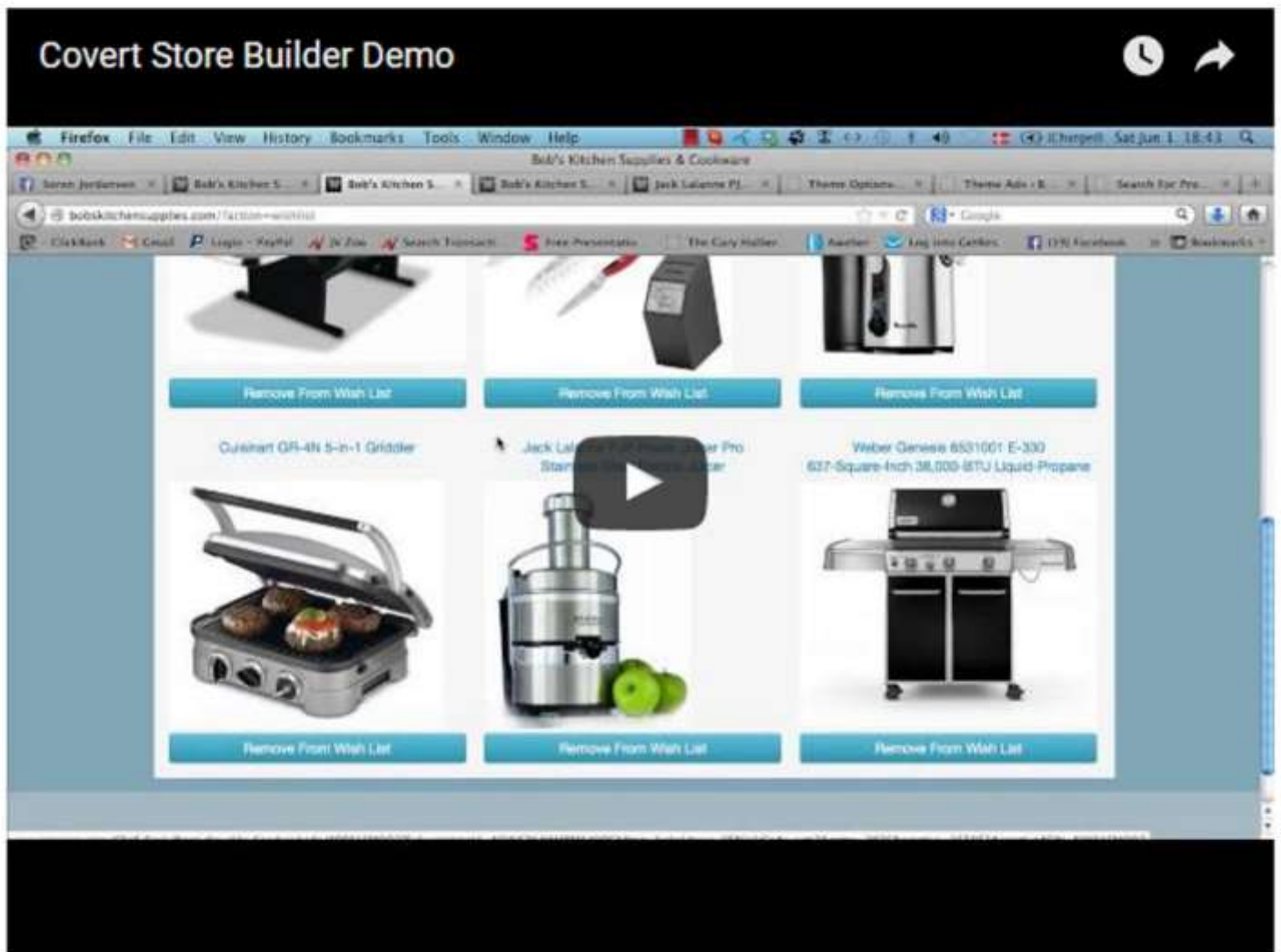
Attention should be paid instead on slight, fixated keywords. For example party dresses', or 'road racing tires' or 'Seattle search engine optimization' is better words to improve possibility of clicks. These terms can cost less money and searchers who practice them will have more chances of buying it.

Pay-per-click, alongside cost per impression is used to evaluate the cost efficiency and productivity of Internet advertising. Pay-per-click has a benefit over cost per impression in that it states about how real the advertising was.

Clicks are a method to quantify attentiveness and awareness. If the key commitment of an advertisement is to produce a click on it then pay-per-click is the favored measure. When a definite amount of web imitations are realized, the excellence and location of the advertisement will mark click through charges and the subsequent pay-per-click

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This **12 month coaching program** can help you feel good about every PLR purchase you've made (*even those "junky" ones because I will show you how to polish them 'til they shine!*). The **PLR Profits Coaching Club** can justify every penny you've spent. It can make those purchases worth something to you because you can put that content to work making money for you.

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How To Generate Traffic Using Free Methods

Putting up a company would of course require a lot of things, to get straight to the point, you need a capital. To make money requires money as well. But of course, with the versatility the Internet offers, there are many ways you could find that could help optimize the potential of your site or business in generating traffic.

While there are ways to jumpstart your traffic flows, many sites don't have the resources that others have to generate more traffic for your site. Well, *you don't have to spend a cent*; all you need is the proper mindset and a lot of eagerness. You also must have the drive and perseverance to do hard work and research to generate more traffic for your site.

How sweet it is to have more traffic for your site without spending a single cent. Now it's a sure thing that many sites have articles that offer tips and guidelines in how to generate traffic using only free methods.

Because it is possible, you don't need to speed a single cent, it may take time, to say honestly, I'm not going to beat around the bush with you. You get better chances by paying for your advertisements, but at least you get a fighting chance with some of these free methods.

Take advantage of online forums and online communities.

The great thing about forums and online communities is that you can target a certain group that fits the certain demographic that you are looking for.

You can discuss about lots of things about the niche that you represent or offer. Another great advantage is that you know what you are getting into and you will be prepared.

With online communities and forums you can build a reputation for your company. Show them what you are made of and wow them with your range of expertise about the subject, with that you can build a reputation and build trust with the people in your expertise and knowledge.

You can also make use of newsletters.

Provide people with a catalog of your products and interesting and entertaining articles.

If you make it really interesting and entertaining, more people will sign up for your newsletter and recommend it to other people.

The more people who signs up for your newsletter, the more people there will be that will go to your site increasing your traffic.

While the first two methods above have been discussed briefly earlier, here's another:

Another great idea is trading links with other sites.



You don't have to spend a cent. All you have to do is reach an agreement with another webmaster. With exchanging links, the efforts both sites do will benefit both sites. Every traffic that goes to the site could potentially click on the link of your site and visit your site as well. This works well especially when both sites feature the same niche.

Think of trading links as the interchange on highways. It allows others' traffic to flow into yours, and vice versa.

Write articles!

And pique the attention of people that have interest in your product. Try writing articles that will provide tips and guides to other aficionados.

Many sites offer free submission and posting of your articles. When people find interest in your articles they have a good chance of following the track by finding out where the article originated. Include a link or a brief description of your company with the article and there's a great probability that they will go to your site.

Write excellent content for your online sites.

Many Search Engines track down the keywords and keyword phrases your site uses and how they are used. It is not a requirement that content should be done by a professional content writer. You could do your own but you have to make content for your site that is entertaining as well as informational. It should provide certain requirements as well as great quality.

All of these methods and more will drive more traffic to your site for free. All it takes is a bit of effort and extended man-hours. Learn all you can about the methods explained here and you will soon have a site with a great traffic flow without the usual costs that come with it!"

MWM success story

IT IS NOT MY GOAL TO BE THE BIGGEST, SIMPLY THE BEST

By: Kate Taylor



Becky Edgren grew up working in a male-dominated industry, at her father's tooling and machine company. After leaving the family business, Edgren decided to enter another field dominated by men when she purchased a PuroClean emergency restoration franchise. Throughout her career, she's never allowed others' assumptions about how her gender affects her work to negatively impact her. In fact, today half of Edgren's employees are women, including three of her daughters. Here's what she has learned as a franchisee and entrepreneur.

“

Quotable:

“It's hardware that makes a machine fast. It's software that makes a fast machine slow.”

~Craig Bruce

Name: Becky Edgren
Franchise owned: PuroClean in Dayton, O.H.

How long have you owned a franchise?

I've been a franchise owner with PuroClean since August 2008.

Why franchising?

It was very important for me to start a business that could grow into a family business with my husband and my daughters. I knew I wanted to operate something in the service industry, and when I learned about the emergency restoration business, I fell in love with all of it. Because I had no previous experience with mitigation, I researched and explored my options and found that a franchise offered the best opportunity for success, and for my family to be trained and experienced in all of the aspects needed.

What were you doing before you became a franchise owner?

Prior to opening PuroClean, I grew up with a manufacturing background. In fact, I was part owner in a family tooling and machining company my father established in 1947, and I worked there right up until I shifted gears with PuroClean.

Why did you choose this particular franchise?

Like most franchisees, I looked at several of PuroClean's competitors and their business models. However, I was very specific about the territory I wanted to serve and I firmly believe that the company culture is critical to the success of a business. Additionally, I wanted to build my company from the ground up. PuroClean fulfilled all the requirements I had established for my new endeavor.



Anybody who has a dream or desire to go into any field needs to realize that the opportunity is there and you just have to work at it.

How much would you estimate you spent before you were officially open for business?

I purchased two PuroClean franchises, which is not very common within their system, so my startup costs were significantly higher than most new owners. I realized this was a very competitive industry and I wanted to ensure that we had enough room to grow to a level large enough to support four families, which is ultimately why I purchased two locations. In addition to the initial franchise investment, I spent approximately \$60,000 for equipment, \$20,000 for my first van and approximately \$15,000 in additional small tools and miscellaneous items. My total investment for both locations was just under \$200,000.

Where did you get most of your advice/do most of your research?

Quite honestly, most of my research was done on my own, but I definitely still took extra steps and spoke with respected business owners in the industry to gain a different perspective on everything. I also relied on input from my brothers who were previously business partners in our family manufacturing company. Bill Matthews, who has worked for a Fortune 500 company and written several books, also reviewed my business plan and provided me with valuable feedback to review.

Has being a woman in a male-dominated industry presented any challenges or opportunities for you?

Manufacturing, my previous business focus, is also very male dominated, so this industry did not intimidate me. The advantage I have with PuroClean is that I am personally certified in all our service areas and I can do a job if needed. I rarely get involved in the day-to-day details anymore, but I have the knowledge and skill necessary to go out on my own and take care of tasks. This provides me with ability to speak logically with agents, adjusters, clients, contractors and my employees.

Additionally, I want to add that many times, men think women don't have the knowledge or physical ability to do the "dirty" or "rough" kind of work typically seen in male dominated industries. However, half of the people I employ are women, and many of them are certified to do just that kind of work. It's wonderful to see men quickly change their assumptions once they realize for themselves that we are just as knowledgeable and capable of executing a job successfully.

What were the most unexpected challenges of opening your franchise?

When I first opened, I found trying to schedule employees and jobs in a manner that was cost effective to be a bit challenging. Our industry is not one in which there is a backlog of work to complete. Every time the phone rings, we need to be on site and ready in two hours or less. Some days the phone will ring less. On other days we confirm five jobs. Scheduling continues to be an area in which we are consistently improving and finding better solutions.

What advice do you have for individuals who want to own their own franchise?

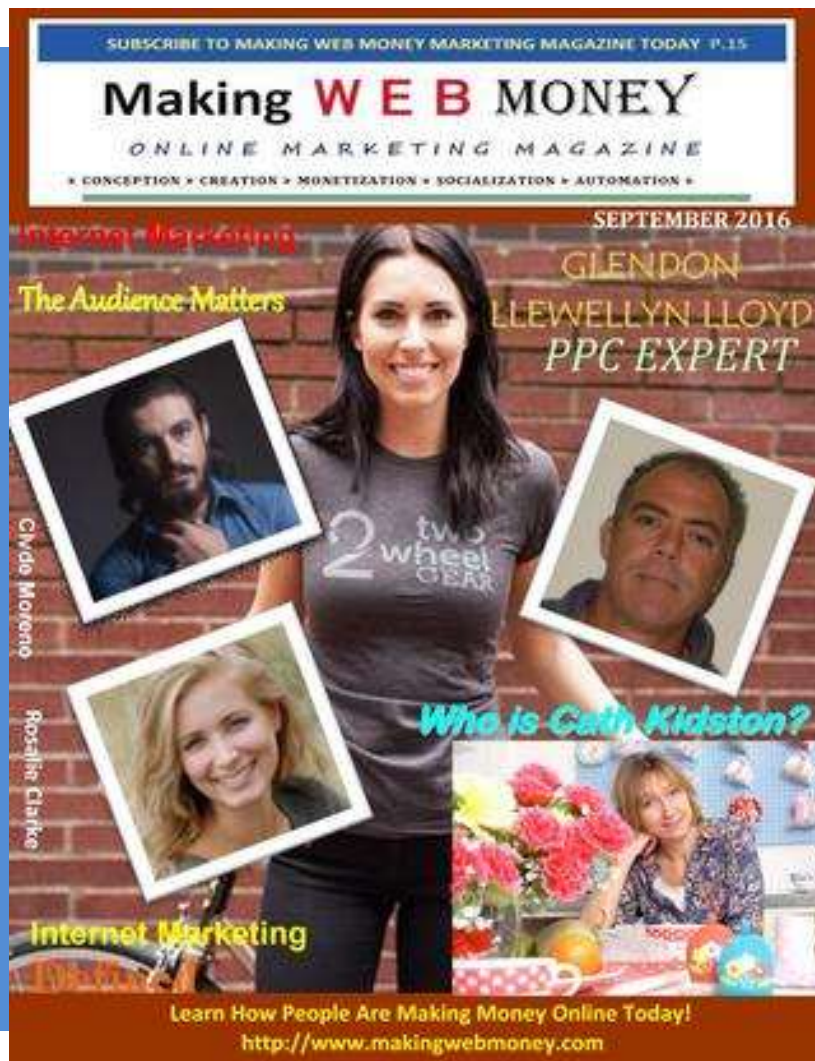
Do your homework researching competitors and understanding the market you will be entering. I see too many owners fail because they think all they need to do is open an office and the work will start flowing. Being successful in the corporate world doesn't guarantee success as an entrepreneur. It's also important to understand the risk you will be taking. Statistics say you have a greater chance of failing than succeeding. However, in franchise systems, risk can be significantly lower due to corporate support in various aspects. Be sure you're willing to go "all in." Otherwise, rethink your options.

Also, anybody who has a dream or desire to go into any field needs to realize that the opportunity is there and you just have to work at it. I firmly believe that you become what you have the desire and drive to become. Nothing is easy, and it's important to realize that you have to work at it and have the drive and passion to create your own success.

What's next for you and your business?

Right now, we are actually putting together our next five year plan. We surely want to continue to grow and improve our processes, and continue to build our in-house training. I am a strong advocate of continuous improvement and I believe focusing on our people is the key. It is not my goal to be the biggest, simply the best.





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INTERVIEW WITH MICHAEL LEANDER, MULTI AWARD WINNING SPEAKER AND JUDGE FOR DIGITAL, DIRECT AND LOYALTY MARKETING AWARDS

Michael's early career involved lawn mowing and taking care of horses in his native country- Denmark. Later, while in USA, he had his hand-full learning on how to sell subscriptions and vacuum cleaners through phone & door-to-door in the USA, which taught him a few good lessons.

His professional marketing r involved lawn mowing and taking care of horses in his native country- Denmark. Later, while in USA, he had his hand-full learning on how to sell subscriptions and vacuum cleaners through phone & door-to-door in the USA, which taught him a few good lessons.

His professional marketing career started in publishing and quickly into advertising, which took him to positions as CMO (Chief Marketing Officer) and CEO (Chief Executive Officer). Michael has been fortunate enough to be entrusted with managing marketing consulting and IT software companies – specifically for CRM and Email Marketing.

Since 2009 he has primarily been involved in speaking, training and consulting. This part of his career has been very rewarding as it brought him in front of tens of thousands of marketers in over 40 countries on 5 continents. Also, Michael's speaking and training services were what that brought him to India the first time.



Did you know:

?

John Lasseter (CEO of Pixar) was fired from Disney for promoting computer animation.

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5 Brand New MRR Products Every Month !



Learn more about Michael Leander here.
How did you get into Digital Marketing?

Michael: While a CMO in the IT industry, I was part of launching what we believe was the first B2B ecommerce portal in Europe in 1996. As a CMO and later CEO, I quickly embraced digital marketing and got my hands dirty as much as possible. Due to the nature of the industry in which I was in, I've always viewed digital marketing as an extension to the direct marketing mix. I was a multichannel practitioner and remain an advocate of multi-channel marketing.

But even so, I still remember my excitement of publishing a new animated banner or preparing integrated campaigns. Back in 2000-2001, these integrated campaigns would start with a direct mail leading responses to a campaign website with sequential auto-responders nurturing prospects.

I think I took a liking to the digital channels because I quickly realized that as a direct marketing practitioner, I had an advantage.

Why do you think it's important for entrepreneurs, marketing professionals and students to learn Digital Marketing today?

Michael: Well, it is important to learn marketing. The foundation of marketing has not changed, so that is where anyone should start and learn the basics. This is so because if all you know is how to blast irrelevant emails, then you do not know much. If you don't understand your audience and their (purchase) behaviour, then you are no safer than a blind person driving.

To become good at anything in life, you must study and study continuously. What we know is that the most successful marketers in the world are people who have studied more than others, tested and experimented more than others. Guess what, they continue to study long after they have become rich and famous, so to speak.

But, it is important to have a plan for what you study. Too many folks are merely following the latest fads that will not suffice. You must fully master the basics if you want a chance of getting leverage from whatever fad is "it" right now.

According to you, what are the top mistakes committed by organizations today in leveraging Digital Marketing?

Michael: One mistake is that organizations do not put enough emphasis on training their employees. This is especially true in India. My own experience is that many organizations are cheapskates. They want cheap labour and neglect to invest in building the skills of their staff. It is a fatal short-term approach. In India, employees are often faced with this problem. Subsequently, many employees pay their own way. In my opinion, that is wrong! But sadly, this type of behaviour is going on in many emerging markets. Smart organizations will change that and will come to realize that when you invest in people, people reciprocate in so many ways.

Besides, many HR departments operate within an outdated methodology for training the staff. Given the pace at which marketing and other areas move, it is necessary to revise the approach to training. We all need a big chunk of new knowledge once in a while. But more importantly, we also require little pieces of new information that adds useful and relevant knowledge frequently; preferably related to whatever current projects are ongoing. HR departments need to understand this and act on this change. I wish more professionals would understand that the keyword here is the training content in context.

Another mistake is the failure to focus a significant proportion of marketing resources on existing customers. Again, this is true for India as well. It seems that the proverbial hunter in any marketer dominates. The average marketers' disposition seems to almost always favour customer acquisition activities over customer nurturing and retention activities. It is cheaper, easier and more rewarding to sell to an existing customer.

Finally, let me mention the most embarrassing truth; there is too much talk in digital marketing and not enough action. For instance: Let us say about A/B split testing. People talk about testing all the time, but the number of businesses whom do it is minuscule. This is yet another reason to hire people with a direct marketing background as opposed to somewhere whom knows his way around Facebook and Twitter.

You led 'Making Digital Work: 5 Easy Ways to Transform Your Online Marketing Results' Webinar for Digital Vidya's community. How was your experience in leading the Webinar?

Michael: Yes, I did and the experience was good. I received quite a few emails from attendees after the webinar. People were very eager to get specific information, which is a good sign.

Please share top 5-7 takeaways from the Webinar you would like to share with our community.

Michael: Sure, but I'd rather refer to the webinar recording

Do you have any suggestions for us to further increase the value of our Digital Marketing Webinars for our community?

Michael: There are two types of knowledge; useful and useless. Any learning experience must be useful and the folks sharing their knowledge anywhere must be 100% certain that they are relaying on correct information. So, a focus on quality, ensuring that the presenters have a lot of experience and are adamant about fact-checking etc. is important.

Would you like to share few words about the work we are doing at Digital Vidya?

Michael: Seeing that I know the founders of Digital Vidya, I am biased. But I will say that any entity that provides knowledge and information to an audience of marketers deserves credit.

Our country is suffering from overwhelming changes which is more than difficult to keep-up. Due to this reason, we all need go-to-places where we can learn either as a part of a certified, perhaps longer programme or by obtaining little nuggets of quality and useful information once in a while.

"There are two types of knowledge; useful and useless. Any learning experience must be useful and the folks sharing their knowledge anywhere must be 100% certain that they are relaying on correct information."



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- E-Retail spending to go up by **62% this year**
- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com
- eCommerce salaries in the UK have increased by over **14,000** euros in **2015**, and by the end of 2016, grew by more than **3,000** euros.
 - The average amount spent by each consumer is expected to rise from **\$1,207** per annum to **\$1,738** per person.



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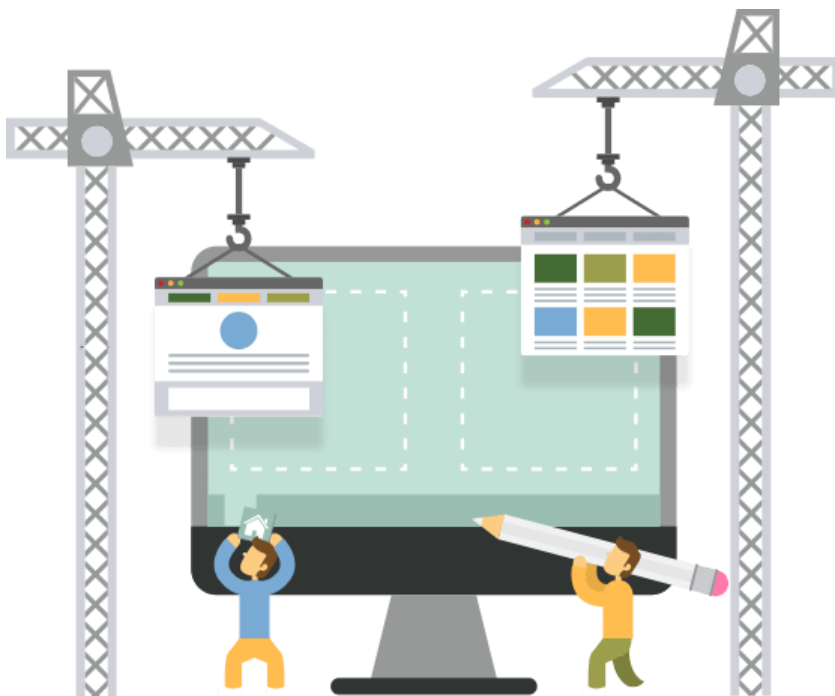
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WHAT IS EMAIL MARKETING?

By: Ronald Allison

Email Marketing

is a methodology used in online marketing to the purpose of promoting an enterprise or sending a message to that effect through emails.

It is a considerably cheaper and faster way of marketing focused on a specific target audience. The recipients of these mails receive promotional messages fine tuned according to their search history to suit their requirements. If executed well, it could establish a loyal consumer crowd who could bring more business.

What does it entail?

A typical email for such a purpose would request business from the recipient by placing advertisements, displaying their catalogue, offering discounts, announcing sales etc. The main aim is to catch the eye of the potential customer, lure them through irresistible deals, building brand names and soliciting loyalty and trust of the customers.



***The main aim
(of emails) is to
catch the eye of
the potential
customer, lure
them through
irresistible deals,
building brand
names and
soliciting loyalty
and trust of the
customers.***

What email marketing does is attempt to forge a relationship with the customer or the potential customer, encouraging them to take the next step by visiting their website. For recipients who have already been a customer once, it is a way of keeping in touch with the customer so there can be a repeat of business with them.

Generally, email marketing is identified to fall into two categories:

1. Transactional emails- these emails convey to the customer about some action that they may have taken in regard to a website. For example, it could be an email telling the customer about a query they might have made, to confirm an order of some product/service or the status of an order etc. These emails are generally triggered automatically once an action has taken place.
2. Direct emails- these are not triggered emails, but sent to the recipient directly to promote their business. For example the promotional messages to announce a sale by a company website or announcing a new range of products that the recipient may have searched for.

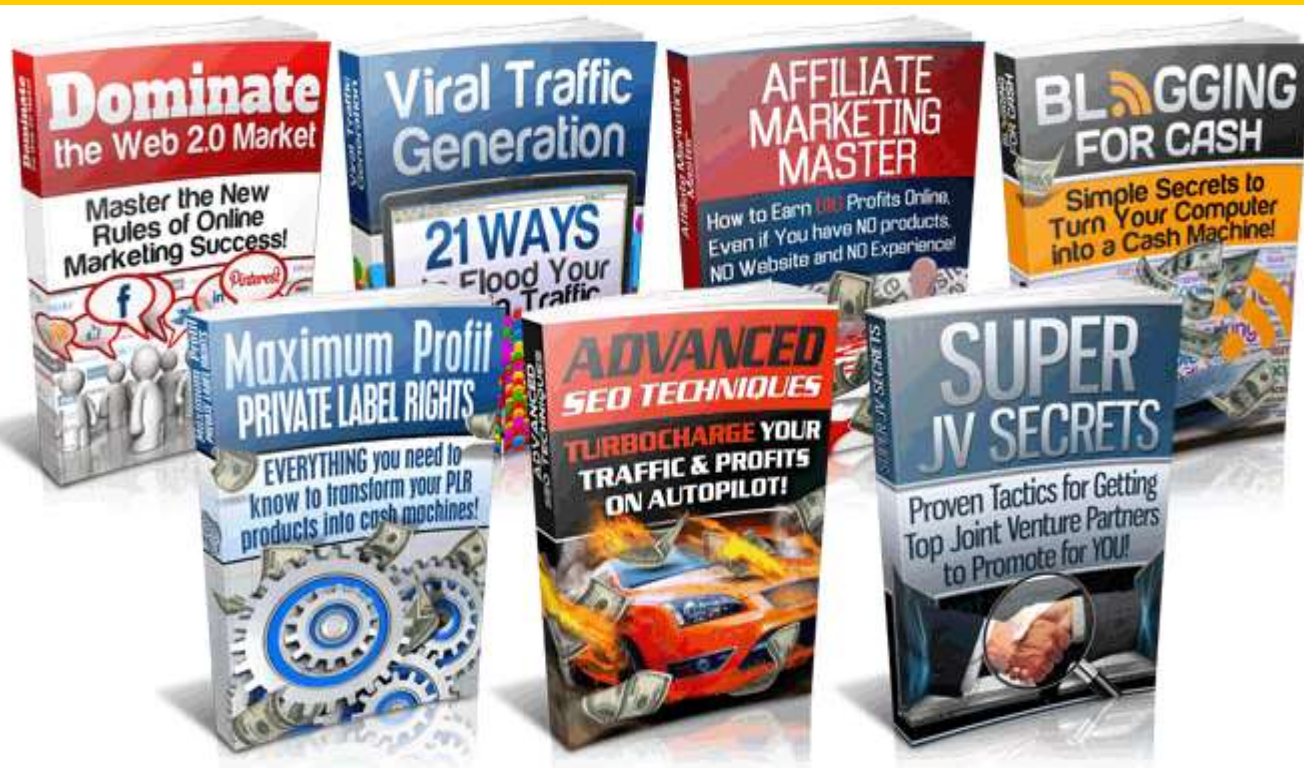
Usually the websites collect the email address of the recipients through an opt-in form that a viewer is asked to check while going through a website.

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JUVO SLEEP TRACKER AND MANAGEMENT APP

If you are looking for a way to monitor and track your sleep patterns without the need to actually have to wear anything, a new device called the Juvo might be worth more investigation.

Juvo is a new sleep tracking device that is capable of monitoring your sleeping patterns from under your bed removing the restriction that some sleep tracking wearable devices come with.

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Elephant Door Smart Alarm System Notifies You If Your Door Is Under Threat

New smart home security system called Elephant Door has launched over on the crowdfunding Kickstarter website this week looking through \$40,000 to go into production.



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Cast By Genii Will Let You Stream and Share Entertainment with Friends



Have you ever wanted to watch a show or movie with friends, but you all live in different parts of the world? The best you can hope for is getting on Skype and counting down from 3 to all hit the play button at the same time. However, connection issues throw the whole thing off, and make the distance between everyone even more noticeable.

We've seen tons of media streaming devices, but how many of them will let you watch in tandem with your friends? Cast by Genii is a wireless home video system and console that will turn your TV, projector, camera, computer, and mobile devices into smarter versions of themselves. This has three aspects which consists of the CAST box, camera, and an HDMI stick. The more displays you want to use, the more HDMI sticks you'll need.

This works alongside an app which will connect you to tons of channels, let you do video chat, or have instant messaging overlay on whatever you're all watching. You'll be able to watch with up to 6 people in your friends and family circle, just like if you were having people over. The only cable you'll need to worry about is the one that you put into the wall to power the CAST. This is going to cost you \$299 for all three aspects mentioned previously, but you can buy more bundles and have it cheaper on the whole if you want a bunch of people in your friend group to be in on the action.

Available for crowdfunding on Kickstarter

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

SEO FOR INTERNET MARKETING

By: Leah Garner



Nowadays the engines are getting better at reading non-HTML text. However it is difficult for search engines to resolve rich media format which includes text in Flash files, images, photos, video, audio, and plug-in content etc.

Search engine optimization affects the visibility of a website in a [search engine](#)'s un-paid [search results](#). Different kinds of search like image search, local search, video search, academic search are targeted by search engine optimization. SEO helps the website become easy for the users and search engine machines to understand. Today the search engines have become increasingly smart. However they still can't understand and see a webpage like a human does. Search engine optimization can help people understand what each page is about and how it could be helpful to the users. Although SEO has evolved as an intelligent technology it also has its own limitations.

Limitations of search engine optimize

- **Poor link structures:** To access all the website contents it is necessary that the website's link structure is not understandable.
- **Duplicate pages:** Content Management System used by some websites often create duplicate versions of the same page. This is a common problem for search engines which are looking for new contents.
- **Online forms:** Any content contained behind can't be completed by search engines. This gives rise to conditions where these forms remain hidden.
- **Blocked in the code:** If there is any error in a website's crawling directives it may result in blocking search engines entirely.
- **Non-text Content:** Nowadays the engines are getting better at reading non-HTML text. However it is difficult for search engines to resolve rich media format which includes text in Flash files, images, photos, video, audio, and plug-in content etc.
- **Language and internationalization subtitles**
- **Targeting incongruous location:** For instance you are targeting content in Chinese. But majority of people who would access your website would be Polish.
- **Mixed contextual signals:** Some messages do send confusing signals to search engines.

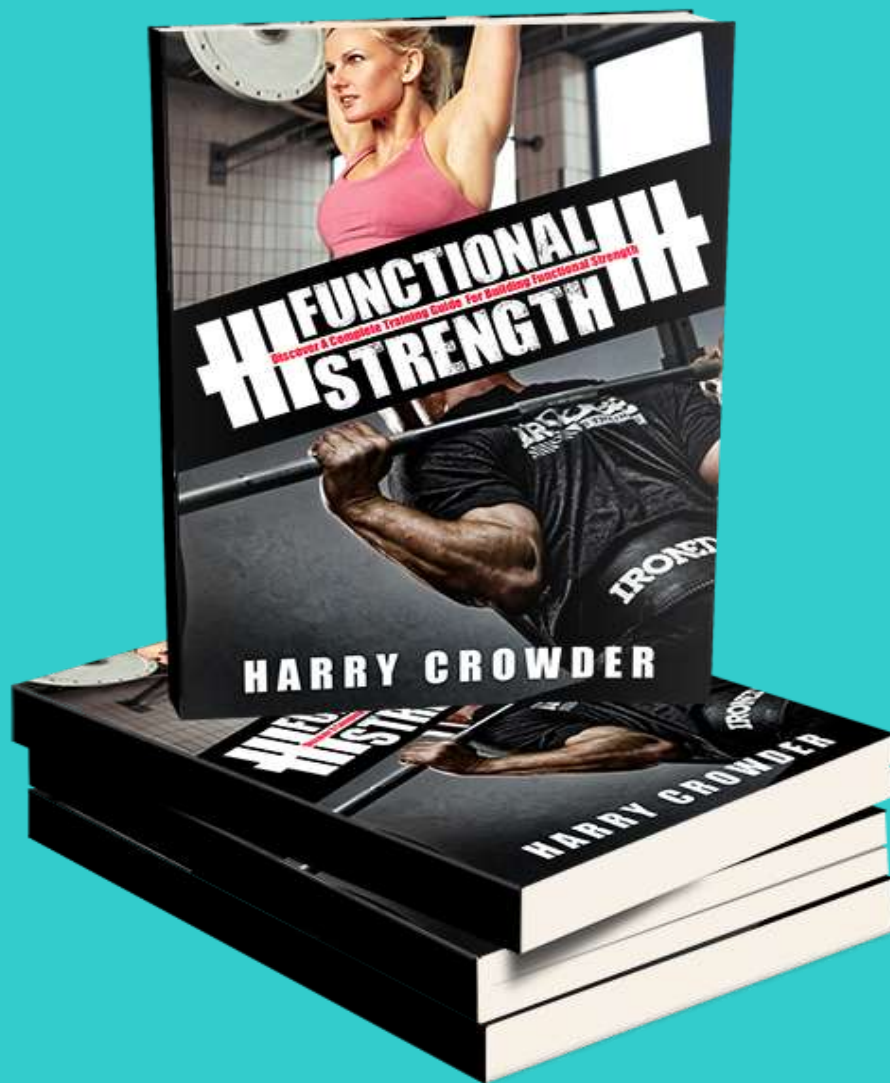
It is essential that the details of search engine friendly web development are correct. The engines cannot by themselves measure the quality of content on web.

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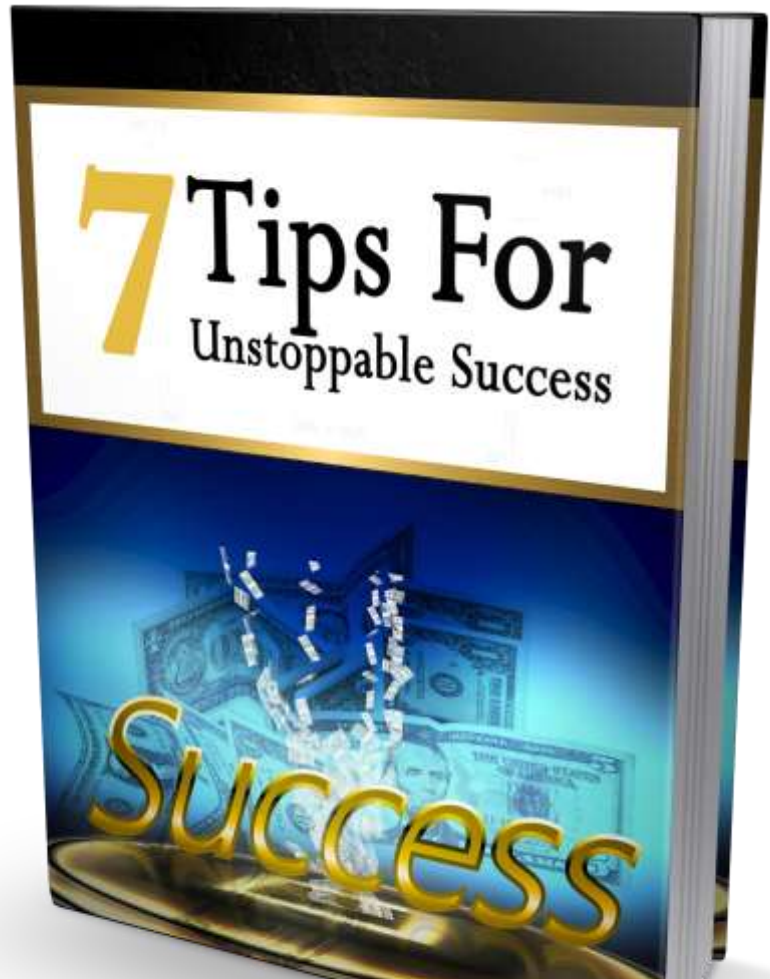
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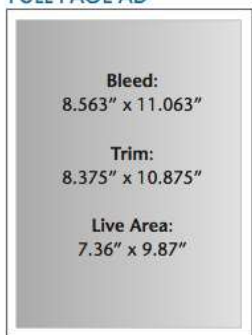
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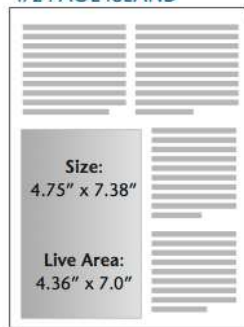
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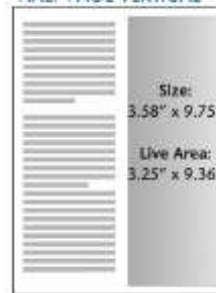
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- PPC
- PPV
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[Simple On-line Money Making Recipe for Beginners: Quick And Working Method To Get Laser Targeted Web Traffic To Your Marketing Campaign](#) by M.V.



If you are a newbie to the Internet Marketing world and want to earn money in a faster way then this e-book is definitely for you. This book teaches you on how to get laser targeted traffic for your niche marketing using a unique

and simple method. You do not need to build websites or any hosting on this, but you will be creating a blog from free sources to be used as a landing page. Nevertheless, if you already have a website, you can use it as a landing page. Moreover, this method works in 2015. Getting a sale is a very easy, but what this book really needs from you is to take action on it to get results. If you have already tried various methods and did not get any results out of them, I would recommend you to try this and am sure you will get results. Many internet marketers have tried this method and got benefited.



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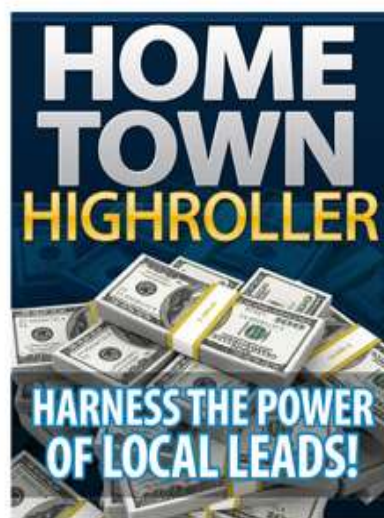
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SEO CONSULTANT INTERVIEW: NATHAN TARRANT OF NTA DIGITAL

By: Adrian Wright



"Find out who the best are in the industry and follow them. Ignore everyone else otherwise you will find you are running around chasing your tail."

Continuing with our series of interviews with SEO Consultants, I'm pleased to bring you the latest interview with Nathan Tarrant of NTA Digital, an SEO provider based in Ashford, Kent. So let's get into the questions for Nathan...

**"Computer science is no more about computers than astronomy is about telescopes."
~Edsger Dijkstra**

Tell us a little about yourself as an introduction to our readers....

I'm 44, have two adult children, live in the south east of England at the moment (I move around a bit) I'm a serial entrepreneur who is a former business and life coach and trainer, along with being a certified guerrilla marketing coach and business strategist. I've run my own businesses since 1998 and love the freedom it gives. I've been a consultant to stay at home mum's, directors of Fortune 500 companies and delegates of the UN. I love working with people because I love the diversity it brings. I'm a big Liverpool FC fan, I love travel and cheese is my weakness!!

How long have you been involved SEO and how did you get started?

The majority of my working background has been as a growth strategist. Basically I would go into businesses and turn them around from failing to being successful. Sometimes that would involve changing the way management operated, or it may be tweaking the marketing message. I had been doing internet marketing since 1998 and it was always a part of my offering to clients to improve their revenue and brand etc. I started to focus on SEO from a singular point of view in 2006/7 and it's been my main focus ever since.

What's the biggest thing you love about SEO and digital marketing?

I love how it changes so fast. I don't like things staying the same for a long period of time so the fact that its different today compared to 18 months ago, let alone 5 years ago is what I like. I also love how I am in a lot more control than standard consultancy. My business consultancy back in the 1990's/2000's was so reliant on my clients actually taking action and implementing the strategies I gave them that if they didn't then it was very frustrating. But now I only have to bow to Google and that's not too difficult if you know what you are doing. I also love the buzz I get when I rank a brand new site or recover one that has been hit with a penalty. That's my high.

Same question but the reverse, what's the biggest thing you hate about SEO and digital marketing?

People who think they know what they are doing when the reality is they don't. While on a business forum the other day my attention was grabbed by a particular post concerning SEO. The title said 'I am an SEO expert but I need help understanding on page SEO' the guy was asking for help because by his own admission he did not know nor understand what the basic parameters of on page SEO are. Yet despite the fact he had absolutely no idea what to do, by his own words, he was an 'SEO Expert'.

I have no problem with a person asking for help, I'll be one of the first to jump in and give all the help they need, but to say you're an expert? The impact it causes those of us like you and I who have worked very hard to get where we are, can be damaging. That's what I hate about the industry.

There are some who say SEO is dead. What's your response to that?

Well after I give them a long stare while I count to twenty before saying anything, I usually reply with 'That's because you don't know how to do it'. All the time there are search engines, there will be SEO. Yes Google want people to do AdWords because after all that's how they make a large portion of their revenue. But around 70% of people click on the natural search results and not AdWords, so SEO is a must for anyone who wants an increase in visitors to their website.

What does a typical day look like in your office?

Until recently there was no such thing. As well as having my own SEO consultancy I'm head of digital for one of the UK's largest specialist marketing agencies and each day is so varied. Whether it's clients changing their minds over design of a site, or the mass e-zine they want sending out or Account managers messing up and I have to fight fires, each day is so different. One of the reasons I started my SEO consultancy recently was because I missed the day to day activity of SEO. That buzz of getting a brand new site ranking is great and I wanted it back.

Do you have an ideal client? Is there one particular niche you like to work in?

Because I love variety so much I don't really have a particular niche I want to work in. Where I work we specialise in the construction industry and I find the fact that every client is virtually the same, a bit boring. I would prefer to mix it up with different clients.

Do I have an ideal client? For me it would be one that will work with me by being interested in forming a long term relationship and also trusts me to do my job. Oh and pays on time too!

Finally, a fun question to end on...what advice would you give to your 20 year old self just starting out in SEO and digital marketing?

Find out who the best are in the industry and follow them. Ignore everyone else otherwise you will find you are running around chasing your tail. Focus on the specifics / fundamentals and forget everything else and your business will grow big time.

Thanks for the taking the time out of your schedule for this interview. Where can our readers find you if they want to connect?

I will be more than happy to connect with your readers if they wish. Best way is either on LinkedIn at www.linkedin.com/in/nathantarrant or Twitter at <https://twitter.com/NTADigital>



BUILDING A BRAND ON THE WEB - TYPES OF *INTERNET* *MARKETING*

By: Lauren Benson

We all know that the web is one of the primary sources to remain connected with people all over the world. In today's age, we also rely on the web for business deals, attracting potential customers and popularizing a business idea. However, not many of us know that in the web has *marketing tools* that can reach people far and wide. The **types of Internet marketing** are growing in number and many of them are simple and *cost effective*. Here's a list on the various types that exist on the internet.

Search Engine optimization

SEO or Search Engine Optimization is essential in building your *presence* on the web. You need to have a website or a blog that has to be optimized by your potential clients. SEO helps you do that, thus attracting a lot of customers to your site. SEO makes use of titles, images, keywords and images to increase *search engine coverage*.

Social Media marketing

It has taken the Internet by storm and is one of the primary reasons for attracting customers to your products. It is a cost-effective method as marketing on platforms such as Facebook, Twitter, Google+ is absolutely free. One can communicate easily and *share experiences* to increase the popularity of the business.

Pay per click advertising

PPC or Pay per click is a system where a business pays for the advertisement once a *potential customer* clicks on it. PPC attracts clients who are looking for a specific *need*. The biggest benefit of PPC is the success rate at which customers click on the ad as these ads can be displayed within days.

Media intervention

The *press* can play an important role in promoting your business. If a *publication* has to write about you then you need to create an event that can be talked about. An event such as a sale day or a contest is a great way to attract customers. A write up on this event will definitely attract a lot of customers.

Key words-Types of Internet Marketing

Note:

LSI words- press, publication, need, potential customer, share experiences, presence, search engine coverage, marketing tool, cost effective.



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HOW TO MOVE FROM FLYERS TO INTERNET MARKETING

By: Wilma Cruz

The three most important things to remember about marketing are traffic, traffic and oh. Traffic. There is often a direct correlation between how well your product sells and how many people see that your product exists thanks to the nature of the internet platform – full, fast and fleeting. What grabs attention is what sells.

But it's hard to know how to transfer from your friendly neighborhood cookie sales business model onto the monster that is the web. Why is it necessary to make that transition? And how do you go about it?

Why?

Moving your marketing online has a veritable goldmine of benefits. To summarize a few:

- Less Overhead Costs
- Direct links to sales of products in case your company sells online, which these days most do
- Less of a potential customer's attention span required to market a product online
- Customer feedback opportunities that help build trust and awareness among consumers and provide targeted areas for improvement by businesses
- Can combine marketing of a product and promotion of special offers more easily

How?

1. Start by Networking: Try to pass the word on through customers who already trust you, friends and family that you are expanding on to the internet. It's a great way to gain publicity, and certainly a better idea than cold calling and annoying everyone that can be found in Yellow Pages.
2. Mix Online and Offline Marketing: A good transition uses the old to move on to the new. Print your website's name on your flyers, stationery and other merchandise. Make sure you're doing everything in your power to get customers aware and interested.
3. Don't Try too Hard: SEO is good, but it needs to be complementary. Slow down and use your common sense. All internet marketing requires is an understanding that the audience is different and appropriate adjustments. Don't go crazy trying to learn all the tricks in the book, or you'll waste time you could use to appeal to basic human emotion.

A good transition uses the old to move on to the new. Print your website's name on your flyers, stationery and other merchandise. Make sure you're doing everything in your power to get customers aware and interested.



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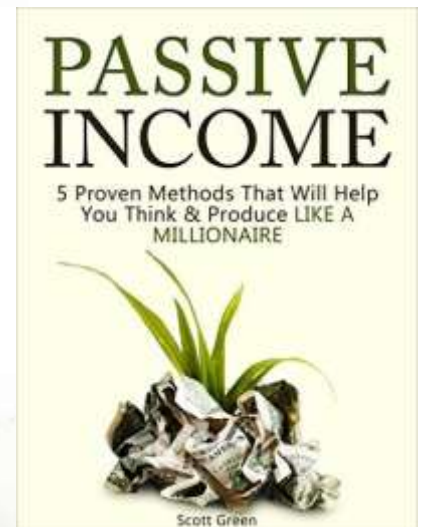
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Ronald Allison

Ronald Allison is an entrepreneur and he makes use of his knowledge on Internet marketing in growing his business. His fields of expertise include PPC, social media and SEO marketing.



Leah Garner

Mary Hiers is a full-time freelance web content writer for numerous clients. She is an author at Recruitment Advisor, which is the go-to source for stand-alone job boards & digital publishers to find industry news, insights, and tips for new revenue.



Maurice Parsons

When it comes to Search Engine Optimization, Maurice Parsons is the man to call. He offers trainings about SEO-based marketing strategies all over the world.



Wilma Cruz

Wilma Cruz has been in the Internet marketing business since 2007. She keeps track on the trends and helps businesses emerge on top.



Lauren Benson

Lauren Benson is still new in the Internet marketing industry, but do not underestimate her skills. In her 4 years of experience, she has helped many businesses succeed.



An Introduction To Internet Marketing

WHAT IS INTERNET MARKETING ?

Internet marketing is now called so many other names – e-marketing, web marketing, i-marketing, digital marketing, online marketing and the like. However, in plain and simple language, it can be defined as the marketing of one's products or services that a business or person offers through using the internet.

Why is internet marketing a big advantage to many businesses?

With internet marketing, all types of businesses have enjoyed the lower costs of information dissemination and advertisements. The internet's interactive nature has benefited business marketing through instant responses and its ability to elicit them in the fastest way possible. Furthermore, internet marketing has tied together all the aspects of creativity, technicality, advertisement, sales and product development. Now as a beginner in the world of internet marketing, you will be responsible for the task of bringing in potential clients by providing them the services or the company that suits their needs or preferences in various internet venues. You will help these customers find the product that they are looking for.



You will help these customers find the product that they are looking for. The targets are the people who have computers with internet access. Entrepreneurs like you can visit your online store anytime. Consumers can also do the same whenever they want. The future of the world wide web is so bright with its projected online consumer traffic reaching almost 60% and over 80% of these customers shopping online. So, if you are determined to make it successful for you, you may just find yourself enjoying the benefits of having an online business that will give you more profit in the long run.



Twenty Things to Remember While Using SEO based Internet Marketing

By: Maurice Parsons



Search Engine Optimization takes the boundaries of competitiveness far beyond anything you'll ever have experience before. It involves, quite literally, the crafting of your content in such a way that it gets read preferentially by an algorithm and ranked high on a Search Engine's list. You want to be the first marketing idea to be read. You are actually facing off with a machine.

So now that there's a technique to learn, there are obviously levels of mastery to be attained. SEO is not always the most profitable thing to spend time on, and it certainly isn't enough to make you an internet marketing God, but it certainly is a great way to get viewed. And from there onwards you can use logic and commonsense persuasion to gain customers.

Use Sub-Popular Keywords Instead of Only Highly Competitive Ones

What are the tricks of the trade? Here we have twenty simple phrases to keep in mind while learning SEO.

1. Domain with your Keyword in It
2. Incorporate your Keyword in the URL you Use
3. Use Easily Understood HTML in Website Design
4. Make Sure Keyword Density Strikes the Right Balance
5. Use Sub-Popular Keywords Instead of Only Highly Competitive Ones
6. Keyword HAS to be in Your Title
7. Use Headlines with Keywords in Them
8. Get Inbound Links, Preferably with your Keyword in Them
9. Have Many Pages with the Same Theme
10. Use Different Font Formats for Keywords
11. Optimize a Few, WELL CHOSEN Secondary Keywords
12. Use Synonyms of Keywords
13. DO NOT Include Invisible Text/Images
14. Don't Trust AdWords or AdSense to do Your Work for You
15. Avoid Link Farms
16. Use Redirects for Links with Ugly URLs
17. Don't Forget Alternative Text for Images
18. Don't Rely on Images for SEO
19. Write Multiple Focused Pages, Not One Page Crammed with Too Much Fact
20. Choose Website Host Wisely (Avoid Lax Ones Accepting Spam)

Learn the WEIRD trick that allowed this single Mother to climb out of debt and make over \$700 per week helping businesses with their Facebook and Twitter accounts!

Hi, I'm Annie Jones. This is my story...

Like most single parents around the world my mornings are pretty busy with the mad dash to get the kids out of bed, washed, dressed and fed in time to leave for school.

I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months that I now LOVE getting back home to start work.

Nowadays work for me involves logging on to Facebook, Twitter and YouTube, reading and replying to some comments and scheduling some posts for the day. The businesses that I do this for don't have the time to do this work themselves and it's not enough work to hire someone full time, so they pay me to do the work for them part time from home.

The best part is that ANYONE who knows how to use Facebook, Twitter and YouTube can do this 'work', and there are millions of businesses around the world hiring for these positions RIGHT NOW!

I sometimes find it hard to believe how great my life is now because it wasn't always this good...

Now I am the one earning hundreds of dollars each week just for playing around on Facebook and Twitter!



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Drop 3 Dress Sizes in 7 Days?

See this amazing little tip women are using to lose weight fast. [See Tip >>](#)

VenusFactor.com



5 Veggies that Kill Stomach Fat?

Check out which veggies boost female metabolism and burn stomach fat



1 Tip for a Tiny Belly

Lose a bit of your belly everyday by following this weird little tip

venusfactor.com





✓ 60-DAY NO QUESTIONS ASKED MONEY BACK GUARANTEE
✓ 100% SECURE ORDER
✓ INSTANT ACCESS



Lead Generation

The Art Of Providing Value For Generating Leads

Step 1: Identify the areas in which your clients value, from both yours and your competitors' products or services. This is when social networks such as Facebook or Twitter become helpful. You can get your responses within seconds!

WHAT'S HAPPENING

The Art Of Providing Value For Generating Leads

5 Powerful Strategies To Generate Leads

Step 2: At the same time, list down the aspects in which you are doing better or worse than your competitors. Assess your offers in terms of accessibility, usability, timeliness, quality, customisability, flexibility and reusability.



Step 3: Shortlist several aspects which you find more cost-effective to work on. Discuss your new ideas with your existing clients to validate their needs. Evaluate their costs and their associated costs and benefits. It is important that you do not take into account those activities that can be done as effectively by others.

Step 4: Decide which idea is the most appropriate and most effective way to increase the value. Your choice must fulfil the IRIC criteria, i.e. Increase (revenue, profit, share, efficiency), Reduce (cost, time, effort, conflict), Improve (productivity, process, skills, information) and Create (strategy, system, product, service).

Step 5: Communicate your added values to your clients through marketing strategies. Make sure your added values are visible to your leads who visit your websites.

Step 6: Evaluate your effort and gather feedback from your clients. This allows you to fine-tune your offers and marketing strategies. Be responsive to queries or confusions raised by your leads.





5 Powerful Strategies To Generate Leads

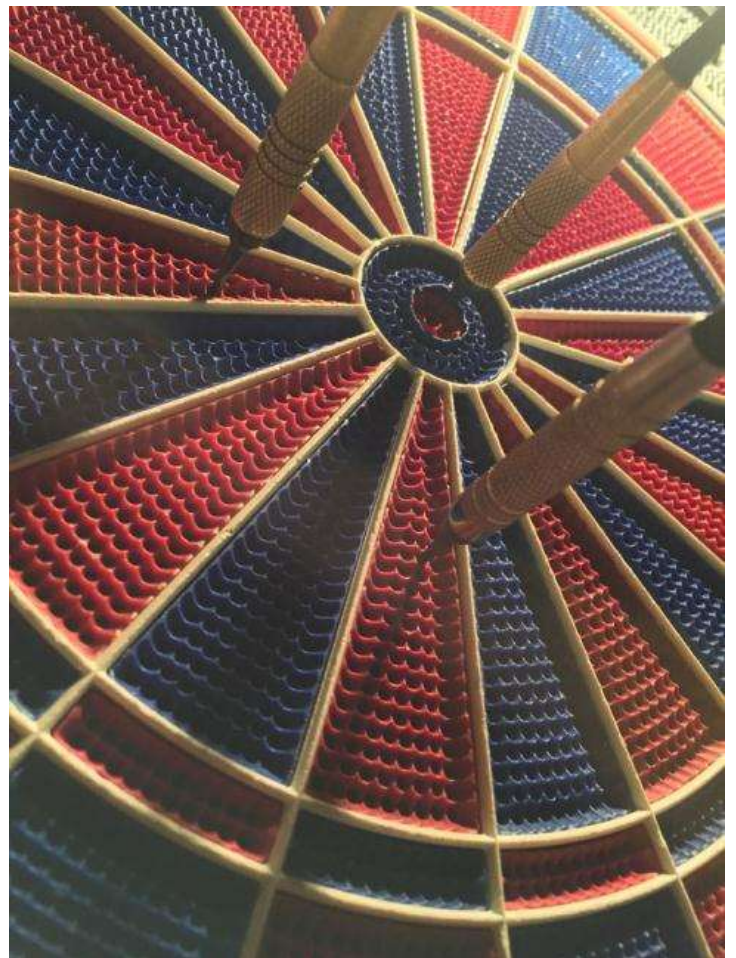
1. Be An Expert

A pre-requisite before you start generating leads is you must know your company, products, support system, marketing plan and track record like the back of your hands. Only with powerful information at your hands, you can plan and manage your leads efficiently by providing the relevant information to the right person at the right time. This, can transform your leads into your loyal clients.

2. Stay Specific

Target the market where you want your leads to come from. You need to be specific because you want to get the highest number of potential clients in the shortest time possible.

If you try to be diverse you will easily lose focus and it will turn out to be futile. Staying specific allows you to be familiar with the interests, needs and problems of your leads.



3. Have A “Operation Headquarter”

In simple terms, you need a place where people can find all information about your company and your products. The easiest and the most cost effective way is by having your own website or Blog. Centralise your information can give your leads a better idea of what you can offer.

4. Offer Something FREE

Instilling values in your leads is important to keep them coming. If you want your leads to leave their contact details with you on your Blog, first reward them with an educational eBook, video or audio recording.

If possible, update your free materials on a regular basis and make them into a series. By doing so, you build trust and keep them interested in the long run.

5. Think long term

No single approach works for all businesses. It takes time to learn how to generate leads for your business. Try several approaches from different sources to see what works and what does not work for you.



MMMM, CRICKETS: HOW EXO PROTEIN BARS FOUND ITS WINGS

By: Jodi Helmer



Entrepreneurs: Twentysomethings Gabi Lewis and Greg Sewitz met while attending Brown University, where they were roommates. After graduation, Lewis turned down a job with a hedge fund and Sewitz deferred grad school so they could launch New York-based Exo, a company that manufactures cricket-based protein bars.

“Aha” moment: Sewitz, who studied cognitive neuroscience and English at Brown, attended a conference at the Massachusetts Institute of Technology, where he learned about insects as a sustainable food source. (The Food and Agriculture Organization of the United Nations, among others, have pointed to insects as an inexpensive source of protein, calcium and iron that emits fewer greenhouse gases during production than livestock.) Sewitz suggested that Lewis, who was making homemade protein bars as an alternative to sugary mass-market versions, consider adding crickets to his DIY recipe.

Bugging out: The duo ordered a box of live crickets to their campus apartment and started experimenting. After drying the insects in the oven, they ground them into a fine powder. To their surprise, the inaugural recipe for cacao nut protein bars tasted great. But they knew that to make their product marketable, they’d have to overcome the ick factor associated with eating insects.

“We knew we needed to knock it out of the park with taste because we have the extra hurdle of perception to overcome,” Sewitz explains.

Chirping in: To test their concept, the pair distributed the bars at farmers markets and CrossFit gyms. They called the protein “cricket flour” (a term now ubiquitous in the growing insect food industry). The bars were a hit.

After a few months of selling handmade bars packaged in sandwich bags, Sewitz and Lewis made their business official. They launched a Kickstarter campaign to fund their first manufacturing run and reached their \$20,000 goal in less than 72 hours; the 30-day campaign raised a total of \$54,911. Exo launched in 2014.

Buzz kill: The entrepreneurs quickly discovered that it takes more than just consumer demand for a business to take flight. The first challenge: finding an organic cricket farm willing to raise crickets in separate facilities than those used for animal feed. After overcoming that hurdle, they still had to find a manufacturer willing to produce the cricket-based protein bars.

“There is a very slight overlap in allergens between crickets and shellfish,” Lewis explains. “It wasn’t just that we were asking manufacturers to take a chance on two recent college grads with a crazy idea and not much backing; we were also asking them to introduce a new allergen to their operations.”

With a domestic manufacturer secured, Exo ordered 50,000 bars in March 2014. Within weeks, the bars sold out on exoprotein.com, buoyed by buzz from the Kickstarter campaign. The partners then placed a second order for 100,000.

“We want to connect directly to consumers.”





Swatting the competition: Available in four flavors—cacao nut, peanut butter and jelly, apple cinnamon and blueberry vanilla—the gluten-free bars retail for \$3 each.

Although other startups make insect-based protein bars, many, according to Lewis, are still in conceptual stages or limited to regional sales. Exo is sold in several national retail outlets, including some Whole Foods locations.

“At any given store, there are 50 to 100 protein bars on the shelf, and they all look the same; it’s a very saturated market and very hard to stand out,” Lewis acknowledges. “We want to connect directly to consumers.”

The approach is working. Lewis declined to provide sales figures but says the startup, which raised \$1.2 million in venture capital in September 2014 has grown to include six full-time staffers, has sold “a few hundred thousand” bars and achieved 10 percent month-over-month growth. Seventy-five percent of sales are direct to consumers via exoprotein.com.

What’s next: In addition to spreading their “passionate evangelism” for insect proteins, Lewis and Sewitz are experimenting with new products made from cricket flour, including baked goods, shakes and pizza dough.

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