

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

**EMAIL MARKETING -
SPECIFIC TO YOUR NEEDS**

P. 20

Gerald Gordon



**Gadgets
Interviews
Products
Q and A**

Susie Owen



p. 12

Nicole Kersh

p. 30

Ann Smarty



Online Marketing - Because..

Variety is the Spice of Life **p. 42**

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mwm contents

[FEBRUARY 2014]

Regular Columns

- 6 Editor's Letter**
Welcome to the February edition.
- 7 MWM Inbox**
Got something to say?
Tell us what you think.
- 8 What's On**
Seminars, Expos and
Summits, oh my!
- 10 MWM News**
Stuff you should know about.
- 12 MWM Success Story**
Nicole Kersh: On Succeeding in a Male-
Dominated Industry
- 15 Subscribe**
Subscribe for free.
- 16 Ask the Expert**
Expert Interview with Kent Lewis on Digital
Marketing and Online Reputation
- 22 MWM Gadgets and Toys**
You know you want them.
- 25 Advertise in MWM**
Be seen by YOUR potential customers.
- 26 MWM Tools**
Books, Courses, Software etc.
- 28 MWM Videos**
Watch useful videos on internet marketing etc
- 30 Q&A**
Online Interview with Ann Smarty of
SEOSmarty

**16 Kent Lewis****30 Ann Smarty**

- 33 MWM Useful Links**
All the links in one handy place.
- 35 MWM Marketplace**
Buy & Sell domains and websites.
- 37 Featured Products & Contributors**
The people and products that
helped make this edition.
- 43 Back Story**
Meet Don and Lane Martin, Modern
Purair

mwm contents

[FEBRUARY 2014]

Features

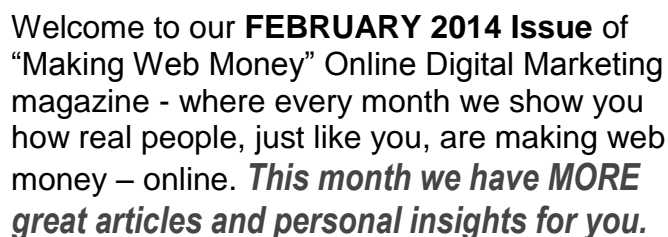
- 11 Business-To-Business Marketing-
An Untapped Division**
By: Lara Newton
- 20 Email Marketing- Specific to Your
Needs**
By: Gerald Gordon
- 21 Internet Marketing Tools- A
Guiding Path**
By: Vicki Stokes
- 23 Online Advertising- An
Opportunity for a Brighter Future**
By: Darin Willis
- 29 Online Advertising- The Two Sides
of This Coin**
By: Kayla Simon
- 34 Online Branding- Presence That
Cannot Be Ignored**
By: Norman Garner
- 38 Contributors**
- 40 Online Marketing- Basics That
Create A Positive Foundation**
By: April Moody



11 Business-To-Business Marketing- An Untapped Division



- 41 Online Marketing- Because
Variety is the Spice of Life**
By: Susie Owen
- 42 Online Marketing Trends-
Where Only Change Is Constant**
By: Jordan Cook



Harry Crowder

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

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Press Release Software



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What is the easiest way to create an iPhone app?

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

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

What is Offline Marketing?

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

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

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

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

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

facebook

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mwm what's on



Minneapolis Digital Leaders' Dinner & Roundtable >

FEB
5

We will run the roundtables at 3pm, followed by dinner and wine tasting from 6pm.

The roundtables give you the chance to share knowledge, experience and best practice on the issues, trends and developments in digital.

Attendance is limited to 10 attendees per roundtable, with discussion chaired and facilitated by the host company to ensure all participants get the most from the

FEB
12

< Why Growing, Engaging, and Retaining Customers Is Your #1 Audience Imperative



Learn why audience development is at the core of marketing today, and why this focus is the core responsibility for each and every marketer, from the CEO and CMO, to marketing directors and managers, down to on-the-front-line staff.

Hear from "Audience" author Jeffery Rohr, Vice President of Marketing with ExactTarget, how marketing has changed over the past decade to one of subscribers, followers, and fans, and why consumers want more from companies than just services and products; they want content and thought leadership.

what's on



(Singapore) Content Marketing Roundtable >

FEB
27

Note: This event is exclusive to senior client-side marketers.

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

Attendance is limited to 14 - 20 attendees, with discussion chaired and facilitated by Econsultancy to ensure all participants get the most from the session

ONLINE VIDEO MARKETING

When: February 11,, 2014
Where: Econsultancy London, London, U K



Overview

The Online Video Marketing Roundtable is your chance to share knowledge, experience and best practice on the issues, trends and developments around Online Video Marketing.

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

Agenda

The agenda for the day is very much driven by those attending - your priority areas and pain points. Potential topics will be added to the website shortly.

Who should attend?

Roundtables are most suited to those in relatively senior positions - decision makers and influencers within their organisation.

We try to ensure a healthy balance between client and supply-side participation with subject experts in attendance to deliver an open, productive and rounded conversation for all. Attendance is limited to one participant per organisation. There are strictly no sponsors or journalists present. All Roundtables are moderated by Econsultancy.

We ask that attendees have something to contribute to discussions as well as areas in which they'd like to learn to ensure conversation is beneficial to all.

Quotable:

"URLs are the 800 numbers of the 1990's." ~ Chris Clark



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Brands Join the Experimental Journey on Jelly

Rare is the new social app that doesn't tempt the savvy brand or digital marketer to enter the fray. Even more so when a new app like Jelly comes along from a co-founder of Twitter.

While a few brands like Toms, Travelocity, CNBC, GE and Kenneth Cole came out of the gates early with questions or answers for Jelly's early-adopting audience, the activity was mostly experimental and as slow as it was tepid.

How a question-answer service with photographs could serve a brand's marketing objective is a query that Jelly and its users will answer as the platform grows. But for now, the earliest days have seen a flurry of activity.

Following its first week of public availability, more than 100,000 questions were asked and about 25,000 or one quarter were answered, according to RJMetrics, which pulled and analyzed data from Jelly's publicly available API endpoints.

The most popular queries are "what is this?" and "who is this?" Meanwhile according to RJMetrics, the 44th most frequent question was "what brand is this?"

Doug Schumacher, co-founder of the social media content strategy tool Zuum, puts Jelly in the "minimum viable product stage," a familiar and understandable territory for a social app that is building a new community from scratch.

"It's a little bit Quora Q&A, a little bit Tinder's UX, and the streamlined social options of Instagram. Given its emphasis on short and visual, I'd expect early brand efforts on Jelly to be more gaming type things," he tells ClickZ.

"Right now, I don't think there's a lot of space for brands to operate in Jelly," he adds. "For now it's probably brand advocates with large Twitter followings that would be best suited for business applications."

There may not be a pure business play yet but brands are tinkering with the opportunity nonetheless. GE asked its followers which scientist (past or present) they'd like to sit down and have a coffee with, Travelocity stuck to answering questions as the roaming gnome character while CNBC posted a picture of a Tesla and asked: "If you could own any car in the world, what would it be?"

"Social media strategists have been itching to jump on the next big thing. Given the question and answer format of content on Jelly, I expect to see brands leverage the platform as a social activation and feedback mechanism," notes Jonathan Lawoyin, director of digital marketing at Ready Set Rocket.

Lawoyin and Schumacher also expect Jelly to add a more intuitive search function that could lead to more product reviews and the like down the line. After all, Jelly's team describes the app as such:

"Using Jelly is kinda like using a conventional search engine in that you ask it stuff and it returns answers. But, that's where the similarities end... Jelly changes how we find answers because it uses pictures and people in our social networks. It turns out that getting answers from people is very different from retrieving information with algorithms."

FTC TO APPLE (AND MOBILE COMMUNITY): BE TRANSPARENT

In what can be perceived as an underlying warning from the Federal Trade Commission (FTC) to all companies working within the mobile field today: be transparent with your consumers, or there'll be (rather large) consequences.

Earlier today, Apple reached a settlement with the FTC over a loophole that has allowed children to purchase unlimited virtual items in the Apple Store without parents' permission.

gallery-3

Under the terms of the settlement, Apple is required to change its billing practices in order to ensure that "it has obtained express, informed consent from consumers before charging them for items sold in mobile apps." The tech giant will refund a minimum of \$32.5 million to its consumers.

Apple devices spare users to enter their passwords twice within 15 minutes to buy mobile apps and other virtual items in Apple Store. Most parents are not aware that this 15-minute window would allow their children to make unlimited purchases from within apps or mobile games without their consent. Unauthorized charges in the Apple Store generally range from 99 cents to \$99.99 per in-app charge, according to the FTC.

"This settlement is a victory for consumers harmed by Apple's unfair billing, and a signal to the business community: whether you're doing business in the mobile arena or the mall down the street, fundamental consumer protections apply," said FTC chairwoman Edith Ramirez in the statement.

BUSINESS-TO-BUSINESS MARKETING - AN UNTAPPED DIVISION

By: Lara Newton



Marketing is something that happens everywhere, every time. If you're walking on the road and flyers are being distributed, it is marketing. Every small thing that leads to someone convincing or even informing another person about a product or service, it's marketing. Since we have been introduced to the internet, everything has started to take place online. This change has given rise to internet marketing.

The internet serves as a dais for the marketer to inform the world about the existence of his product or brand. It can be anything that can be put forward in any way. It is a huge platform that requires minimal cost and maximum exposure. There are no limitations in online marketing and therefore, business to business marketing has also started to take place over the internet.

B2B marketing is something that is moving slowly or adapting to this worldwide change in small steps. Companies are relying on the traditional marketing strategies to reach their customers. Because online marketing is an obvious step, companies involved in B2B functions should up their game and start to use this media to enhance their growth. It may be that competitors haven't adopted this method but that is all the more better as you get an advantage over them.

For B2B marketing, blogging is a strong step. It portrays you as an authority to the outside world. Building content related to your product and putting it up for the world to see is a tool that is stronger than anything else. A chance to mirror the image of your product in the best manner possible is what attracts customers. This step will help you create a larger and stronger customer base and also give you ideas on how to promote and build a much more stronger and capable brand.

mwm success story

NICOLE KERSH: ON SUCCEEDING IN A MALE- DOMINATED INDUSTRY

Who: Nicole Kersh

What: Australian Institute of Management NSW & ACT's Young Manager of the Year

Career: Leadership

Type: Personal Story, Tips

Industry: Information Technology

Nicole Kersh is the 2012 winner of the Australian Institute of Management NSW & ACT's (AIM) Young Manager of the Year Award. The award, open to managers aged 18-30 who live and work in NSW or ACT, rewards those managers who have displayed outstanding leadership and management qualities in the workplace. The Australian Institute of Management is Australia's leading management organisation providing knowledge and business know-how. <http://aim-nsw-act.com.au/>



"Never doubt yourself, don't get caught up in petty politics and know that if you are making your competitors uncomfortable, you are probably doing the right thing."

Quotable:



"I have been involved in Internet-related policy for approximately one decade, and I have been using the Internet myself for almost that period of time."

~Rick Boucher

As a leadership team of young females in a male-dominated industry, my General Manager Georgina and I have certainly had our battles. Working in an industry as male-dominated as the IT industry (especially IT hardware) can be very frustrating. It's not that we've felt out of place, but more because many of the established players still operated in a very old-fashioned manner. They'd formed somewhat of a boys' club over the years and were used to doing things in a very specific way.

When they saw a couple of young women shaking things up, many were affronted. Some were uncooperative, others were openly critical – using any opportunity to drag our name through the mud. Others bad-mouthed us to customers, and there were some who became aggressive.

The industry was clearly unprepared for two young women to bring it kicking and screaming into the 21st century, but we stayed on our path. And one by one, we began winning people over. We never let the trash talk get to us, and knew that criticisms were just masking our competitors' fears. We always remained focused on the end goal, and that perseverance has allowed us to achieve success.

We persisted with our online retail model, and realised that even if we were ruffling the feathers of our competition, we were doing the right thing. There's not many in the industry who refuse to deal with us now. In fact, if they want to remain competitive, they just have to.

My advice for other women based on my experiences succeeding in a male-dominated industry would be:

- Never doubt yourself, don't get caught up in petty politics and know that if you are making your competitors uncomfortable, you are probably doing the right thing. If you have the right business strategy, and you execute it well, it doesn't matter if you are male or female... eventually your success will speak for itself.
- An important point to remember is money has no gender. Business is business and at the end of the day, customers want the best deal and business partners (and staff) want to be on the winning team. Gender takes a backseat to all of this. I've never let my age or my gender get in the way of what I wanted to achieve, but there have been some challenges as a young person in a high power position.
- Starting out as a sole trader there are a lot of things that you don't really think about. But as you start to recruit staff, you start to realise that suddenly, it's not just your company anymore. It belongs to all the people who work for you. Getting used to that idea can be difficult.
- Many leaders will tell you that half the pressure of being a boss is knowing that you are to some degree responsible for the welfare of your team. So HR becomes a really important part of your job, as does guaranteeing the future success of your company to secure the jobs of your staff.

“An important point to remember is money has no gender. Business is business and at the end of the day, customers want the best deal and business partners (and staff) want to be on the winning team.”





“In my experience, successful management is built on respect. We believe in a participative management style, where we lead by example. Offering our employees the respect that they deserve, in our experience they give back the same respect to us and to the business.”

Company culture

We're really careful with our hiring to make sure we preserve the company culture. Respect and accountability are a big part of who we are as a company. Passing the buck is unacceptable at 4Cabling. Everyone knows it, and everyone is encouraged to put their hand up and find a solution if and when there are problems. We've worked hard to create this culture and encourage this kind of behaviour, by living it ourselves. These are some of the management techniques that I've found effective across different age groups and gender.

Leading by example in this regard ensures we set the bar high. All our staff are aware of the kind of behaviour we expect from them. When members of your team truly respect each other and know that no one person is any more important than the other, issues around age or gender are non-existent.

To engender this kind of thinking, we conduct lots of cross training, where staff switch roles for a while and learn about the other person's job. This approach encourages our team to see how their individual role fits into the bigger picture and also gives them the opportunity to learn something new. We've seen team members move across different roles in the business, and watched their confidence grow as a result.

I even participate in it myself, to keep my knowledge up-to-date right across the business. Cross training also allows me to continue to understand all aspects and roles within 4Cabling, from packing boxes to accounting – although I'm still in awe of our numbers people. I think this also shows the team that I value what they do and reinforces our culture of respect.

In my experience, successful management is built on respect. We believe in a participative management style, where we lead by example. Offering our employees the respect that they deserve, in our experience they give back the same respect to us and to the business. Our customers are able easily recognise this passion from our team something which further develops into our reputation. We've been very lucky to have a team who love 4Cabling just as

My biggest challenge

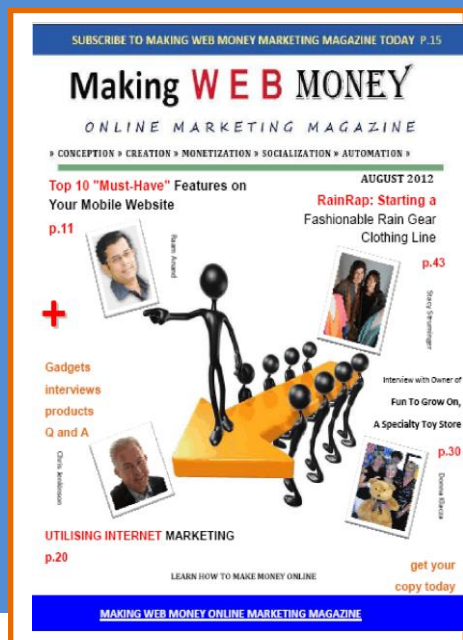
But honestly, I think the biggest challenge is to let go of all the tasks and functions you've grown accustomed to doing yourself. When you've started up a company, you treat it like it's your baby, but you (and the company) won't last long if you maintain this attitude. If you really want it to grow and prosper, you need to loosen the grip and let other people take over certain areas of your business. It can be a real challenge, but you must learn to trust others and empower them to perform.

In the end though, the more trust you have in people, the more you prosper. You give your team a chance to shine and grow, which provides an amazing return for your business and does wonders for your sanity!

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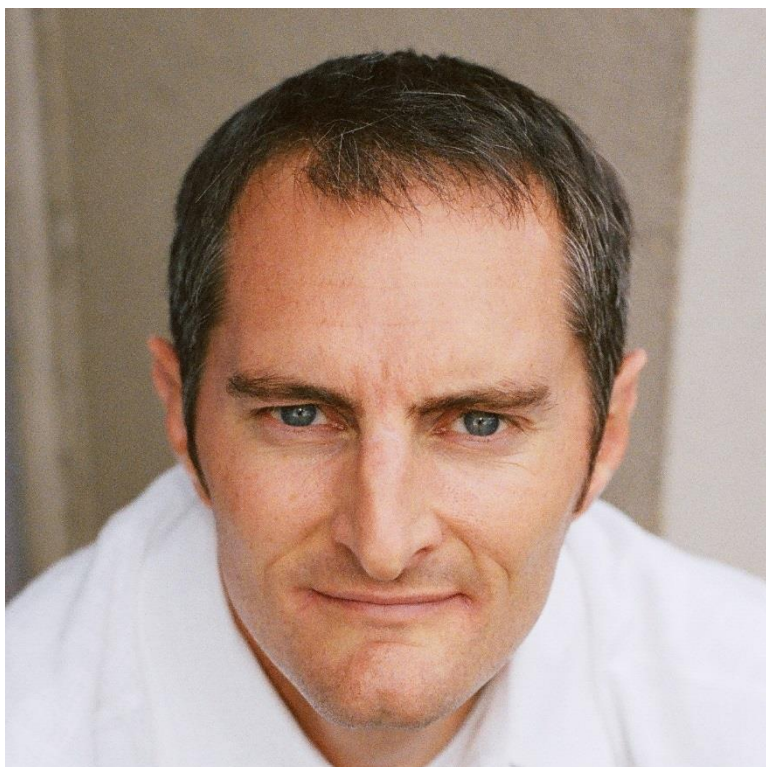
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mwm ask the expert

EXPERT INTERVIEW WITH KENT LEWIS ON DIGITAL MARKETING AND ONLINE REPUTATION



If you're a small business owner who's buried your head in the sand when it comes to digital technology, guess what? It's not going anywhere.

As evidenced by the ever-shrinking Yellow Pages, any business that wants to survive and thrive into the future will have to have a web presence. And not just that, they'll have to actively curate and manage that presence, according to Kent Lewis of Anvil Media Inc., a Portland, Oregon-based digital services firm.

"Social media is also here to stay, even if many people do not realize it's been around since Al Gore invented the Internet," Lewis said. "Bulletin boards and chat rooms have been supplanted by Facebook and Google+, but the premise of collaboration and communication remains."

"Each day is very different based on workload. A very large portion of my time is dedicated to SEO and serving as part of the online marketing team for a major corporation. I balance the rest of my "workable" time handling other client needs, primarily with a focus on SEO audits and training."

mwm ask the expert

Here Lewis offers his advice on how any company big or small can use digital marketing to grow their web traffic and ultimately their business.

Tell us about yourself. What's your professional background?

I started out my career in public relations, before moving into web development in 1996. In those days, there were no books, classes or conferences on search engine marketing (SEM), so I was self-taught. I started building teams of Internet marketers in 1997 and took on my first online reputation management (ORM) clients.

In 1999, I had an opportunity to co-found a PR and Internet strategies agency, Wave Rock. I founded Anvil Media in 2000, after parting ways with Wave Rock's CEO. In the following years, I consulted with a few brands and co-founded an e-mail marketing agency (now called eROI).

After realizing my true passion was search marketing, I focused my efforts on building Anvil full time in 2004. As Anvil moved up the corporate client ladder, we outgrew the ability to effectively service entrepreneurs, small businesses and strategic partners, so I founded Formic Media in 2008 to address those audiences.

Since then, Formic has grown steadily and now specializes in local search engine optimization and online reputation management. Anvil has evolved into an integrated marketing agency and rebranded to reflect the new focus.

What is Anvil Media? What services do you offer?

At Anvil, we still offer our core digital services of search engine, social media and mobile marketing, driven by analytics. Earlier this year, we added integrated marketing services, including branding, advertising, media planning, web design, direct response, event marketing and related services you might find in a full-service agency, but at a lower cost. The idea is to be able to offer a larger toolbox to solve a greater number of client marketing challenges in a cost-effective manner.

What sets you apart from other marketing agencies?

In 2000, Anvil was one of the first SEM agencies in Portland, and by 2005, the largest and fastest growing. Since then, the industry has evolved and competition has grown significantly. Being known as one of the most respected SEM agencies in the country isn't often enough to maintain or grow a business, so we pivoted earlier this year. Today, we are still a leader in the SEM space, but are also building credibility on the integrated marketing world. Throughout the process, we've maintained a focus on exceptional client service and results that move our clients' businesses forward, as driven by Anvil's

Not only is digital more affordable than traditional advertising and marketing, it can be developed, implemented and iterated quickly.

What do you think are the most common misconceptions small businesses have about digital marketing?

I've been "selling" digital marketing to companies, including small businesses, since 1996. One pattern I've seen over those years is that there is a misconception about three areas of digital marketing:

It's too complex/we can't implement/it's already being handled by someone else. If digital is too complex, then hire someone that understands it to set it up and/or manage it effectively. If you don't have the resources in house to implement recommendations or manage elements of digital, hire consultants, agencies or build a team. If you already have a team or agency managing your digital marketing, how do you know they are maximizing potential? This is another opportunity for an objective third party to evaluate and validate.

It's too expensive. Not only is digital more affordable than traditional advertising and marketing, it can be developed, implemented and iterated quickly.

It's not measurable. Everything that requires a pixel (think all digital media) can theoretically be measured. What gets measured gets managed and what gets managed has the greatest potential to create a positive return on investment (ROI).

It won't have a measurable impact on my business. See No. 1 and No. 2 above. Due to the measurable and malleable nature of digital marketing, the potential ROI can be as large as clients are willing to make in terms of an investment. As long as a marketing initiative generates a profitable return, then your marketing budget should be infinite. This is not typically the case with traditional marketing.

How do you help them get past these misconceptions?

Since my personal mission is to educate (entertain and connect) I've built an educational component into my career and businesses. For starters, I've been an adjunct professor at Portland State University, where I teach an 18-hour SEM workshop. I've put clients through my workshop, so they have a better idea of the potential of digital as well as how to get the most out of our relationship. I also co-founded an SEM industry trade association, SEMpdx, who hosts monthly learning events. Lastly, both Anvil and Formic host seminars, webinars, publish articles and generally overwhelm our clients with resources to educate them about common misconceptions.

What are some things any small business, even with limited budgets, can do to improve traffic to their site?

There are a variety of strategies small businesses can utilize to generate traffic to their website. Here are just a few:

SEO: Optimize the website content and code with keywords and other on-site optimization techniques to improve rankings for target search terms.

Content Marketing: Create compelling content and share it with industry websites and social platforms to generate inbound links and mentions, which will drive traffic and improve rankings in organic search.

Paid Media: Purchase targeted online advertising on search engines, social media platforms and industry websites and drive them to your website (ideally to a landing page with specific information).

Social Media: Create an engaging social media presence (including a blog) to increase awareness, credibility and traffic to your site.

What do you see as the future of digital marketing? What are some new trends every business owner needs to be aware of?

I've written about 5 digital marketing trends in the past, which I believe are still very relevant:

Hire and/or develop a social media evangelist within your company that can advocate, train and inspire the entire company to engage with customers and prospects via social media.

Digital video is the highest life form online, as 1 HD recording provides images, audio, text (transcribed) as well as video. YouTube is the second most popular search engine by volume, so your digital strategies should incorporate video, if not be driven by it.

Content is king, especially in Google's eyes. The means high quality, relevant and timeline content is rewarded and just about every other form of content is penalized. If you want to rank for target search results, you need to have a solid content marketing strategy.

Mobilizing your marketing is essential, as consumers are spending increasingly greater amounts of time small screens. If your business involves location-based retail, this is particularly essential. Ensure your website is responsively designed (for multiple screen sizes) and your advertising targets mobile users, as appropriate.

Scaling a sales organization, even in a small business, can be challenging. For business-to-business organizations, marketing automation is an essential platform that streamlines the sales process, allowing small companies to act bigger through greater efficiency.

What are some of your favorite digital marketing campaigns (either your own, or other brands) that business owners should check out?

While Old Spice is still one of the most innovative social media-based campaigns of the new millennium, W+K's more recent work for Dodge, featuring Ron Burgundy, is quite impressive. In terms of the power of viral marketing, Dollar Shave Club takes the cake. For additional campaigns that have generated meaningful ROI, but may not be quite as sexy, check out Anvil's Case Studies.

How important is a business's online reputation to building their brand?

A brand's reputation (online and offline) is the core of its business. A bad reputation, especially online, can be deadly. However, a strong reputation drives business growth. I've written extensively on the topic of ORM and online brand building over the years, but one theme is consistent throughout: ignore your online reputation at your peril. Even small businesses with limited exposure and resources can actively and affordably monitor and manage its brand online. With free and easy tools like Google Alerts and Social Mention, small businesses can identify and address mentions, whether they are praise or complaints. All are opportunities for greater engagement and increased revenues.



Content is king, especially in Google's eyes. The means high quality, relevant and timeline content is rewarded and just about every other form of content is penalized. If you want to rank for target search results, you need to have a solid content marketing strategy.

“Right Now...I Am Offering You FREE Information On The Top Weight Loss Programs Available That Deliver Proven Results And Success 100% Guaranteed!”

Answers to many of your weight loss questions 24/7 through these amazing diet programs! Learn how to balance your meals even after reaching your goal weight! Keep track of your goals and achievements with these incredible weight loss systems!

Get your meals conveniently delivered right to your front door! Follow ordinary people to celebrities who have had success with these proven diet plans! Personalized diet plans available to people with medical conditions such as diabetes! This thing's overflowing with information!

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EMAIL MARKETING- SPECIFIC TO YOUR NEEDS

By: Gerald Gordon

Email is electronically sending a mail or a message to either one person or a group of people. This message may contain text, pictures, videos or any attached files. It depends on the purpose of the person sending the email.

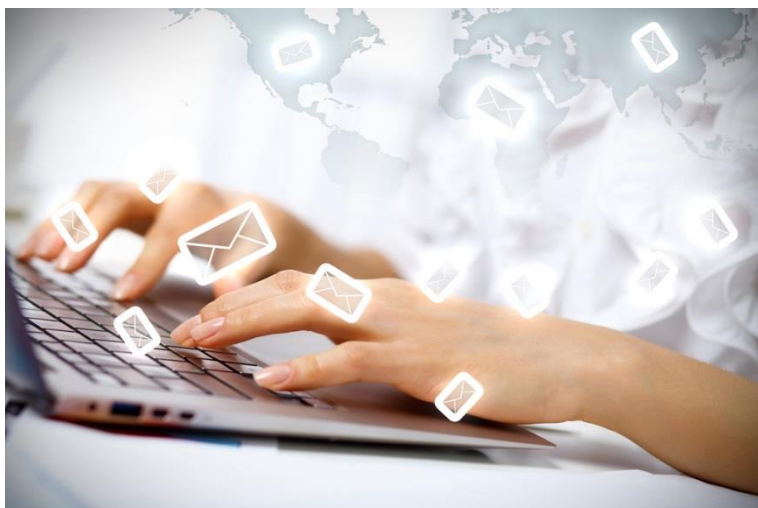
Email is something that is being used by every person. It has become so common that children have developed their own email addresses to keep in touch with their friends and family. Businesses are using this media to keep their customers and suppliers up to date about the current affairs of the business. It is also being used as a tool to gain additional customers. This can happen by sending out promotional emails to potential customers. It is basically an instrument to create awareness about a product, service or brand.

Email marketing is very useful for the fact that it allows you to reach out to your target group specifically. It is not for the eyes of everyone who has access to the internet. The message is not lost on the people it is sent to because it reaches directly in their inbox.

Two different types of email marketing are-

1. Transactional E-mails: this is the most common type of email exchanged between people conducting a business transaction. It may be an order confirmation or an invoice the seller sends to the customer. Anything relating to a transaction in a business is known as transactional emails. It provides the company with an opportunity to include promotional messages in that email.
2. Direct E-mails: this is thoroughly marketing. Messages are solely sent to people to promote a product or brand businesses adopt this method so that they can reach multitudes of customers with just one click. It gives an opportunity the marketer to talk about the existence of his product to his potential customers.

Email marketing is very useful for the fact that it allows you to reach out to your target group specifically. It is not for the eyes of everyone who has access to the internet. The message is not lost on the people it is sent to because it reaches directly in their inbox. Email marketing is a very forceful weapon that helps businesses worldwide.



INTERNET MARKETING TOOLS - A GUIDING PATH

By: Vicki Stokes

Internet Marketing is a world in itself. There are a plethora of topics that are covered under this one head. To make this easier to understand or work with, there are specific tools that explain to us how we can use the internet to our advantage and market our products online.

File Management- this is something that is very crucial. When it comes to sharing files between a group of people, Dropbox and Google drive are your best friends. They help you have access to your files from anywhere. You can create different groups of people to share different files with each group. It is a blessing for those who work in teams and have the need to view each other's work from time to time.

Organizational Tools- these days contact cards are being passed around like candy. Anyone who meets you will give you their business card and you will give them yours. This leaves you in a fix as by the end of it you'll have unlimited cards and you won't be able to locate the one you need when you need it. Flexadex helps to store this information in an organized manner.

Google Alerts- you cannot be talking about the internet and not talking about Google. Google Alerts tells you if your name has been mentioned on the web- when, by whom and why. It also notifies you if the names of your competitors have been mentioned. Google also has calendars, business apps and many other things to offer.

There are a lot of tools that keep you organized and help you run your business in a much easier way. Using all these to your advantage will help your online marketing strategies. It will tell you what's new and how you can have access to it. Internet marketing is a big umbrella that houses many small ones. Understanding your needs and working in those lines will do wonders for you.

Google Alerts tells you if your name has been mentioned on the web- when, by whom and why. It also notifies you if the names of your competitors have been mentioned. Google also has calendars, business apps and many other things to offer.

mwm gadgets & toys

LOGITECH PREPS A PINT-SIZED SPEAKER FOR SOUND ON THE GO

If your phone doesn't produce enough volume to start a party from, and you need stacks of sound without spending, Logitech may have an answer in a \$60 speaker.



<http://www.gadgetguy.com.au>

Destined to sit in the backpack until you need to blast some tunes, Logitech's X100 is a small speaker arriving in several colours, and with a rechargeable battery capable of drawing power from the same microUSB standard that most smartphones rely on.



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

Razer Orbweaver Elite Mechanical Gaming Keypad

"But ThinkGeek," you say, "I have the Razer Nostromo and it's pretty badass. Why would I want this Orbweaver? Will it make me better, faster, sexier?" You want the Orbweaver because it boasts 20 fully programmable buttons (Nostromo only had 16) and has the same mechanical key infrastructure that you love in your Razer BlackWidow mechanical gaming keyboard. It will make you better and faster. It will also make you sexier to people who find better, faster gaming sexy.

You want it

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

SLICECASE SERVICE CREATES CUSTOM ENCLOSURES FOR YOUR ELECTRONIC

Hobbyists and tinkerers that require custom made enclosures for their projects might be interested in a new service called SliceCase which is currently coming to the end of its crowd funding Kickstarter campaign.

The SliceCase project is currently over on the Kickstarter crowd funding website looking to raise enough pledges to make the jump from concept to production. But don't delay as there is currently on 32 hours or so left to run if you want to help.



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

NEW JAWBONE ERA BLUETOOTH HEADSET DEBUTS



Jawbone has announced a reinvented Bluetooth headset with a name the company has used in the past. The headset is called the Jawbone Era. The new headset is small and compact and promises to be comfortable for long-term wear. The device is 42% smaller than the previous version and has a charging case that can deliver ten hours of talk time.

The device supports Siri and Google Now voice assistants for iOS and Android users. The device has a new ear bud and a unique audio port system that leverages the entire acoustic chamber and drivers to send sound directly into the ear. The device also uses custom DSP algorithms to adjust loudness and deliver the best audio.

The headset uses NoiseAssassin 4.0 technology with better algorithms for detecting speech and distinguishing it from background noise. The new Era headset is available right now for \$129.99. It comes in four colors including blue, silver, bronze, and red. The Jawbone Era can be found in Verizon stores around the world in black. It will hit Apple stores, AT&T, and Best Buy locations on January 24. The Era headset without the charging case is available for \$99.

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

Did you know



With satellite based internet now available there is no country in the world that cannot access the internet although Governments in certain countries still continue to severely restrict its use. In North Korea only Government officials and named officers have access to the net and China is famous for restricting its public's access to certain sites.

ONLINE ADVERTISING- AN OPPORTUNITY FOR A BRIGHTER FUTURE

By: Darin Willis

Advertising is a strong part of marketing and if marketing has moved online, so has advertising. Online advertising is also known as internet advertising. This is when marketers flash messages about their brand or product over the internet to create awareness. These messages may be for promotional purposes, informative or anything else given the purpose of the marketer.

Online advertising is only made possible when a few people come together. This requires a publisher, who develops the content of the advertisement. An advertiser, who provides the necessary advertisements to publish with the content of the publisher. It also requires advertising agencies who help them place the advertisement, an ad server who is responsible for all technological support and advertising affiliates who work on promotional work.

Online marketing is not a luxury anymore but a need. Advertising is a strong weapon and using it over the internet can also be cost effective or expensive, depending on the manner you use it.



It is important to run with the crowd and even better to run ahead of it. Therefore, online marketing is not a luxury anymore but a need. Advertising is a strong weapon and using it over the internet can also be cost effective or expensive, depending on the manner you use it. To advertise a brand there are methods such as banner exchange and link building. The most common is search engine optimization. Emails have proved to be a strong tool to help advertise a brand or product, whatever the need.

Advertising has always proved to be a force that helps attract customers. Traditionally, radios, televisions and newspapers were used but since internet is all the hype, advertising has gained a new face. The old methods are still in use but newer ones have been adapted. These methods come in the form of emails, advertisements on other websites and web pages. If online advertising is done right, it can reach out to people all round the globe. The more people get to know about you, the better it is for your business

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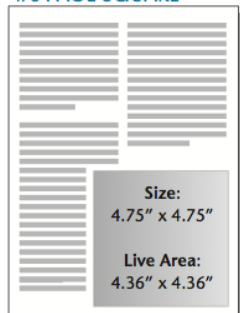
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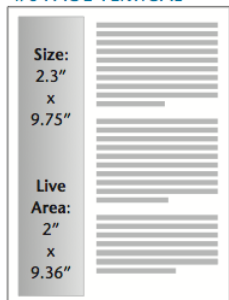
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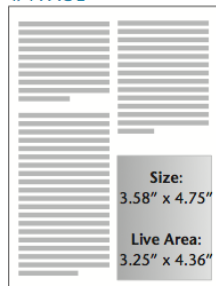
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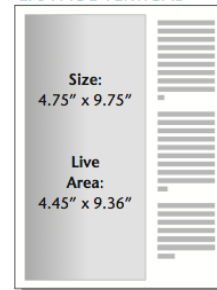
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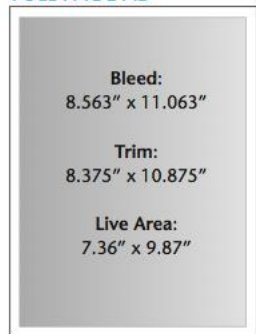
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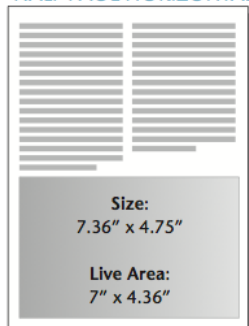
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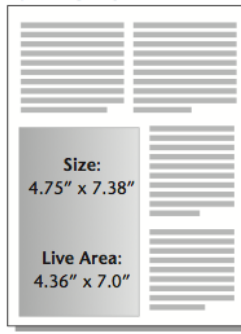
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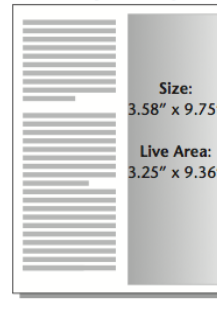
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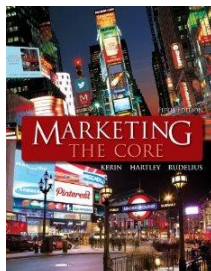


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Marketing: The Core

By: Roger Kerin,
Steven Hartley,
William Rudelius
and Erin Steffes



Marketing: The Core 5e by Kerin, Hartley and Rudelius continues a tradition of leading the market with contemporary, cutting-edge content presented in a conversational student-oriented style, supported by the most comprehensive, innovative, and useful supplement package available. This text and package is designed to meet the needs of a wide spectrum of faculty—from the professor who just wants a good textbook and a few key supplements, to the professor who wants a top-notch fully integrated multimedia program. Marketing: The Core utilizes a unique, innovative, and effective pedagogical approach developed by the authors through the integration of their combined classroom, college, and university experiences. The elements of this approach have been the foundation for each edition of Marketing: The Core and serve as the core of the text and its supplements as they evolve and adapt to changes in student learning styles, the growth of the marketing discipline, and the development of new instructional technologies. The distinctive features of the approach are illustrated below:

- High Engagement Style - Easy-to-read, interactive, writing style that engages students through active learning techniques.
- Personalised Marketing - A vivid and accurate description of businesses, marketing professionals, and entrepreneurs—through cases, exercises, and testimonials—that allows students to personalize marketing and identify possible career interests.
- Marketing Decision Making – The use of extended examples, cases, and videos involving people making marketing decisions.
- Integrated Technology - The use of powerful technical resources and learning solutions.
- Traditional and Contemporary Coverage - Comprehensive and integrated coverage of traditional and contemporary concepts.
- Rigorous Framework - A pedagogy based on the use of Learning Objectives, Learning Reviews, Learning Objectives Reviews, and supportive student supplements.



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By: Patrick Kennedy

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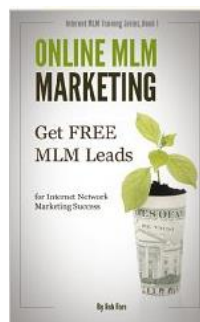
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Online MLM Marketing - How to Get 100+ Free MLM Leads Per Day for Massive Network Marketing Success (Online MLM Training Series)

By: Rob Fore



- Do you want massive MLM marketing success?
- Are you ready to take your MLM business to the next level?
- Are you ready to claim the lifestyle you and your family deserve?

Think leads.

Lots and lots of fresh MLM leads.

Because leads are the name of the game, and you are just moments away from discovering just how easy it really can be to generate 100+ free online MLM leads per day and put your network marketing business on the fast track to creating wealth.

Leads are the lifeblood of your business. So here we will focus on...

- Automated lead generation, not MLM prospecting
- Online attraction marketing, not pestering family & friends
- High leverage systems, not MLM scripts and scriptbooks
- MLM software, tips, tricks and inside secrets.

After all, you may represent the best product, service or network marketing business opportunity in the world... but if you do not tell anyone about it... if you do not find a way to get your offer in front of a steady stream of new prospects on a daily basis... your business is dead in the water. Belly up in the fish bowl.

Do It! Marketing: 77 Instant- Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition

By: David Newman

As a small-business owner or solopreneur, you wear many hats--perhaps the most important of which is marketer.

But these days, with so many new ways to reach customers and clients -- and only so much time in the day -- it's hard to know where to start. Should you be using social media? Email? Blogs? Video? SEO?



Small business marketing doesn't have to be a mystery. It's just a series of simple decisions (and the action steps to implement those decisions) that will help you regain the clarity, confidence, and control you need to succeed.

Do It! Marketing is a quick read and an encouraging kick in the pants that will reignite your marketing mojo. The underlying premise is that "only action creates results."

Packed with do-this-now ideas to attract, engage, and win more customers and clients, this no-nonsense book reveals how to:

- Avoid blah, blah, blah marketing
- Use magnetic marketing strategies that pull (not push) qualified prospects into your world
- Get noticed using the power of 3PR
- Position yourself as the go-to expert in your field
- Become the obvious choice by building your Thought Leadership Platform
- Do social media right
- Zero in on your customers' pain/gain factors
- Learn to speak prospect language about prospect problems
- Generate a steady stream of referrals
- Identify and focus on high-payoff marketing activities
- Gain clarity, confidence and control so you sell more - more easily and more often
- Cultivate and leverage enthusiastic advocates
- And more

Energetic, inspiring, and filled with concrete strategies, tactics, templates, and tools, Do It! Marketing shows you how to stop "marketing by accident" and start outsmarting, out-positioning, and out-executing the competition.



Did you know:

As a continent Asia has the largest number of internet users at 42% and this looks set for massive growth as infiltration of the net is still at 20%, meaning 80% is still not using it.



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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!

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

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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.

Let Me Make Something Very Clear To You...

In the next few weeks we will be releasing this exact Amazon package to the general public, and it will be offered for up to 3 times the amount of what it is being given to you for today.

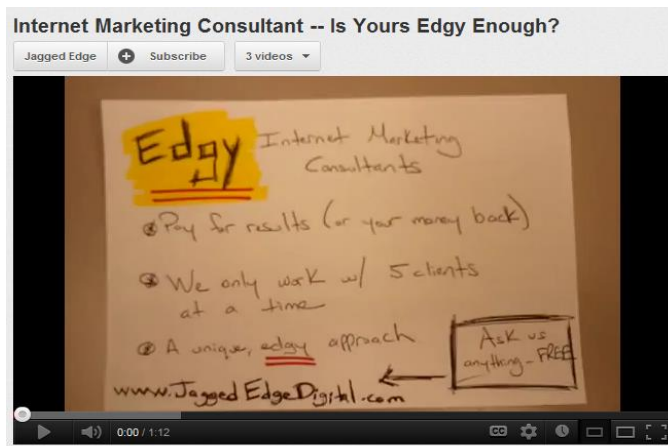
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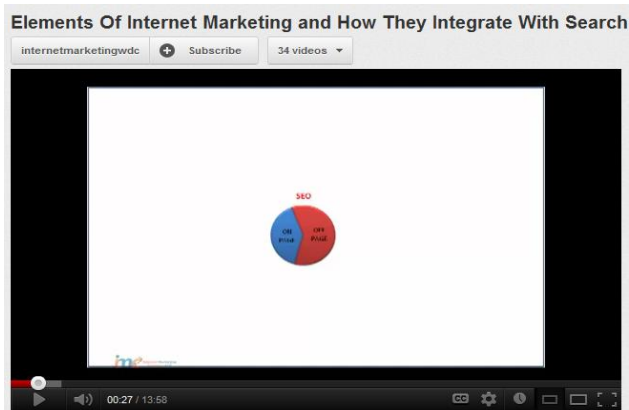
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ONLINE ADVERTISING- THE TWO SIDES OF THIS COIN

Online advertising has created havoc in the world. There are a lot of ways in which people are using it to their advantage. Some have gained fruitful results while others are still waiting to see how it affects them. The key is to do it correctly by understanding all the functions of how it can be used best.

Like everything else, online advertising also has pros and cons that come with it. A major advantage is the cost. A lot can be done at a cheap rate. Social media gives the opportunity to marketers to reach large communities at a low rate or no rate at all. The returns are much better than offline advertisements.

It is easy to accumulate the data that shows whether or not the advertisements have been effective. If yes, then it goes as far as to show how effective they have been. This data explains how viewers came across the advertisement and whether this helped to generate sales or not. This also helps to provide feedback a marketers can use this data to decide their next step. Other advantages include targeting specific groups of people, reaching customers at a faster speed, etc.

By: Kayla Simon



Social media gives the opportunity to marketers to reach large communities at a low rate or no rate at all. The returns are much better than offline advertisements.

The other side of the coin that is internet marketing comes with disadvantages. One of their major cons is fraud on the advertiser. This is when people are visiting the website but it is generating no sales. It can be a method pulled by the competitors to squander the budget of the person placing the ad.

Different operating systems lead to ads being displayed differently from one viewer to another. Other technological variations can be ad blocking, anti-targeting technologies, concerns regarding privacy, etc.

It is not easy to cover all grounds when participating in internet marketing. Marketers should do all they to gain the most out of this.

mwm Q&A

ONLINE INTERVIEW WITH ANN SMARTY OF SEOSmarty



Ann Smarty is a search marketer and full-time web entrepreneur. Ann blogs on search and social media tools. She is also passionate about guest blogging and her passion resulted in her newest project -- MyBlogGuest.com, the free platform for guest bloggers and blog owners. Follow Ann on Twitter at @seosmarty

With social media boom, SEO has matured (or maybe it's me who matured really). Now it is more about making websites usable and useful. It's about creating "popular" content people would love and

Ann Smarty is the CEO of SEO consulting blog, SEOSmarty. She is, also, Director of Media at BlueGrass Interactive and is the Editor at Search Engine Journal, amongst other things.

Spotlight Ideas. What do you prefer about SEO now compared to when you first started off in the industry?

Ann. I am not really sure if that's me or the real evolution of SEO. When I started it was all about "minor" links: bookmarking services, directories, article distribution. Even "dofollow" comment spamming! Even high-authority SEO resources would discuss strategies like that. It was all about mechanical work of "cheating" search engines into thinking your site is great and worth a high position.

With social media boom, SEO has matured (or maybe it's me who matured really). Now it is more about making websites usable and useful. It's about creating "popular" content people would love and share. The process requires much brainstorming and creativity. It is also more about networking and cooperating. It's much more exciting now than it used to be like 3 or four years ago.

Spotlight Ideas. What are the most important things you do to get value out of blogging on trending topics?

Ann. Funny enough, I have just blogged about trending topics recently.

I am not an expert here but some essential tips to bear in mind here are:

- Try not to just re-blog some popular news but offering your own opinion, insight and perspective;
- Always link to official sources (which may make your coverage easier to notice);
- Use creative sources of keyword research inspiration. Google Insights, Google Suggest AND Google NEWS Suggest – are the three top choices for me (because they provide fresh data).

Spotlight Ideas. How big an impact can web hosting have on SEO?

Ann. Actually, the impact is fundamental: it's what your website is based upon. Hosting accounts for the website performance and functionality. No one (including search bots) likes slow websites, or websites which are often down or hacked.

I used to host my personal website at GoDaddy – it was hacked a couple of times there and has been struggling to revive its high ranking ever since.

Reliable hosting is what you need to take care about in the first place – it should be your priority. Don't try to save too much money here or you'll lose more than you ever managed to save.



Developing tools requires a profound understanding of how things should work to make it a useful and usable utility. You need to first use different tools to understand what lacks and what would be needed.

Spotlight Ideas. What are your favorite keyword research tools?

Ann. Wordtracker used to be my favorite one for in-depth keyword research. Now that my projects are live I tend to use my own internal search referral tracking (Google Analytics) and less advanced tools like Google Suggest for new content inspiration.

Spotlight Ideas. What skills do you need to create SEO tools?

Ann. It's not really about the skills, I guess. It's rather about the experience. Developing tools requires a profound understanding of how things should work to make it a useful and usable utility. You need to first use different tools to understand what lacks and what would be needed. You can't just enter the niche and create a successful tool (even if you have a budget for that). You need to be an expert to be able to.

Spotlight Ideas. How do you best use social media for SEO?

Ann. My way to use social media is pretty straightforward: I use it to build and maintain contacts with various people within a niche and beyond. Next time I need a coverage or a link, I always know where to find one.

Spotlight Ideas. What are the most important things to look for in selecting an SEO consultant?

Ann. It is so hard that I cannot even imagine how people are doing that! SEO is such a complex thing in terms of measuring, reporting and evaluating. You really need to trust your SEO consultant to let him do his job properly and there are so many scammers in our field.

While an SEO consultant's visibility is a poor metric, it's at least something. Well-known SEO consultants value their reputation – so I suggest trying one of those you see now and then (after some Googling and maybe asking around).

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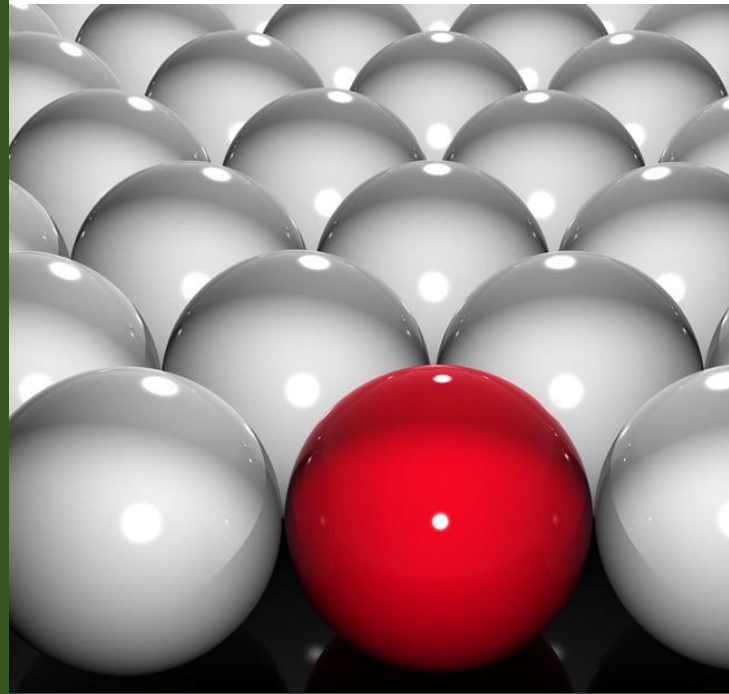
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ONLINE BRANDING- PRESENCE THAT CANNOT BE IGNORED

By: Norman Garner



Online Branding is not a foreign concept anymore. When there is an opportunity to declare about your being to the entire world at an inexpensive price, you grab it with both hands. Online branding is one such opportunity.

The first things that may come to your mind when talking about online branding are Search Engine Optimization, Pay Per Click and Direct Mail Campaigns. These are all inexpensive methods that can be adopted by you to enhance your online branding.

Brand awareness is fundamental for existing in the run with your competitors. By providing awareness you can help your customers have faith in you and your product. To gain this trust, you will need to provide your customers with a website, content, word of mouth messages and everything else that vouches for your capability and quality. There are many ways to build this trust and a lot of them are cost effective as well.

If online branding is done right, it will you the opportunity to grasp the attention of a large number of prospective customers. The size of your business does not play a role in deciding whether or not you should have an online presence. This is crucial in today's times as everything is on the internet and that requires you to also be.

A website is the first step to gaining an online presence. Because it becomes the face of your business, it should have juicy content, viewers should not have any difficulty going from one option to another, information should be apt and completely related your business. If all this is done right then it is a major help as it helps customers understand who you are and what you have to offer.

There are a plethora of things that should be covered when planning to gain an online presence. The internet is a hub of information and provides knowledge and what to do and how to do it. Online Branding is a must and you need to have it to understand that it can do wonders to help you.

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Quotable:

"The Internet is no longer the kind of thing where only six guys in the world can build it.
Now, you can write a couple of checks and get one of your own."

~Paul Vixie

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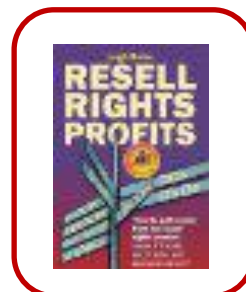
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iPad2

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

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Jordan Cook developed article marketing to support niches he is interested in promoting. He is interested in sharing his life experience and in promoting quality products on the internet that are aligned to his interests and expertise.



Norman Garner

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Gerald Gordon

Gerald Gordon has been a professional online marketer for the past 10 years offering free training and marketing tips to his readers. He enjoys helping others find the success they are looking for and asks nothing in return.



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April Moody is a freelance writer, social media consultant and a firm believer that content is still king. A former magazine staff writer and book author, she now devotes all of her time to the world wide web.



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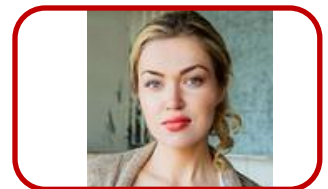
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Kayla Simon works with individuals and small business owners helping them to grow profitable businesses online through marketing, creating information products, articles, organising seminars and workshops.



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Vicki Stokes is an online marketing expert, training hundreds of people to achieve success in the online home business industry to financial freedom.



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Darin Willis believes that content is still king. He writes for various companies and specializes in different niches. With his broad experience, he is able to help hundreds of clients succeed.



ONLINE MARKETING- BASICS THAT CREATE A POSITIVE FOUNDATION

By: April Moody



When people post blogs or videos and write about their company, it takes on a more private turn and viewers feel closer to the company. Content marketing has been a concept since 1895 but it has developed a lot in the past few years.

Marketing is a concept that is necessary to be understood if you want your business to flourish. In the past few years, marketing has gotten upgraded and people are now seen marketing their products over the internet. This is online marketing. Online marketing is not a different concept from marketing in general, the only difference is that it is done over the internet and there are different ways to do it.

Understanding this concept thoroughly is the key to building key marketing strategies and implementing them. The foundation of online marketing needs to be solid. This can happen by understanding two basic concepts- Search Engine Optimization and Content Marketing.

Search Engine Optimization

When we talk about online marketing, the first thing that strikes our mind is Search Engine Optimization. This is basically when people try to upgrade their web page or website in order to get listed high on the list when the keyword related to them is being searched for. Almost everyone who types a keyword on a search engine always clicks on the first link that is provided.

Google, Yahoo and Bing are the top three search engines that marketers want to get listed on.

Content Marketing

Content Marketing is when a post is made about the brand or the product. When people post blogs or videos and write about their company, it takes on a more private turn and viewers feel closer to the company. Content marketing has been a concept since 1895 but it has developed a lot in the past few years.

A lot of people are adapting this method and posting stories about their company online in order to build a brand and gain the confidence of the masses.

Online Marketing has become a platform for marketers to get word out about their product or service to the public at large. There are no limitations to who it may reach as internet is accessed worldwide.

ONLINE MARKETING- BECAUSE VARIETY IS THE SPICE OF LIFE

By: Susie Owen

Online marketing is a huge concept that is gradually being accepted and adapted. There are many ways in which online marketing can be used to develop the awareness and image of a product or brand.

1. Web banner advertising- these are basically advertisements that are in the form of a banner and are posted on websites. They are graphical ads that are exhibited in a web page. They can have video, audio, animations and other effects to make it more appealing.
2. Display advertising- it is targeted to increase the effect that the advertisement has on customers. The message is usually conveyed in the form of text, pictures, animations, videos, etc. Cookies help to identify different computers. These cookies can be used to display ads on certain computer and not on others. They are also used to accumulate information on whether a customer bought anything or not.
3. Frame advertisements- traditionally they were the web banners. Placing a certain portion of the webpage aside and dedicating it to the advertisement is how frame advertisements are done.
4. Floating advertisements- it is also known as an overlay advertisement. This happens when an ad is displayed above the content of the webpage. It is superimposed on top of the website's content. After a given period of time, they become less obtrusive.
5. Trick banners- in these advertisements, the advertiser is not mentioned. This is basically when advertisers try to trick the viewers by imitating an element on the screen that users often encounter. This is done so that users click on the ad. They gain a lot of clicks but the users hate the deception.



Other forms of online marketing include text advertisements, interstitial advertisements, etc. Online marketing can be compared to a massive playground where a lot of different varieties of sports can be played. The advertiser would benefit the most if he knew how to use each type of different advertising forms so as to gain a higher advantage.

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Online Marketing Trends- where only change is constant

By: Jordan Cook

Internet has made a lot of changes in this world and has also resulted in the change of marketing. Old techniques have become antiquated as newer techniques to reach a wider range of people while using the internet has become the new talk of town. There are a lot of trends that have developed or are developing that have helped marketing increase its folds.

Content Marketing- customizing your own content has gained a lot of importance. As marketers have started to post personal content that has been developed for the sole purpose of their product or brand, consumers have started to get more involved. Creating personal content helps to strike a chord with the customers that contents that were copied or gained from an external source could not do. Blogs have become very common and is the driving source of online marketing.

The lesser, the better- being simplistic is better than going in-depth. Customers prefer a direct answer to all their questions. Beating around the bush should be kept out of the field as it makes the customers take another road. If you want to attract more and more customers, you need to provide clean and uncluttered content to them that helps them understand what you have to offer in a better way.

Search Engine Optimization- gaining a high ranking on search engines is what every website is aiming for and rightly so. The first link that opens up on Google is the page that everyone visits. Therefore, every website and webpage want to be the first few links on search engines such as Yahoo, Bing or Google. There is a system for ranking and it should be followed to gain a higher place in the ranking system.

The only thing that will remain constant with online marketing is change and we need to keep updating ourselves with this knowledge to stay ahead in the race.



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mwm back story

MEET DON AND LANE MARTIN, MODERN PURAIR



Clean air is something we all take for granted. Between home and work, we spend 90 percent of our time indoors and the quality of the air we breathe depends heavily on the state of our ventilation systems.

In 1969, Don Martin noticed this trend and when large commercial businesses started to ask who could clean out their ductwork and vents. With that, he decided to build a business promoting clean indoor air. Some 40 years later, and now in partnership with this son Lane Martin, Modern PURAIR® has grown into a successful franchise business with 15 locations across British Columbia and Alberta.



“We use exclusive, environmentally friendly products and we actually show people what comes out of their ductwork.”

Making the Invisible, Visible

This father-son co-owner duo have established a full-service furnace and duct cleaning company that promises to provide clean indoor air quality to all customers. From homes and businesses, to schools and hospitals, they can customize their service to any indoor environment. With decades of experience and exclusive patented technology, Modern PURAIR® is an industry leader that prides itself on excellent customer service. They even offer all clients a 30-day satisfaction guarantee.

“With the newer, air-tight buildings people aren’t breathing like they used to when you could open an office window, so we’re finding contaminants that are making people sick,” says Lane. “We use exclusive, environmentally friendly products and we actually show people what comes out of their ductwork.”

Like Father, Like Son

Lane joined Don in the HVAC business in 2001. After a period spent working for someone else, Lane wanted a change: “I grew up in an entrepreneurial home. I’m a self-starter and I work more efficiently as an entrepreneur.” Over several years, Lane and his father grew their business into a successful, multi-truck operation. However, they had higher aspirations for the future.

After reading a franchising article in 2005, Lane was inspired. Confident that franchising was the best way forward, they spent the next two years developing their franchise model. They invested in more trucks, hired more people and built a head office facility in Kelowna. In 2007, and after thousands of hours in development, the brand Modern PURAIR® was born.

The road to franchising was a long and hard, but Lane says they learned many valuable lessons along the way: “When we first started franchising, I learned the importance of people and systems. If you’re not tracking your sales or how you’re trending, you won’t know whether your business is successful or not until it’s too late.” Being a service provider, his employees also play a huge part in the success of the company and Lane places particular importance on the health and wellbeing of his team. “By making sure there’s a positive culture, employees stay motivated and productivity soars. It’s pretty logical, but many small business owners don’t factor in its importance,” says Lane.

Reaping the Rewards of Hard Work

As they transitioned their business into the successful franchise model that it is today, Lane says they sought resources and support from various organisations, including Small Business BC and Dragons' Den. In 2008, one year after launching their franchise, Modern PURAIR® won a Chamber of Commerce Small Business Award – perhaps the best indication that they were on the right track. “That was quite an honour!” says Lane.

The Long Road to Success

According to Lane, the success of Modern PURAIR® doesn't stop there: “Seeing all our franchise partners achieve profitability was a huge success. Our next goal is to hit 25 franchise partners in Western Canada by 2015.” With the ambition, planning and right building blocks, Lane intends to make his small BC-based business the franchise leader in the heating, ventilation and air conditioning (HVAC) industry. “We are seriously going to create a national brand presence.”

His advice to the next generation of entrepreneurs? Lane says, “Find something that you're passionate about, persevere and be objective when it comes to the numbers.” He adds that his greatest strengths as an entrepreneur are thinking outside of the box and learning (after much time) how to effectively work on his business, and not in it.



"Seeing all our franchise partners achieve profitability was a huge success. Our next goal is to hit 25 franchise partners in Western Canada by 2015."

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