

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

E-MAIL MARKETING

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Darav Goodman



AUGUST 2014

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Karl Martin



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MARKETING CHAT WITH UK **SEO** consultant

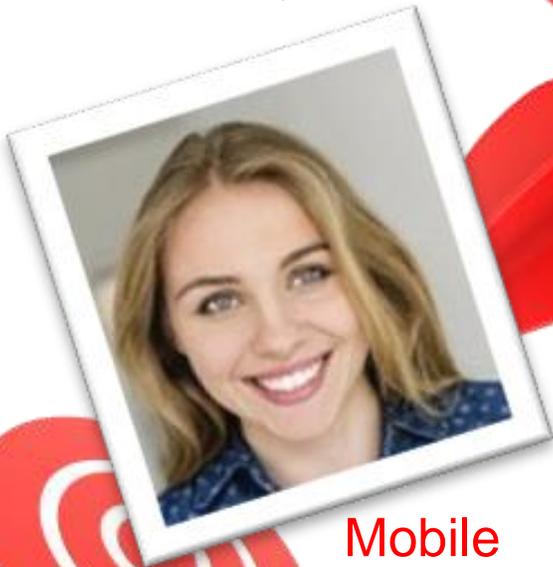
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MWM editors letter



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

Content Marketing By: Mary Cox, **Contextual Advertising** By: Alfredo Vargas, **E-mail Marketing** By: Percy Goodman, **Long tail keywords** By: Douglas Mann, **Mobile Advertising** By: Cecelia Schultz, **Online Advertising** By: Keith Hardy, **Pay Per Click Marketing** By: Gwen Grant, **Search Engine Marketing** By: Clark Howell, **Search Engine Optimization** By: Madeline Garner, **Plus our MWM Success Story** Looking To the Future: Interview with Karl Martin, Bionym CEO - **Ask the Expert:** An Interview with Sean Ellis: Taking a Proactive Approach to Customer Feedback - **Question & Answers:** Marketing Chat with UK SEO Consultant - Marc Heighway - **MWM Back Story** - How to Start an Online Fashion Brand? with Toby Brand and much more.

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

Thanks for reading. Remember to Read, Learn and Enjoy!

Harry Crowder

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Making Web Money Online Marketing Magazine

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Contributors

Various experts in their fields

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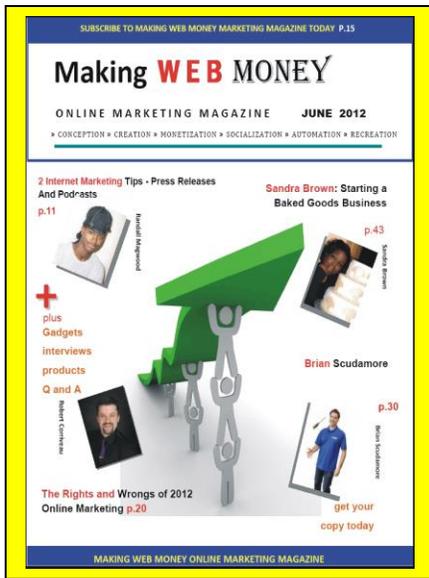
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Press Release Software



TOP EMAIL

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.

Only 8% of the world's currency is physical money, the rest only exists on computers.

MWM what's on

>>Email Me: <mailto:%20harry@harrycrowder.com>



**Government
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Communications
Conference**



The Government Marketing and Communications Conference is hosted each year by the Australian Marketing Institute and includes over 200 marketing and communications specialists from a range of state, federal and local government agencies. Each session is specifically targeted for an audience of senior public sector marketing and communications staff. This is the only conference produced by a not-for-profit industry association with the assistance of government marketers and tailored specifically for government marketing and communications.



**Affiliate
Summit East
2014**



Affiliate Summit East 2014 is taking place August 10-12, 2014 at the New York Marriott Marquis in New York, NY.

This three day conference included an exhibit hall with affiliates, merchants, vendors, and networks, as well as multiple tracks of educational sessions covering the latest trends and information from affiliate marketing experts. Attendance is limited to 12 - 16 attendees, with discussion chaired and facilitated by Econsultancy to ensure all participants get the most from the session.

what's on



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1. What are the innovative technologies impacting marketing today - and tomorrow?
2. How do we support new marketing strategies with the right technology strategies?
3. How can technology transform our marketing operations and customer experiences?
4. What management practices do we need to govern this new breed of marketing?
5. How do we develop talent and culture to leverage marketing technology investments?

Quotable:



“Content marketing is more than a buzzword. It is the hottest trend in marketing because it is the biggest gap between what buyers want and brands produce.” Michael Brenner, SAP



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WSJ: TWITTER IS COOKING UP NEW METRICS TO CONVINCING WALL STREET IT'S REACHING ENOUGH PEOPLE

Twitter has a growth problem — more precisely it has a problem with Wall Street not believing that it's growing fast enough and therefore doubting its prospects for long-term profitability.

Despite revenue that has doubled for five consecutive quarters, Twitter is losing the perception battle. Since the IPO last November, the microblogging company has been wrestling with expectations and comparisons to Facebook and its billion-plus base of active users. Twitter's stock price, which was once as high as \$73 a share, closed today at \$36.87. In April, when Twitter reported monthly active user growth of only 5.8% (to 255 million), the stock plunged 10%.

The company, which will trot out its second quarter numbers on July 29, is angling for a different outcome this time, according to the Wall Street Journal. Citing unnamed sources, the Journal reported today that Twitter will unveil as many as four new metrics to show that its reach has gone beyond its active users.

The new metrics will measure the breadth of the audience that is exposed to Twitter's content but not logged in, the people said. Executives hope to shift the perception of Twitter from a social network to a broadcast platform in the likeness of Google Inc.'s YouTube, whose videos are often embedded on other sites.

Although the Journal didn't report specifics about the new metrics, it seems likely that total impressions will be involved. The company often cites that stat — for instance 24 million tweets about the 2014 Super Bowl, received 1.8 billion impressions — when promoting its success during major events.

And perhaps not coincidentally, Twitter recently gave advertisers and verified users access to metrics about how many impressions recorded by each of their tweets.

MOBILE FIRST, SECOND, AND THIRD

If email marketers aren't leading the way in designing not just for a mobile-friendly world, but for a mobile-first one, they are missing out on huge conversion and marketing opportunities.

In 2011, Marc Andreessen said, "Software is eating the world."

In 2013, BEA said, "Mobile is eating the world."

In 2014, The Atlantic said, "Mobile is devouring attention."

And now, mounting evidence shows that email is eating mobile.

In the report that we released earlier this month, "Email Everywhere: Adapting to the Mobile Nature of Email," we found that email opens on mobile devices are about to cross the chasm. By 2015, more than 50 percent of all emails will be opened on mobile devices, defined as "smartphones and tablets."

Email is the canary in the coal mine for e-commerce. How long can we require consumers to use two devices - a smartphone or tablet and a desktop computer - to buy from us?

I'll admit it. I hate buying things on my phone. Not because I don't want to, but because it is so inconvenient. I'm standing, my wallet is in my back pocket, I'm more likely to get interrupted, my phone might bug me with a notification that takes over my screen. There are so many ways that the awesomeness of the smartphone gets in the way of mobile engagement.

When you send me that awesome deal and I see it on my smartphone, I am very likely to click. Funnily enough, according to our data, I am actually more likely to click on a smartphone than I am on a desktop, but only half as likely to convert.

Email marketing - whether we are talking about e-commerce or publishing - is based on a holy trinity of actions: Open, Click, and Convert.

Sure, opens by themselves are great. Heck, some people even think just SEEING a subject line creates lift. But now that you've got the open, you want the click. The good news? Mobile opens click. So mobile isn't breaking email.

But here's where things get complicated. Where mobile users over-index for open rate and clicks in email, they fail to convert at an equivalent rate. Email still drives more conversions on desktop.

Is a lower mobile conversion rate the chink in email's armor?

Jeff Bezos might have caught onto this before anyone else. Amazon is about to release the Amazon Fire Phone, which is optimized for its own shopping app, and it comes bundled with Amazon Prime. We'll see how that pans out in the future.

The lessons for every OTHER retailer are clear. If you are designing your post-click experience to be mobile-friendly, but not mobile-first, you may only be delaying the inevitable. PC sales are in decline, mobile is ascendant forever, and email apps - and email marketers - have no choice but to lead.



Quotable:

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

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MWM success story

LOOKING TO THE FUTURE: INTERVIEW WITH KARL MARTIN, BIONYM CEO

*We discuss biometrics and authentication technology with
CEO of Bionym, Karl Martin*

If you haven't already heard of Bionym, you're about to. As innovators of The Nymi, the first wearable cardiac ID device, which uses your unique cardiac rhythm to communicate with your tech devices, Bionym are unlocking a world of technological possibility.

We sat down with Karl Martin, Bionym CEO, to discuss The Nymi, Bionym and the future for biometrics and authentication technology.



Quotable:

“We have technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people.” – Pierre Omidyar, founder, eBay



Who makes up the core team at Bionym?

Both myself and the other co-founder of Bionym, Foteini Agrafioti, are Ph.D's from the University of Toronto. I specialized in cryptography and security, while Foteini developed the core technology behind the Nymi; Heart ID.

What's the company's long-term aim?

The long term goal for Bionym is to give people the tools to re-evaluate the role of identity in modern society. We want people to be able to dynamically interact with their technology securely and privately. The Nymi opens up a world of possibilities not only by making passwords, PINs and even locks potentially obsolete, but it adds a richer level of communication through motion sensing and proximity detection. We want to give people the chance to take their identity back.

Tell us about your latest product, the Nymi – where did the idea come from?

The Nymi is a wearable tech device that authenticates users through their cardiac rhythm or ECG. It is then able to communicate the user's identity to other devices through BLE (Bluetooth Low Energy). Every person has unique factors inside of their ECG that can be used as a biometric for identification.

Originally, Bionym came up with the idea for HeartID, which would be the ability to use ECG as a consumer and enterprise based biometric. We decided, however, that by placing the identity on the body in the form of wearable tech, we would be giving people a lot more control over how they interacted with their technology.

“There is well over a decade of research and testing behind the biometric, and we believe that the Nymi will be the forefront of its success.”

How does it work? Is it possible for somebody else to access your devices by wearing your Nymi?

There are two sensing surfaces on the Nymi, one on the wrist, and one on the top of the Nymi. A user is meant to complete their electrical circuit by placing the Nymi on the wrist, and then touching the top of the Nymi with the finger of the opposite hand. This allows the ECG to be read. The Nymi communicates to a registered smart device app, allowing a first time user to record a biometric template of what their ECG looks like. From there, a user can complete the same process in a shorter amount of time to authenticate the Nymi. Once the Nymi is placed on the wrist and activated, it continues to authenticate until it is removed.

It is not possible for anyone else to access your Nymi. First, the Nymi is only the users, it is tied directly to their identity. Second, to authenticate with the Nymi, a user must authenticate with their registered smart device. Finally, the user needs to be in possession of the registered user's unique ECG. It is this multi-factor system that is so important to the security aspect of the Nymi.



What does the future look like for biometrics and authentication technology?

Biometrics are at an interesting place. With the iPhone's TouchID, biometrics have entered the consumer market in a big way. For us, biometrics need to be tempered with multi-factor authentication. We are also excited to see the cardiac rhythm emerge as a biometric in the public eye. There is well over a decade of research and testing behind the biometric, and we believe that the Nymi will be the forefront of its success.

We are hoping to lead authentication by putting the identity on the body, and thus in the control of the user. There are a lot of exciting opportunities, and a lot of new ideas to explore. We will be releasing our developer program to further explore these ideas in the coming month.

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MWM ask the expert

INTERVIEW WITH SEAN ELLIS: TAKING A PROACTIVE APPROACH TO CUSTOMER FEEDBACK

By: Shana Rusonis

Sean Ellis is a startup marketer with experience growing early-stage products into household brands (his work includes Dropbox, Eventbrite, Lookout, Xobni, and more.) Today, Sean is also the CEO of qualitative insights survey platform Qualaroo. Follow him @SeanEllis, on his blog, or as an active contributor onGrowthHackers.com.

As one of the formative voices behind the growth hacking movement in Silicon Valley and beyond, Sean spends a great deal of time discussing the benefits of conversion rate optimization and A/B testing. We recently asked him to share tips for running better experiments and his outlook on the optimization industry.



Did you know:



In 1978, Apple Corps (owned by The Beatles) sued Apple Computer for trademark infringement. The case settled for \$80,000 along with the condition that Apple Computer should not enter the music business, and Apple Corps agreed not to enter the computer business.

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MWM ask the expert

What do you think is the most common misconception about Conversion Rate Optimization and A/B testing?

The number one misconception is that A/B testing is simply about running a test here and there and hoping for improved results. Without an optimization process that focuses on continual improvement A/B testing often fails to live up to its promise. Without organizational rigor to make A/B testing a priority, companies give up failing to see early wins, which ultimately costs them the long-term gains that come from a systematic approach to optimization.

“Without organizational rigor to make A/B testing a priority, companies give up failing to see early wins, which ultimately costs them the long-term gains that come from a systematic approach to optimization.”

Do you think that most companies online are effectively communicating with their customers? Why or why not?

Most companies lack a process for regularly collecting and then taking action on user feedback. Users provide feedback in numerous ways, from bouncing off of web pages, to taking surveys, leaving reviews, filling out customer support tickets and posting on social media. With all of this feedback coming in, you'd expect companies to be constantly processing it and using it to improve the visitor experience, and ultimately, their business. But more often, feedback is triaged to manage customer complaints rather than used for true learning and business improvement. The most successful companies have a process for collecting, parsing and using customer feedback to improve their business.




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What would you tell someone who is looking for help creating strong hypotheses for their tests?

There are two ways to create a hypothesis. In the first case you can look at the data and then spend hours or days with your team trying to interpret what the data means and what you should test next. You can create hypotheses from your interpretation and from your team's opinions. Or you can ask visitors to that page what the actual problem that they're encountering is. No need to interpret data, just ask visitors and get immediate feedback. I believe asking visitors what issues they're encountering on your site, conducting user research, is the best way to formulate strong hypotheses that make for valuable tests.

How do you think companies should approach staying focused when it comes to optimization? How do you measure the progress of your CRO program?

Having the organizational rigor to stay focused on conversion optimization is the hardest part of this process. A/B testing is not a one-off project—rather it is a continuous process of improvement that needs to be in motion at all times. eConsultancy reports that 87% of companies doing A/B testing run between 1 and 5 tests each month. The best companies run many times that number.

Companies need to commit to A/B testing as a core part of their digital marketing program and invest in it accordingly. Stick to the process and eventually it will become an addictive habit, with the organization constantly trying to outdo its previous test. Systematic, ongoing A/B testing is going from a competitive advantage to a competitive necessity. It's a key requirement for online success today.

"Having the organizational rigor to stay focused on conversion optimization is the hardest part of this process. A/B testing is not a one-off project—rather it is a continuous process of improvement that needs to be in motion at all times."

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CONTEXTUAL ADVERTISING

By: Alfredo Vargas

Contextual advertising works in context with what the user is already browsing for on the internet. It is also known as "in-context technology". It appears in the form of pop ups and banners. For example, if you are searching for instructions for a new hairstyle, Because of contextual advertising, you will get pop ups with ads for various salons that offer various hairstyles.

If you are looking for the specification of a laptop, you might get ads from vendors who offer that laptop at attractive prices. This is how contextual advertising works. It is a targeted advertising. In this way, the customer is less likely to be annoyed by the pop ups because the ads will be relevant for them.

Contextual advertising software generally search the web page the user is currently viewing. It makes a list of the keywords on the webpage then displays the ads that were related to that keyword. Some major contextual advertising systems are Google AdSense, Microsoft adcenter and advertising.com.

Contextual advertising has been helpful in generating revenue for many websites. Google makes a majority of its profit from the AdSense software installed on many web pages.



Contextual advertising has been helpful in generating revenue for many websites. Google makes a majority of its profit from the AdSense software installed on many web pages.

One disadvantage of contextual advertising is that it allows some third parties to install software on the user's computer.

The publisher and the advertiser both make a profit in working together to implement a contextual advertising system. It does not require too much investment on any one's part.

An even more advanced form of contextual advertising is behavioral advertising. The behavior of a particular user is tracked using the cookies stored in the computer. This helps in personalizing the ad preferences even more than in contextual advertising. It provides more conversion rates and more click rates. This is the most effective form of internet marketing. Although, some users may have privacy concerns and would not like websites monitoring their behavior and storing their search results.



E-MAIL MARKETING

By: Percy Goodman

E-mail marketing is sending emails regarding various products and services to potential customers. This is also a powerful internet marketing strategy. You can use e-mail to get back to previous and current customers or build relationships with new customers.

E-mail marketing has many advantages over other internet marketing techniques. E-mails are sent and received almost instantly. This helps in better functioning of business. Also, it is really easy to figure out if the investment is paying off or not. The return on investment can be calculated. Sending an e-mail is a lot cheaper than sending a regular mail. All you need is internet connectivity. Advertising through traditional mail requires a lot of fruitless hard work like printing the ads, putting them into the appropriate envelopes and mailing them to the customers. Also, the response rate is better than in traditional mail. Customers can also subscribe to get latest updates about products or receive monthly newsletters. Thus, providing the client base what they demand becomes easier with e-mail marketing.

There are a few issues with e-mail marketing. Customers may not receive the e-mails, they may not wish to read it, or it may go to the spam folder. Some users may also find these e-mails annoying. When employing an e-mail marketing strategy, one has to be careful not to violate any laws that pertain to spamming.

The e-mails sent for marketing purposes fall into three categories:

- a) E-mails that have been sent in response to a query initiated by the customer. These are known as transactional e-mails. They may be password reset e-mails, receipts or order confirmation e-mails. This is a great opportunity for vendors to advertise their products. Along with the information that the customer asked for, details about other promotional products may also be included. The customer will definitely have a glimpse of the advertisement.
- b) E-mails that only contain the promotional content. These are known as direct e-mails. Advertisers make a list of all the e-mail ids to which they have to send the ads.

Sending an e-mail is a lot cheaper than sending a regular mail. All you need is internet connectivity. Advertising through traditional mail requires a lot of fruitless hard work like printing the ads, putting them into the appropriate envelopes and mailing them to the customers. Also, the response rate is better than in traditional mail.

**** DID YOU MISS THIS ?**

List Detonator V2.0

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



“Now You Too Can Build BIG Responsive Lists, Outsmart GMAIL Tabs, & Turn Every List Subscriber Into A Cash Pumping Machine Virtually Overnight”

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

MWM gadgets & toys

GENIE SMART LOCK LETS YOU UNLOCK YOUR HOUSE WITH YOUR SMARTPHONE



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

You can also unlock your door from anywhere via your smartphone, and it also comes with a backup of a normal door key, should you need it, this could come in handy in case you lose your smartphone.

The Genie Smart Lock is available to pre-order \$249, you can find out more details about the device over at the creators website and the link below.

X-DORIA ANNOUNCES KIDFIT



The KidFit comes across as a wearable wireless activity and sleep tracker that was specially developed for those who are aged anywhere from 5 all the way to 13. KidFit will create customized daily activity targets for children, presenting them in an easy manner to understand with the main goal of hitting 100 points. The KidFit app itself will also provide timely feedback when it comes to progress through brightly colored "Results Cards", where it encourages the little ones to achieve this daily routine. Built-in goals will continue to create ongoing challenges and engagement toward the child's health goals, and the entire shebang will not burn a hole in your pocket either, retailing for \$49.99 a pop.

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

You want it

Go on splurge – you deserve it. It's time to spend your hard earned cash.

Tranquil Moments Bedside Speaker & Sleep Sounds helps you drift off the dreamland

The Tranquil Moments Bedside Speaker & Sleep Sounds happens to be a wireless speaker which is capable of playing back a dozen clinically proven sleep and relaxation sounds. When you opt for the "By Night" option, you will be able to let the doctor developed sleep sounds help you get some quality rest. All that you need to do is to twist the dial in order to pick from dozen digital sound programs, where it will gradually slow down playback over a time span of 30 minutes in order to lull you to sleep. You can opt to have it play continuous, or select from 30-, 60- or 90-minute sleep timer options. There is also a built-in backlit dual alarm clock with 5 brightness levels.



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

AQWARY SCUBA COMMUNICATION NETWORK SUPPORTS 70 DIVERS OVER 100M



Scuba divers looking to communicate whilst underwater might be interested in this new Scuba communication system in the form of the Aqwary Smart Console which is fitted with 7 sensors for also detecting depth, motion, temperature, air level and location.

The Aqwary Smart Console has been created to provide scuba divers with their own underwater local network enabling them to locally communicate with each other with ease.

The Aqwary Smart Console has a range of up to 100m and can support up to 70 divers at a time. Aqwary explains :

"With the Aqwary Smart Console it is now easier than ever for divers to connect, and share information about their air supply, location, and more – on a local subaquatic network. Our underwater network is powered by ultrasonic sound.

The Smart Console replaces the regular console, and fits beautifully in the hand. It has been designed by Swedish engineers with simplicity and utility in mind. The casing is water proof and extremely tolerant."

For more information on the new Scuba Communication system unveiled this week jump over to the Aqwary website for details and to order at an introductory offer of €599 per console.

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



Did you know

In 1936, the Russians made a computer that ran on water.

LONG TAIL KEYWORDS

By: Douglas Mann

Websites that are trying to improve their rankings on the search engine result page are forever competing with each other. The core words that are often related to the content on their site are so overly priced, that it becomes difficult to optimize the search engines through SEO.

Long tail keywords are more specific and descriptive phrases that help in driving traffic towards a website. For example, if you want to search for a treatment to insomnia, you type in the keyword "insomnia". You will get a long list of articles that beat about the bush. You will get probably everything about insomnia, but the proper treatment. However, if you type the phrase "how to treat insomnia", you will get better and more accurate results.

Competition for long tail keywords is lower since most people focus on the core words. It is also easy to improve rankings by using long tail keywords in your website content. The best advantage of long tail keywords is that the search results are completely accurate and in accordance with what the user wants to know. Long tail keywords are becoming more and more popular by the hour. The website's ROI improves dramatically. Also, the conversion rates increase. Long tail keywords may not show instant results, but they are better for increasing the ranking of the website in the long run.

In order for the strategy to work, you first have to generate a relevant and reliable list of long tail keywords. There are many applications that help in generating relevant keywords such as Ubersuggest, Adwords keyword tool and Google Analytics. Google has an auto suggest feature which automatically provides suggestions when something is typed into it. These suggestions are based on the most popular searches. The related keywords may provide an aid in determining the long tail keywords for a website.

Now-a-days, even cell phone applications like the Google Now and iPhone's Siri have a better understanding of long tail keywords.

The best advantage of long tail keywords is that the search results are completely accurate and in accordance with what the user wants to know.



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

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

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

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

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

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

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

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

**What Are You Waiting
For... GRAB IT NOW!**



**Be One Of The First To Get Your Hands On These
FREE Natural Home Remedies Newsletter Series!**

Get Your Own Copy Now

[The Big Book of Home Remedies](#)



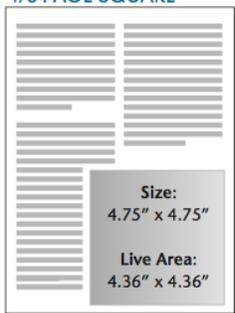
advertise in MWM

Full page, Half page, 1/3 page, 2/3 page, 1/4 page, 2 page spread

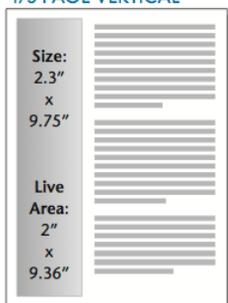
Please contact us at <http://makingwebmoney.com> to book your advertising slot, We will match your ad size buy x 2 with Article Space about your product.

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

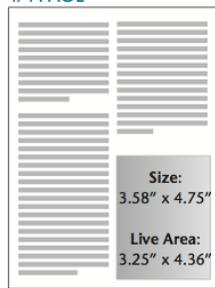
1/3 PAGE SQUARE



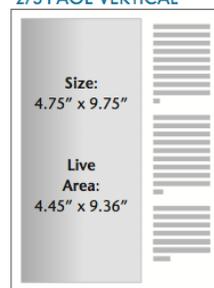
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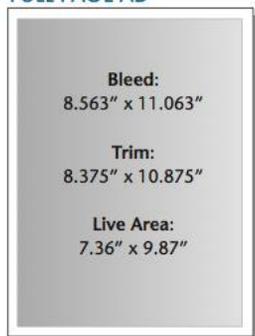
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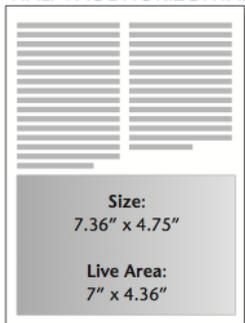
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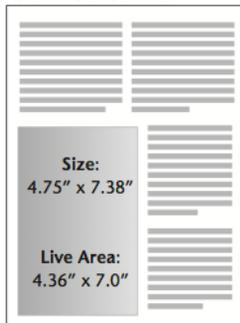
FULL PAGE AD



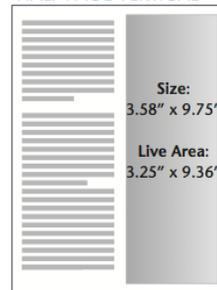
HALF PAGE HORIZONTAL



1/2 PAGE ISLAND



HALF PAGE VERTICAL



*Your ad will remain in the FREE digital back issue available from our website for perpetuity



MWM tools

> **Books, Courses, Software, Tools and other Resources to help you succeed online.**



- ✓ Get your products recommended on other shops
- ✓ Increase your brand recognition
- ✓ Bring in highly engaged traffic already in shopping-mode

Another store's non-buying visitor can be your most valuable customer.

DandyLoop is a network of online stores just like you, who share visitors with one another using mutual recommendations of non-competing products.

Recommend & Be Recommended

In each store, the DandyLoop app recommends non-competing products from other stores also using DandyLoop. If a visitor is interested he can click the recommended product, and in a new tab - purchase it. For every such visitor you will give, you will receive from the network a brand new visitor (1 for 1), one that is more likely to place an order in your store, increasing your exposure, incoming traffic, and sales.



- ✓ Increase exposure for your products by listing them on shopping engines
- ✓ Harness pay per click advertising. Only pay for results
- ✓ Manage all your feeds in one place. Feeds are generated daily

We run our own shopping engine so have a good understanding of what shopping engines require and are committed to providing you with the best customer support to satisfy all your product feed requirements.

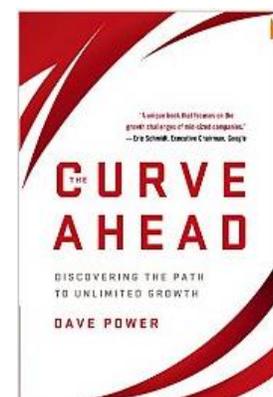
Current feeds supported include:

- uPrice.co.za (South Africa)
- PriceCheck (South Africa)
- Your shopping engine of choice (any country)*

*We will add other feed formats for any well established shopping engine in any country upon request. Simply contact us to make a request.

The Curve Ahead: Discovering the Path to Unlimited Growth

By: Dave Power



Why do most growth companies stop growing? These fast-growing businesses are the engines of economic growth and wealth creation, but most fall behind the curve before reaching their potential. Executives are surprised when their business models mature sooner than expected, victims of the familiar S-Curve. Tragically, once-promising companies are often sold by investors too ready to throw in the towel. So what can leaders do to keep moving forward?

To sustain growth, companies need to discover their next S-Curve. But few have a repeatable process for uncovering new opportunities before their core business stalls. The Curve Ahead offers a practical approach to sustaining long-term growth. It describes how growth companies can build innovation into the rhythm of their business operations and culture using design thinking, prototyping, business model design and other Innovation Power Tools.

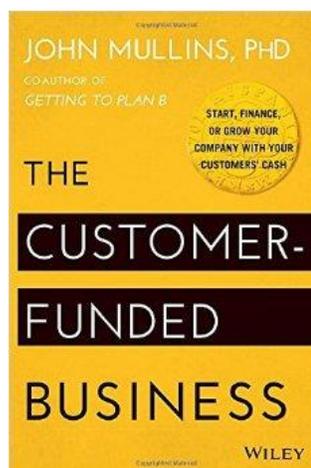
The Curve Ahead utilizes the power of storytelling to illustrate its messages. Power describes how LoJack and Groupon fell behind the curve, while Amazon, Jawbone, Darn Tough Socks and many others have fueled growth with a series of new S-Curves.

This book will help thousands of mid-sized companies stay ahead of the curve and discover the path to unlimited revenue growth.

The Customer-Funded Business: Start, Finance, or Grow Your Company with Your Customers' Cash By: John Mullins

In The Customer Funded Business, best-selling author John Mullins uncovers five novel approaches that scrappy and innovative 21st century entrepreneurs working in companies large and small have ingeniously adapted from their predecessors like Dell, Gates, and the Zieglers:

- Matchmaker models (Airbnb)
- Pay-in-advance models (Threadless)
- Subscription models (TutorVista)
- Scarcity models (Vente Privee)
- Service-to-product models (GoViral)



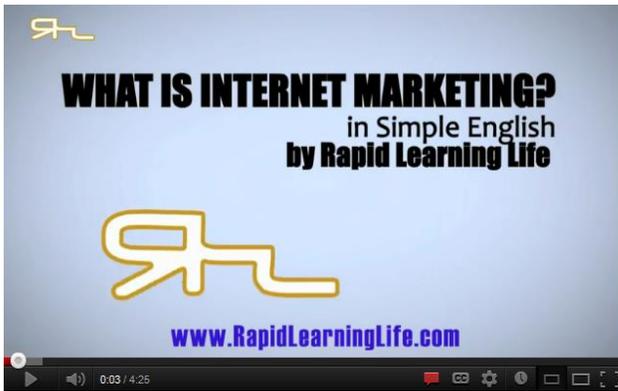
MWM some useful links

- ✓ <http://www.theimmarketingguy.com/>
- ✓ <http://www.yourfreemembershipsite.com/>
- ✓ <http://www.todaysinternetmarketingforum.com/>
- ✓ <http://makingwebmoney.com/>
- ✓ <http://www.looseapound-aday.com/>
- ✓ <http://www.regeditcleaners.com/>
- ✓ <http://bigbookofhomeremedies1.com>
- ✓ <http://theinternetmarketinghelpblog.com/>
- ✓ <http://tuesdaytipster.com/>
- ✓ <http://harrycrowder.com/>

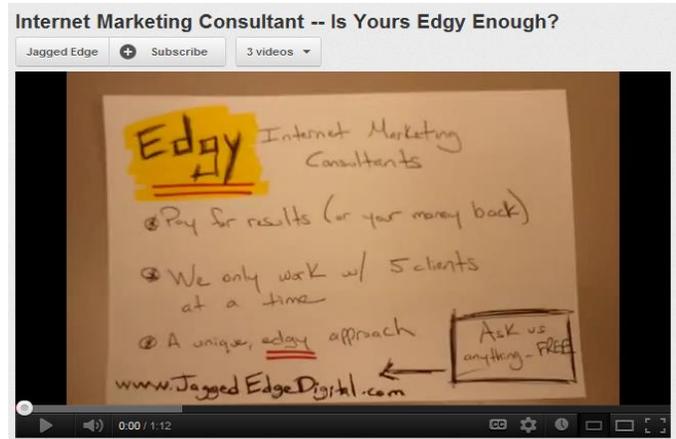
Has your WordPress BLOG Has Been HACKED?
You Need WP Security Plugins Security Suite...
I just got it myself <http://bit.ly/WPSecureSuite>

MWM videos

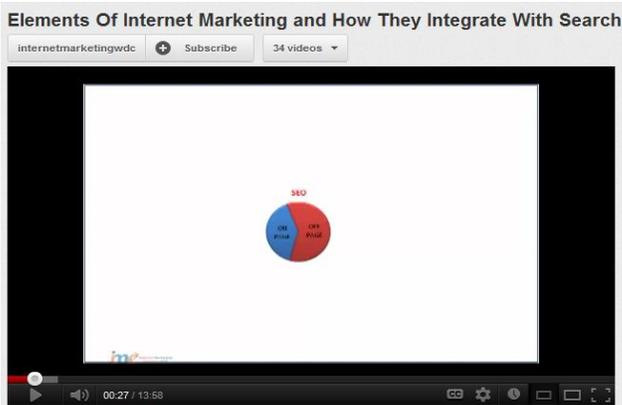
<http://makingwebmoney.com/>



<http://www.youtube.com/watch?v=RSkWql7M3Ts>



<http://www.youtube.com/watch?v=6t6ba6Cj690>



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



<http://www.youtube.com/watch?v=h5GQm55ccTk&feature=related>



<http://www.youtube.com/watch?v=0CaUclwPsH8>



<http://www.youtube.com/watch?v=EYN1BjtZ6nc>

MOBILE ADVERTISING

By: Cecelia Schultz

Mobile advertising refers to the advertising of services and products by the use of mobile devices such as smart phones. It started in the form of SMS, where firms sent bulk of messages regarding their products or services to random mobile phone users, and those interested could easily contact them back.

After SMS advertising came call advertising, where representatives of vendor firms called up consumer individuals to advertise their products and/or services. Next came advertising using MMS, in which the text advertisement was replaced by audiovisual content such as images, audio or video. These types of advertisements were also sent to random mobile phone users with internet access.

As technology progressed, an advertising known as app-based advertising came into prominence. With the increasing use of smart phones the app usage has also increased a lot. Hence advertising firms have taken advantage of these apps as a marketing source. In this form of advertising the direct engagement and payment is involved. The apps can be free or paid depending upon their service provider. These can be easily downloaded from the app stores of any of the operating systems.



While playing one of the many multi player and social media games, the advertisements of other similar applications appear as pop ups. These help the consumer to stay in touch with the latest games in the market and help the vendors to market their new products.

Finally, there is in-game advertising. While playing one of the many multi player and social media games, the advertisements of other similar applications appear as pop ups. These help the consumer to stay in touch with the latest games in the market and help the vendors to market their new products. The mobile advertising is really popular now days.

One always keeps getting advertising messages, calls and pop ups. But this is a major privacy concern, as the advertising firms do not need permission to send any kind of advertising content on mobile phones. This is a major issue regarding the mobile advertisements in the current time. However one can always report offending and spamming content to the required authorities. There are some regulations regarding spam control.

MWM Q & A

MARKETING CHAT WITH UK SEO CONSULTANT - MARC HEIGHWAY



“Google have changed the algorithms and made steps to stop more spammy SEO tactics and link-building practices, but the core of SEO success is still ultimately measured by quality and relevant back-links.”

Today we have Marc Heighway, he is an SEO consultant based in the United Kingdom. He currently runs two SEO companies in the town of Bournemouth and the city of Southampton which are based on the south coast of the country. He worked for many years as an Internet Marketing and Digital Manager for one of the World’s largest technology companies and has been working online for over 15 years. He offers search engine optimization consultancy and SEO services to businesses in both the United States and United Kingdom. In this interview gives his views on the current state of SEO and how search engine marketing consultants can better harness the power of SEO to help rank websites better.

Our readers would love to know more about you. Could you tell us when and how you got into the SEO market and what were the hurdles you faced in developing your own SEO business?

I started my own SEO company up in the middle of 2013, but previous for that was managing SEO staff as part of my role as an Online Marketing Manager for a large company. I decided to go it alone and offer SEO services myself as it was something that I could see a market for in the UK. Starting up as an SEO consultant you need some proof of concept to show that you can actually deliver results. Because of that I made sure that my own SEO business websites were ranking in number 1 on Google for the most relevant terms as this offered “proof in the pudding” (a common saying in England).

Thankfully I already had a set of websites that I had successfully ranked for highly competitive terms anyway, so was able to show prospective clients a decent portfolio of results.

What On-page factors that you think are highly essential when optimizing a page for better rankings against the desired key phrase?

There are a number of basics that any SEO consultant should be able to get right for a website including Meta data and on-page keyword density for example. However, recent changes in Google are showing me that you need to ensure that these elements are not over-optimised. The Google Hummingbird update and various Penguins and Pandas have cracked down on these elements so now it's far more about making a webpage as natural and as user-friendly as possible.

Currently I see good ranking improvements when YouTube videos are placed on a webpage, as long as there are in the target niche of course. I work with many clients to develop very simple videos which are quick to make, but can actually make a difference. Having a video on the webpage can also improve the length of time a user remains on the page too, which is a small factor in SEO. It's also worth noting that YouTube videos themselves are quite easy to rank in Google meaning a business can get two results on the first page of Google and start to dominate the search engine rankings... they can see their webpage and their video appear on keyword searches which is a great result. Here's an example video embedded below that I developed for one of my own businesses, Expert SEO Southampton. As you can see it looks professional, but only actually took 30 minutes to produce using some cheap software tools called VideoMakerFX and Cyberlink PowerDirector.

If SEO is now about improving the user experience and good content from a search engine's perspective, why isn't doing usability and content strategy enough?

I don't strictly subscribe to that viewpoint. Despite what some people say, usability and content isn't the one defining factor in SEO at the moment. Yes, Google have changed the algorithms and made steps to stop more spammy SEO tactics and link-building practices, but the core of SEO success is still ultimately measured by quality and relevant back-links. That's what my tests have shown, and I don't see that changing anytime soon.

“I am sure there will be new iterations of Penguin and Panda which will probably make loads of SEO consultants and online businesses freak out as usual.”

What would be your advice for setting up a link building campaign from scratch for a new website? Where it should all start from?

With a new website I never recommend getting straight into any form of link-building. That's a one route ticket into the Google Sandbox. For a new domain by advice is always to start by building up the social media assets which in my view is the most natural way in which a bona-fide business should work. So for example, develop a Facebook page, Google Plus, Twitter, and YouTube footprint. Once those signals start to appear then in a couple of months start to seek out link opportunities.

In terms of how to start the link-building strategy, my recommendation is to first off look at existing relationships that a business might have.

So for example, if you are a trade business, do you have any memberships to trade associations that can link back to your website? Do you have any existing customers that can recommend you on their website with a back-link – those kind of opportunities.

What are some of the most common mistakes you see SEO and online marketers make, both the small businesses and enterprises?

I think the most common mistake that I come across when dealing with new clients is that they took a quick, cheap, and easy approach to SEO. So many businesses I talk to paid peanuts to an SEO company and the result was that their website was hit with thousands of low quality spam links. Whilst this might have worked a couple of years ago, it's now come back to bite these businesses in the back-side with Google penalties, loss of rankings, and in worst case scenarios a loss of income overnight.

Do you have any productivity tools you use to keep yourself efficient which may help our readers?

This might surprise you considering I work in the technology business, but my most valuable tool are the two whiteboards that I have drilled to the wall in my office. I find that having my projects listed on them with important tasks means that everything that I need to do is always in my line of view so that nothing gets missed. Here's a photo of one of my whiteboards – I've blurred out some of the client detail for privacy's sake – but you get the idea.

Do you have any predictions for 2014-2015 as it relates to link building and SEO?

Well there's the obvious things that are going to happen like Google rolling out new updates – they actually make over 500 changes to their search engine algorithm every years, but it's only the big ones that get much publicity. I am sure there will be new iterations of Penguin and Panda which will probably make loads of SEO consultants and online businesses freak out as usual. I imagine that we will again hear that “SEO is Dead” – it seems to be a common topic online, but in my view that only strengthens the business of quality reputable SEO companies as the lower-end consultants start to drop out of the industry.



Azon Mobile Pro

Create optimized mobile versions of your site in a few minutes

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

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

Your Reward From Me For Taking Action Today Is ...

"A Complete Amazon Affiliate Plugin Package"

Packed With Everything You Could Possibly Need To Build A Successful And Profitable Amazon Affiliate Niche Empire....Starting Today!

- WP Price Checker Plugin
- [Affiliate Product](#) Comparison Plugin
- Top Sellers Uncovered ...

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

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

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

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

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

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

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

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

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

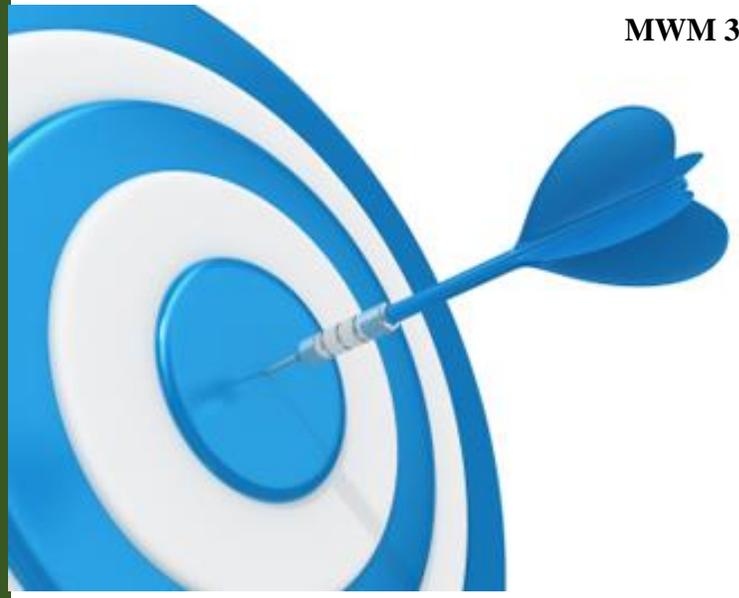
[Learn More Here](#)

MWM useful links

Make a point of checking them ALL out!

- **Brand Name Tennis Equipment**
- **The Latest Golf Equipment**
- [Lawn Mowers In ALL SizEs](#)
- **Caring for Your Yard and Garden**
- **Special Lawn Care Products**
- **Spring Cleaning Supplies and Tips**
- **Get Fit and Keep Yourself in Shape**
- **Ways You Can Really Loose Weight**
- [Ways to Help You Stop Smoking](#)
- [Luxury Beauty and Cosmetics Store](#)
- [Music Players and More](#)
- [Best Computer Hardware Store](#)
- [Ipod Music Sources](#)
- [Jewelry Deal Store](#)
- [Toy Reviews Today](#)

ONLINE ADVERTISING



By: Keith Hardy

Online advertising or internet advertising is the means of conveying advertising messages to the consumers through the use of internet. Whenever you open a site, certain pop-ups are triggered. You can find small advertisings at the sides and bottom of the page you browse. On the other hand, you may or may not be directed to another temporary web page containing the advertisement segment.

This is the most commonly used mode of online advertising now-a-days. Moreover, there are chat advertisements that use real time messages to advertise, adware that need installation of softwares to advertise a particular group of products and services. There are compensation methods to calculate the sum to be paid to the parent site by the advertising site. Mostly it is calculated by the number of clicks and the number of views implemented on the particular advertisement.

The benefits of online advertising include low cost, ease of receiving feedback on the advertised product, targeting a particular group of people for advertising a particular product, wide coverage of a large group of people throughout the world and the capability to make speedy amendments.

No matter how useful the online advertisements are, there are still some major concerns regarding them. These include the general notion of users to ignore advertisement pages, major and small frauds being done over the internet, and most of all privacy concerns. These are generally counterchecked by ad-blocking. People who do not feel the need to get online advertisements can use the various browsers featuring pop-up blocker and other such services.

The consumers should opt for trustworthy vendors if they chose to advertise their products on the internet, and should be careful in giving away their personal and classified information. If used with precaution, the mode of online advertisement is useful for the consumers as well as the advertisers and the vendors.

The benefits of online advertising include low cost, ease of receiving feedback on the advertised product, targeting a particular group of people for advertising a particular product, wide coverage of a large group of people throughout the world and the capability to make speedy amendments.

> Domains, Websites & Products For Sale.



Domain for sale

Contact:

ads@makingwebmoney.com

Make an offer

<A great brand name for an internet marketing

Product or service

VirallInternetMarketing.com.

Your Ad here

Contact

ads@makingwebmoney.com

Contact Us

> Contact us to list your

Domain name or website

For sale in this section



Your Ad here

Contact

ads@makingwebmoney.com

Contact Us

> Contact us to list your

Domain name or

Website for sale in

This section

Makingwebmoney.com

Your Ad here

Contact

ads@makingwebmoney.com

Contact Us

> Contact us to list your

Domain name or

Website for sale in

This section

Makingwebmoney.com



Quotable:

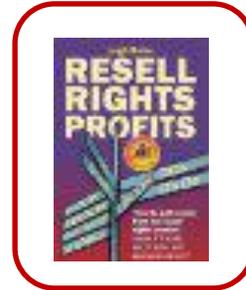
What happens when you combine blogs, Google and millions of dissatisfied customers? An e-mob. – Bob Garfield, advertising author

MWM featured products

[Resell Rights Profits](#)

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

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



WPMemberSite.com

Creating a Wordpress Membership Site just got a whole lot easier with this Wordpress Membership Site plugin!

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[iPad2](#)

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



MWM contributors

Mary Cox

Mary Cox is a blogger and she is solely responsible for content marketing, social media, and search engine optimization of her own website.



Madeline Garner

Madeline Garner is a website optimization expert specializing in optimizing on-site content, traffic sources, and business models to generate more profits and a high ROI for clients.



Percy Goodman

Percy Goodman is a full time internet marketer who runs a very successful internet marketing blog. He also conducts seminars and trainings around the globe.



Gwen Grant

Gwen Grant is an online publisher and has been marketing online for over 7 years. She specializes in content and social media marketing.



Keith Hardy

Keith Hardy believes that quality content has a great impact to your business. With his experience of over 5 years, great results are guaranteed.



MWM contributors

Clark Howell

Clark Howell is a sought-after Internet marketer. Using his stealth online marketing techniques, he has become a top name helping clients and businesses rank on the first page of search engines.



Douglas Mann

Douglas Mann is a marketing consultant with 10 years' experience crafting targeted messages. His specialties include social media, direct mail, email and inbound marketing.



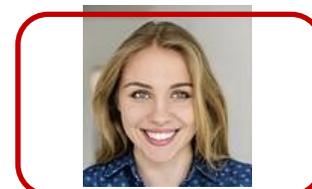
Shana Rusonis

Shana is a content marketer at Optimizely. Her love of words stems from her literary training and love of Jane Austen novels. A west coast transplant with proud mid-Atlantic roots, Shana serves as an ambassador for Old Bay seasoning in her new bay.



Cecelia Schultz

Cecelia Schultz is an Internet marketing coach. With her 8 years' experience, she has gained many loyal clients, but she still continues to learn and improve her craft.



Alfredo Vargas

Alfredo Vargas is a professional with over 13 years' experience working within the advertising and marketing communications industry. With today's digital technology, he incorporated his knowledge with the modern time through Internet marketing.



PAY PER CLICK MARKETING

By: Gwen Grant



Pay per click (PPC) is an online marketing technique in which the advertisers pay the websites on which their ads are published. The amount paid is equal to the bid amount that you originally paid to get your website ranked high on the publisher's website.

Search engines such as Google and Bing provide slots on their search result pages that are open up for bidding. The higher you bid, the higher are your chances of getting ranked on the top. The quality of the website is also considered in ranking. On the same page, un-paid search results also appear.

The pay per click ads will appear when the surfer searches a keyword that is similar to the advertiser's keyword list. The PPC is an effective way to measure how many people clicked on a particular ad and how well the advertising campaign is actually doing. The pay per click is calculated by dividing the advertising cost by the number of ads clicked.

Pay per click marketing is an effective way to increase traffic in a short period of time. However, if you don't do it right, you could end up spending good money and not getting any results. If you are bent of getting ranked number one, you might purchase a rarely used keyword at an unnecessarily high price. You might get good traffic, but your return won't even be close to what you spent in the first place.

On the bright side, the pay per click marketing works almost instantly if you have written your ad properly. When you find the right keywords, your work becomes even easier. You can pay less and still earn a lot of traffic on your website.

Pay per click advertising is not completely reliable, so it should not be used as a sole method of advertising. It should be included in an integrated strategy for increasing the popularity of a website.

Just make sure your ads are written properly and worded attractively.

Pay per click marketing is an effective way to increase traffic in a short period of time. However, if you don't do it right, you could end up spending good money and not getting any results.

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SEARCH ENGINE MARKETING

By: Clark Howell

Search engines are becoming more and more important to marketers. As most of the work is done online now, it also became necessary for companies to move their products and services online. They are forever competing against each other to get higher rankings and visibility on the search engine result pages (SERPs).

Search engine marketing is an internet marketing strategy that used to increase a site's traffic and rankings in search engines. Unlike search engine optimization, SEM includes both paid search results and free (organic) search results. It is growing faster than any other form of advertising in the United States.

There are various methods used to implement search engine marketing. One of them is recognizing the list of relevant keywords for the website. If the search keyword is distributed throughout the site content, the site is likely to be ranked higher in the search engine. The users browsing the internet usually type just the keywords on the search engines. There are various keyword generating applications, but they do not work very well sometimes. Biddings are held for the core words by various sites, making the competition even more fierce.

Also, the site needs to have a number of back links to increase its popularity. Search engines may also charge a compensation for including a particular website in their search results. Pay per click advertising is also used in SEM. Other methods include paid advertising (such as with Bing Ads and AdWords), content submission, advertising, SEO and social media marketing. Contextual advertising is also popular, in which ads carrying relevant information are placed on different sites so that they are seen by the various people surfing that site.

Search engine marketing management is a concept that developed recently. Its main focus is on the revenue that the site is generating instead of the traffic that the site has.

Search engines are constantly upgrading their algorithms to prevent their results from being altered by the various people who want to improve their rankings on the result page.



Search engine marketing management is a concept that developed recently. Its main focus is on the revenue that the site is generating instead of the traffic that the site has.

SEARCH ENGINE OPTIMIZATION

By: Tracey Greene

Search engine optimization (SEO) is an internet marketing strategy by the means of which a website can improve its rankings on a search engine. The better the rankings of a site on the result page of a search engine, the more visitors it will get. It doesn't really make a difference how much effort you have put into designing the website, unless you have a strategy for promoting it.

Earlier, it was easy for webmaster to manipulate the algorithm of various search engines to make the rankings of their website better. Consequently, search results showed pages containing the keywords in bulk. The search results were, however, irrelevant.

When Google was founded in 1998, an algorithm called PageRank was developed to prevent the site from getting manipulated by webmasters. Later, leading search engines like Yahoo, Bing and Google used ranking algorithms that were off limits to everyone else.

Hackers found a way around all these safety measures. To counteract this, the searches became personalized according to each user. There was no way to improve rankings, because search results would be different for each user.

Now, manipulating a search engine to improve rankings and copying content from another website is a punishable offence.

SEO practitioners that use black hat techniques to improve the rankings of their client's websites may get banned from the search engine or even penalized.

There are several techniques to improve the ranking of a website on a search engine result such as providing back links to the site on other websites, including frequently searched keywords and continuously updating the content of the website. These techniques come under white hat techniques, which function within the guidelines of the search engine and do not try to fool the algorithm. Black hat techniques are not approved by search engines and the sites will be penalized.

You should optimize your website carefully if you have to promote it. The ranking algorithms vary from one site to another and are changed constantly. Even then, there is no guarantee that your site will have adequate traffic. If you are hiring an SEO agency, be sure to check if they are using legitimate techniques or they will end up bankrupting you.

SEO practitioners that use black hat techniques to improve the rankings of their client's websites may get banned from the search engine or even penalized.



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.

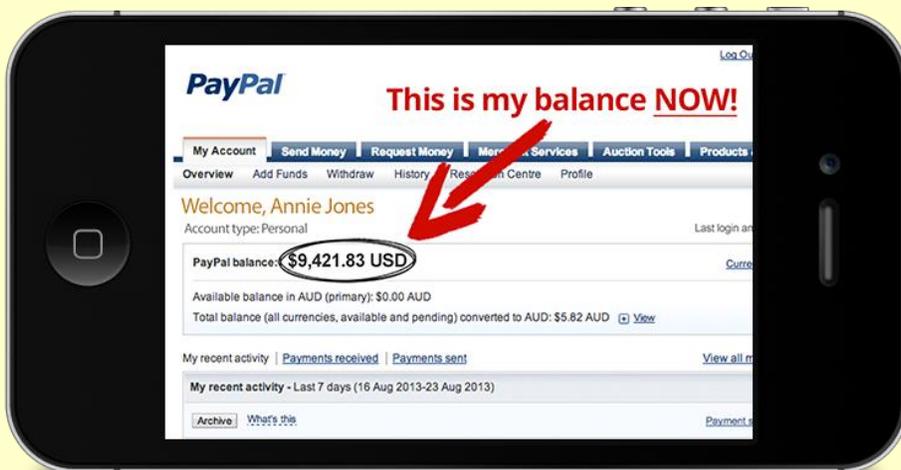
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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



[Get started Today Click Here](#)

MWM back story

HOW TO START AN ONLINE FASHION BRAND?

23 year old entrepreneur and uni student, Toby Brand launches unique online fashion outlet BR4ND.



University student launches an online fashion outlet called BR4ND

It goes against the grain of mass-produced high street fashion and stocks only fresh, up and coming designer merchandise on a 'fair-trading' basis.

The 23 year old talks about struggles in the fashion world, the birth of BR4ND, juggling business and studies, friends with business benefits, what he thinks makes a good entrepreneur and the challenges he faces now and in the future...

“Some young people have that spark, that energy that you need to succeed; there’s still the excitement factor and the raw desire to make something happen – that’s certainly the case for me.”

How did you come up with the idea for BR4ND?

It just came to me after I witnessed a friend of mine start a fashion label and struggle to get any exposure, despite her obvious talent. She signed a contract with two very well-known fashion houses but as a consequence she ended up with a very bad deal indeed which cost her a great deal of money. I realised that there was a gap in the market for a secure fair-trade platform which gave new designers the opportunity to showcase their work in front of the right audience but still make money and retain their brand identity.

Why did you decide to launch this business before leaving University?

Once I had the idea I didn't want to sit on it and wait for someone else to do it before me. I decided that I could combine the two and even get some business-related pointers from my course as I went along.

How do you juggle your business with your studies?

I have to be very strict with my time full stop. If I have assignments, I make sure I take enough time away from the business to get these done and vice versa, if I have business deadlines and commitments that day, these take priority. Most of the time I find myself working on BR4ND (being a new venture) but I'm also a big believer in work/life balance to maintain a positive and healthy attitude so I also try to leave some time for a bit of a social life and a visit to the gym in the evening.

Do you think young people make better business people?

Not necessarily, I've learned a lot from experienced business people like my father for example. But I do think that some young people have that spark, that energy that you need to succeed; there's still the excitement factor and the raw desire to make something happen – that's certainly the case for me.



BR4ND.co.uk

Do you think entrepreneurs are born or made?

They can be both, but you have to have the right mindset, personality and the ability never to take no as an answer! People with serious drive and desire to win can change their lives, plus having a guiding influence to point that drive in the right direction helps too. I've been very lucky to have my father as my role model – he's launched four successful businesses so I can see what it takes and I hope some of that is reflected in me.

What makes your business idea different to others in your field?

We're putting the ball back in the designers' court. Our site has been created for designers with the help of our own designers to give customers a real sense of familiarity with new up and coming brands. We want fashion enthusiasts to get to know our designers and understand what they are all about. The designers themselves also get a much fairer deal with more published detail than other rival fashion outlets provide.

What is your designer recruitment strategy? How will you get more on board?

We find designers through various sources but we always approach them directly on a one to one basis. Social media sites have been great for tracking down small brands that may not even have a website yet.

What are the barriers you face in recruiting new designers currently?

We face barriers the same as all start-ups but it's about pushing forward and breaking those down. If you believe 100% that you have a good idea (and you can back that up), eventually it will catch on. There are some who just won't entertain the idea simply because we're a start-up. They feel that because we're not yet a big established brand we can't do anything for them. But this narrow-minded reaction means some designers are closing doors that may have given them some unexpected benefits – and certainly another revenue stream for very little risk.

Have you encountered any hurdles since you started up?

Getting the first few designers on board before we launched was tricky, I was selling them my own idea and a promise to deliver but I got there and things are really starting to happen now.

What are the challenges for the industry you work in?

Fashion is a very tough industry. Certainly for new designers; they struggle to get the recognition they deserve as contributors to this important part of our culture and many very talented designers simply crash out – we want to change that. We just commissioned an independent survey that found the biggest hurdles faced by designers were:

- Standing out from the crowd and getting noticed
- Getting a foot in the door with retailers in the first instance
- Getting their designs in front of the right people

How did you achieve the investment/funding for your business?

We had low start-up costs because the business is inherently online, the investment will come when we move to central distribution and add the wholesale side of the business. So far we're self-funded.

What advice and tips would you give to others trying to make it in this highly competitive field?

Be very strong and don't take no for an answer – EVER.

I understand you have employed a close friend as your ops manager – what is that like?

It's fantastic. Sarah's very fashion savvy which helps hugely with what we're doing! I really enjoy working with her as I know I can trust her and rely on her – she's very switched on.

What mistakes do you think people make when they set up a business for the first time?

I know a few people who started businesses and held back because they were nervous or were afraid of failure. I think that's a terrible shame, you have to hit it head on and if you fail, you dust yourself down and start again.

What sort of person do you need to be to make it in the fashion business?

Headstrong and not afraid to take a bit of flack – it's the nature of the industry.

“Be very strong and don't take no for an answer – EVER.”



How would you sum up BR4ND – what's your positioning in the market?

Building Reputations 4 New Designers – We're a fair trade sales platform for new designers trying to break in to the fashion market, we are currently positioned towards the younger end of the market but we're rapidly expanding to cover more demographics and ranges such as children's wear and accessories.

What is your future ambition for the business?

We're aiming to expand in to more markets – furniture, home ware etc. we'll go into any market which has new designers trying to get recognised and make a name for themselves.

About BR4ND

BR4ND (Building Reputations 4 New Designers) is an on-trend, designer fashion outlet featuring a range of cutting-edge clothing and accessories for men, women and children. Specialising in original, high quality fashion, shoppers can keep one step ahead of the crowd by only wearing designs from fresh, new designer talent. Showcasing a variety of unique and independent designer labels, BR4ND champions fashion innovation that goes against the grain of high street mass-production.

BR4ND also offers a secure, fair-trade platform for new designers, fashion students and start-ups to merchandise their designs while increasing visibility and exposure within the fashion community.

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