

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

JANUARY 2014

Five Effective Tips

for internet marketing

P. 20



Rose Colby



Gadgets

interviews

products

Q and A



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Tips for implementing internet marketing for small businesses

INTERVIEW WITH DANA LOOKADOO, AN INTERNET MARKETING SPECIALIST



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Dana Lookadoo

Trent Dyrsmid



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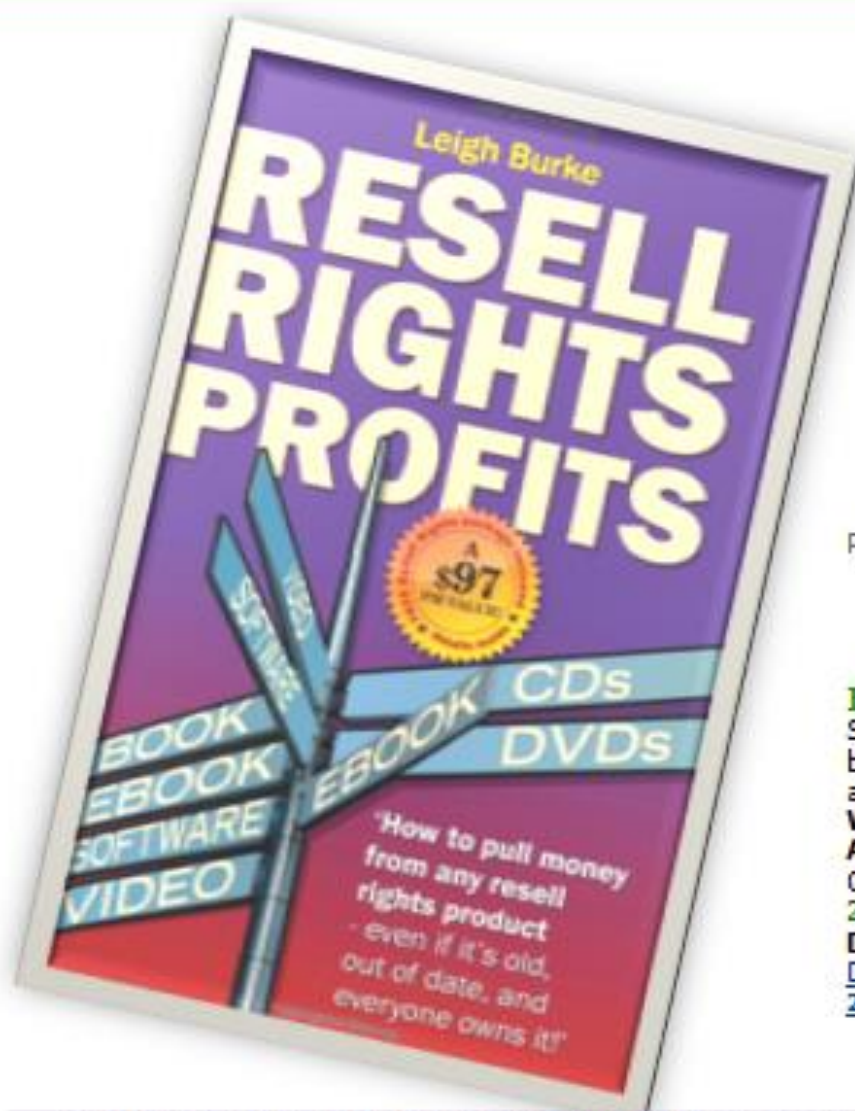


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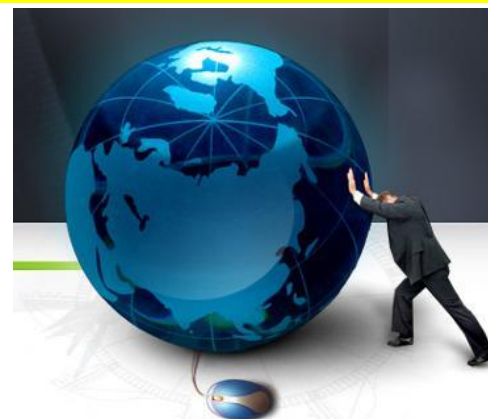
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Welcome to our **JANUARY 2014 Issue** of "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal insights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

- **A General Overview of Internet Marketing** By: Alice Marks **Five Effective Tips for Internet Marketing** By: Rose Colby **Five Most Popular Strategies for Internet Marketing** By: Richard Verne **Four Useful Strategies for Internet Marketing** By: Louie Lemon **How to Decide the Best Internet Marketing Strategy for You?** By: Elisa Baltazar **Internet Marketing Strategies for Small Businesses** By: Nick McErlain **Seven Steps to Become an Expert in Internet Marketing** By: Simon Keller **Ten Effective Internet Marketing Ideas for Beginners** By: Tish Rivers **Tips for Implementing Internet Marketing for Small Businesses** By: Paul Huff **PLUS Ask the Expert Interview Dana Lookadoo, An Internet Marketing Specialist!**, **Along with our Back Story: Mom Entrepreneur Interview: Janene Jaroscak.** Also Q&A with Expert: **Trent Dyrsmid: Successful Digital Marketing & the Power of Automation** **Our Success Story with Arianna Huffington of the Huffington Post** and so much more,

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

Harry Crowder

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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@harrycrowder.com

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Making Web Money

Online Marketing Magazine

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Advertising See Above

Contributors

Various experts in their fields

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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.

Did you know:

Early electronic computers, developed around the 1940's, were the size of a large room and consumed huge amounts of electricity. They were vastly different to the modern computers we use today, especially when compared to small and portable laptop computers.

>>Email Us: admin@makingwebmoney.com



Google Analytics - Optimising your Site Training >

JAN
16

Research by Econsultancy has shown that over 70% of companies now use Google Analytics systems to report online performance. However, frequently the tool hasn't been configured to tailor reports to make full use of its capabilities and drive business results.

This practical small group workshop will help you get the most out of Google Analytics to improve your tracking, website and marketing campaign efficiency. Your own site will also be reviewed by an industry expert, who will suggest recommendations on "quick win" improvements for you to consider.

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< Fast Track Digital Marketing Training



This intensive two-day course is a great place to start your digital marketing training. It gives marketers a complete overview the digital marketing landscape including all the essential disciplines, how they fit together and how to assess what's right for your strategy and where you need further in-depth learning.

what's on



SolidWorks World 2014 >

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What are the benefits of attending SolidWorks World? You can:
Learn how you can work faster and be more efficient. Choose from over 200 technical breakout sessions led by SolidWorks users and industry experts.

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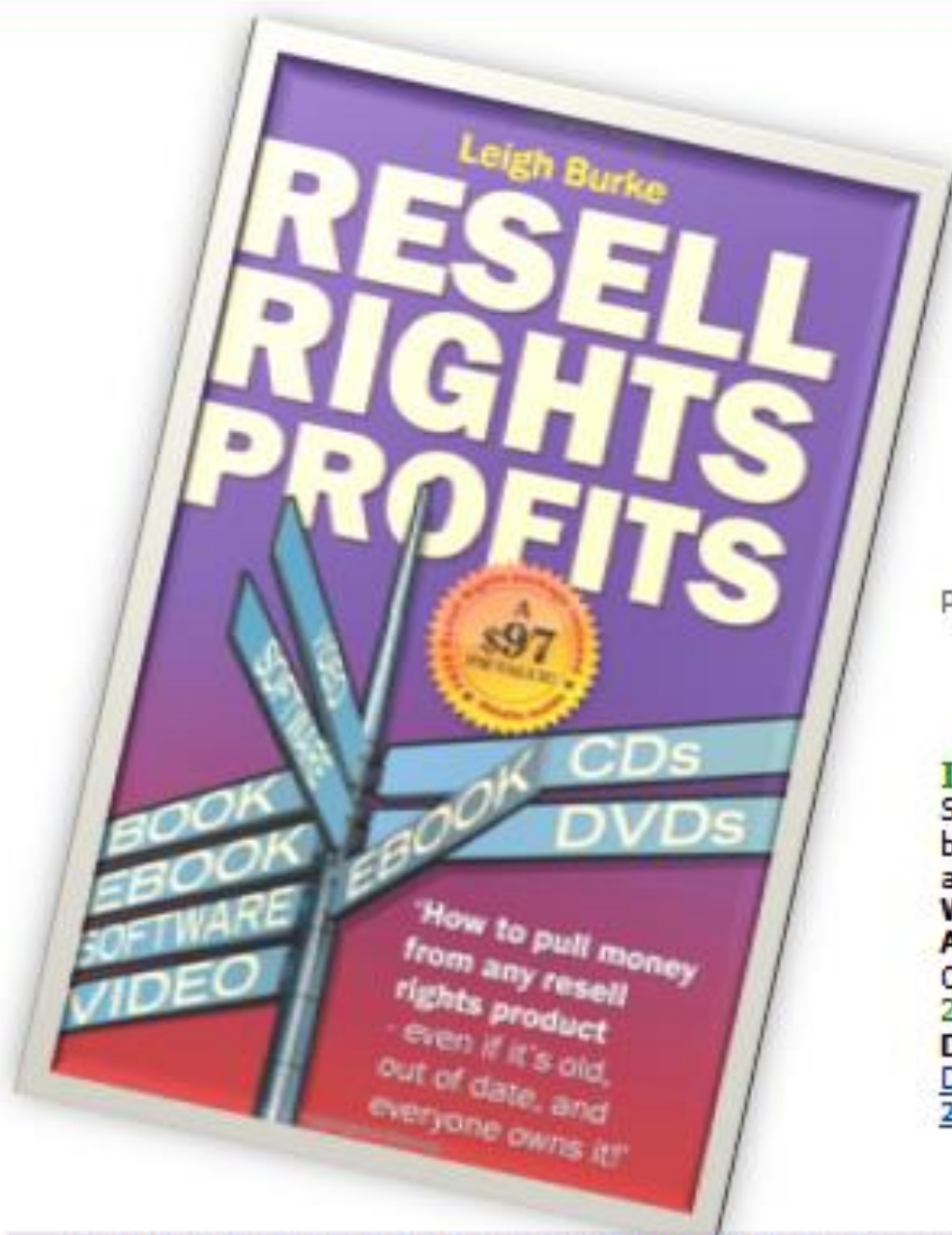
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Quotable:

"There are converging web-related issues cropping up, like privacy and security, that we currently have no way of thinking about. Nobody has thought to look at how people and the web combine as a whole – until now [2009]."

~Tim Berners-Lee



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Native Advertising Litmus Test: 4 Questions to Ask of Your Content

Native advertising is one of the hottest buzzwords in the industry these days, as advertisers and marketers try to connect with consumers in unique and meaningful ways.

eMarketer recently reported in June that sponsored content spending would rise by 22 percent between 2012 and 2013, up to \$1.88 billion. In addition, eMarketer is also projecting that sponsored content spend will rise further to \$3.08 billion by 2017. So why is native advertising so popular these days? The answer is banner blindness.

Banner blindness, which has always been an issue within display campaigns, has also been a hot topic recently. As more and more media funds are pushed into programmatic buying, allowing advertisers to flood the web with their impressions, the concern over the actual viewability of each impression has risen. This, in return, has sparked the current push for viewable impressions to become the new standard.

It has also influenced advertisers to begin looking at ways to ensure they are not only reaching their audience, but that they are able to engage with them, as well, to have a real impact.

Compounding the issue, the real-time bidding associated with programmatic buying has flooded the market with inexpensive CPMs, CPCs and even CPAs, driving publishers to find new, enticing ways to continue selling more premium-priced placements. Native advertising became one of these options.

As native advertising continues to grow, what are the key things that you should be thinking of?

1. Is your content meaningful and relevant to the consumer? Content that is too promotional, broad, or irrelevant will cause consumers to look past it, just as they currently look past banners. Instead of thinking like an advertiser as you build out your native advertising campaign, think like a publisher.
2. Is your content part of a larger story that can be extended and shared across other relevant channels? While one-off ideas may drive a quick spike in your performance, ongoing ideas will help build brand equity and performance over time. It will also help inspire future content.
3. Is your native advertising optimized for SEO so that it can be picked up by the search engines and drive more relevant, qualified traffic back to your brand (just like any PR piece, website, or landing page)?
4. Is your content being tested, analyzed and optimized like any other portion of an advertising campaign? Doing so allows for continued learning and improvements to your content, in order to better facilitate qualified, active engagement with your brand.

While we will always be an industry of fast turnaround times and campaign launches, native advertising should be executed as a well-planned, thoughtful way to integrate in with publishing content and engage consumers with material that they want and need. The most successful native advertisements are the ones that pull consumers into the story.

EMAIL BEHAVIOR

INSIGHTS: WHAT ONE SAYS VERSUS WHAT ONE DOES

As brands strive to drive both relevance in their email marketing messages and engagement within their email subscriber universe, it is important that they have the data they need to make that happen. As you begin to align the data you have versus the data you need to drive that relevance, you may find that there are gaps.

The next natural questions then become: "What are the best ways to fill those gaps?" and "Do we use behavioral data, or do we ask our customers to provide it?"

In my experience, what people say and what people do are often very different things, but both are valuable, especially when used together to paint a picture of the customer.

For example, I am married with three kids aged eight and under. When asked to respond to a survey about my travel preferences, I inevitably respond in an aspirational way -- Tahitian Beach vacations are certainly my speed! But the reality is that my next vacation is likely to be largely focused around a theme park riddled with princesses and mouse ears.

Marrying the self-reported Tahitian desires and the theme park bound behavior can tell you a lot about me as a traveler. Though Tahiti may be on my bucket list, messaging to me about this (or similar destinations) is not likely to result in immediate conversion, but will provide a resource when I am ready to pull the trigger on a trip like that. Understanding my behavior, however, can help guide some follow up offers for theme park vacations as a natural vacationing progression.

What One Says

As I said earlier, what people say is often aspirational and that is an important fact to keep in mind, especially depending on the types of questions or information you are trying to collect. Not all information provided is accurate and valid. Some people will even provide fictitious or rarely used email addresses, if it is required to gain access to a piece of content or information that interests them.

If you are asking your customers to provide you with information about them, be prepared to use it. There is nothing worse than sharing information, only for brands to completely ignore it. For the customer, this creates distrust and lowers the odds that they will share any additional information with you.

What One Does

While behavior can provide interesting insights about your customers, it is imperative to remember that you may not be privy to all of the context that drives that behavior.

For example, on my last few flights I sat in the window seat. Based on that behavior, it may be assumed that I prefer to sit in the window seat... and that assumption would be wrong. There is context to that behavior -- if my flight is over four hours, I typically sit in the window seat so I have a place to rest my head; otherwise I prefer the aisle seat all day long!

When using behavioral information, it is critical to gather and analyze those behaviors over time to provide some context. What that "proper" time period is will depend greatly on the products or services you represent. Looking at behavioral data through a "day in the life" lens will help you to identify the contextual situations you need to consider.

As you consider gathering information about your customers to leverage in your programs, the most effective approach is to use a mix of both self-reported information and behaviorally driven insights. This will help you find the right voice and



Quotable:

"When I took office, only high energy physicists had ever heard of what is called the Worldwide Web.... Now even my cat has its own page." ~Bill Clinton

A GENERAL OVERVIEW OF INTERNET MARKETING

By: Alice Marks



Internet marketing is the promotion, branding and advertising of the product through website and emails. These tools along with the e-commerce help in generating sales revenues. Internet marketing has become an indispensable part of the overall marketing strategy of a business and hence is employed by fully online, both online and offline and completely offline businesses. The far reaching bounds of the web along with the minimum cost required for promotion and marketing efforts makes internet marketing highly desirable for established as well as new businesses.

Emails are not only used for soliciting customers and informing them about new products and offers but also for getting regular feedbacks from them in order to further improve the product or service.

Various specialized elements of internet marketing

In general there are numerous components of internet marketing that could be devised into various forms of strategies depending on which suits the needs of the business best. However major three of them are:

- **Web marketing:** This includes setting-up of an information or promotional website along with an e-commerce system. It also includes affiliate marketing programs, search engine optimization, promoting online through banner advertising etc.
- **Social media marketing:** This type of internet marketing employs social networking websites such as Facebook, LinkedIn, YouTube and Twitter etc. for reaching prospective customers and generating awareness about the business. Strategies such as viral marketing could be conveniently used via these social media websites in order to create a buzz around the new product.
- **Email marketing:** Creating a responsive email list is also an important element of internet marketing. Emails are not only used for soliciting customers and informing them about new products and offers but also for getting regular feedbacks from them in order to further improve the product or service.

Internet marketing becoming an important part of marketing mix

Due to its budget friendly nature and wider reach more and more companies irrespective of their size have been indulging in internet marketing strategies to boost their business. Internet marketing has become especially useful for small business owners and entrepreneurs who do not have huge funds for traditional marketing and advertising.

INTERVIEW: ARIANNA HUFFINGTON



We infuse everything we do with an element of anticipation, surprise, and playfulness – especially in our headlines and splashes. We're not afraid to have fun while doing it, because we want to provoke and initiate debate.

Arianna Huffington is media royalty in the US. As she launches her influential website The Huffington Post in the UK, Stylist meets the woman who revolutionised news.

The first time Arianna Huffington stands Stylist up, it's for a dinner party with the Greek prime minister.

On the second occasion, she's at the opening of the Special Olympic Games in Athens and security concerns prompt a last-minute schedule reshuffle. I finally catch up with her while she's in transit at Heathrow, en route to LA, whereby she swiftly charms me, thanking me for my patience in her distinctive Greek accent [she was born in Athens before moving to the UK aged 16]. "Well, I suppose you're worth it," I joke. She laughs the deep laugh of someone who knows that yes, she is. After all, Huffington is the power behind The Huffington Post, the website which was launched in 2005 as an alternative online news outlet.

Publishing new content on a daily basis covering everything from business to fashion and with articles from 9,000 bloggers including Barack Obama and Madonna, it had 35.6 million visitors in May. ("We are about to hit 100 million comments," she cheerfully reminds me.) Its challenging yet engaging delivery of world news struck a particular chord with women (it already has many British readers) who appreciated a news site which didn't dumb down its content or focus on celebrity and lifestyle.

Quotable:

“

"It shouldn't be too much of a surprise that the Internet has evolved into a force strong enough to reflect the greatest hopes and fears of those who use it. After all, it was designed to withstand nuclear war, not just the puny huffs and puffs of politicians and religious fanatics." ~Denise Caruso

For Huffington, success came early; the Cambridge graduate became a bestselling author at 23 with her book *The Female Woman* and went on to write a further 12 books on subjects as varied as gender politics, corporate greed, her daughter's anorexia and Picasso. However, it was in the mid-Nineties that she entered the public eye – in a different role – as the articulate Republican wife during her politician husband Michael Huffington's unsuccessful Senate bid in the mid-Nineties. (A campaign which remains – at \$28 million – the most expensive non-presidential election bid in American history.)

More recently, she sold The Huffington Post to AOL for \$315million, securing herself a powerful position within AOL in the process. As a result, she regularly features in the Time 100 list of the world's most powerful and influential people and rang in at number 28 on last year's Forbes list of the 100 most powerful women in the world. And she's now set to bring The Huffington Post to the UK on 6 July.

Why has The Huffington Post struck such a chord with female readers?

We actually have an even balance of male and female readers. But at HuffPost we aim to make our coverage addictive. We infuse everything we do with an element of anticipation, surprise, and playfulness – especially in our headlines and splashes. We're not afraid to have fun while doing it, because we want to provoke and initiate debate. For instance, when the Pope got a Facebook page, our headline was "Poke The Pope"; when the Dominique Strauss-Kahn story broke, our splash top was "OMG IMF".

You are one of the best connected people in the world. How are you so good at networking?

I'm sincerely interested in what other people have to say. I'm always asking people to blog. Writing blogs, tweeting, updating your Facebook page, editing photos, uploading videos, and making music are all forms of self-expression. So all I'm doing is offering another outlet for self-expression.

At 21, you became the first foreign student to head the Cambridge Union debate team. Have you always enjoyed voicing your opinions?

You know, when I first arrived at Cambridge, my accent was a challenge to my involvement in the Cambridge Union. I was a classic fish out of water. But, in the end, my passion for debating overcame my fear of being an outsider with a strange accent. And, as [former US Secretary of State] Henry Kissinger once told me, "In US public life, you can never underestimate the advantages of incomprehensibility." Students would often gather in my room for late-night discussions, despite the rule that men had to be out by 10pm. One evening there were about a dozen men and women in my room talking and eating stuffed vine leaves which my mother had sent me. The halls monitor caught us and took me into the senior tutor's office for having "excess men" in my room, and I was fined a shilling per man. It was a bit of a bargain really, because they were pretty decent guys.

Over dinner, do you discuss "big issues" with your daughters and friends [Arianna has two daughters and still lives with her younger sister], or do you like to take a break and focus on something lighter?

I love debating the big issues, and I'm lucky enough that my daughters live and breathe their opinions too! But I also find it helps to break whatever pattern you're in. I like to do this by hiking with my friends, or doing yoga or meditating. And I love country music. Also, for inspiration, I go to sleep.

You're an interesting combination of a high-powered, hard-headed businesswoman and champion of meditation, yoga and the meaning of dreams. Can you explain?

I was lucky enough to have a mother who combined an insatiable curiosity in the world with a belief in balance and knowing yourself. She hated BlackBerrys and iPhones, and was a wonderful counterpoint to my hurried existence. The last time she got angry with me [before she died] was when I was chatting to my daughters while checking my emails at the same time. She announced, "Arianna, I abhor multi-tasking." We've actually recently published an article on The Huffington Post titled, "In Praise of Uni-Tasking."

Surely you're one of the most adept multi-taskers in the world...

[Laughs] Well, I say these things because I need to hear them. You preach the things you most need to hear, not necessarily the things you do. I admit it. But I look at my schedule every day and work out what time I need to get up, work out a 10-minute meditation session and do my best to get eight hours' sleep. It doesn't always happen, of course. But I'm aspiring to being a well-rested, well-balanced woman, which is a start. I learned that I needed time out the hard way. Three years ago I fainted from exhaustion. I smacked my head on my desk, broke my cheekbone and needed five stitches in my eye. That was a wake-up call; I needed to make



THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

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DIVORCE	ARTS	BOOKS	RELIGION	IMPACT	EDUCATION	COLLEGE	NY	LA	CHICAGO	DE

You've been criticised for changing political allegiances, moving from Republican to Liberal and finally standing as an independent candidate for Governor of California in 2003.

For years I've been saying that the big issues of our time are beyond left and right. I have no idea what is left-wing about caring for the middle class. The middle class – or HuffPost's story about the lost generation and kids who can't get jobs – these are not left-wing issues. These are issues that are central to the stability and prosperity of every country. I wouldn't say my goals have changed, only my thinking about how to meet those goals. Even during my Republican interregnum, I was always pro-gay rights, pro-choice and pro-gun control. I have the same values I've always had, but I'm always open to better ways to achieve them.

Some of the criticism levelled against you – particularly when you were a Republican wife – seems to be sexism pure and simple. Has being a glamorous woman been an advantage or a disadvantage?

I've always resisted that thought. There's no more stultifying role than that of a victim. Sure, I believe there are certain qualities that are admired in men but not so much in women. Drive and assertiveness are used more pejoratively when applied to women. But I've always told my daughters that it's up to us not to let anything in culture get in the way of what is important to us. We have to work to eliminate barriers. But while they still exist, don't let them get to you. I have never felt like a victim.

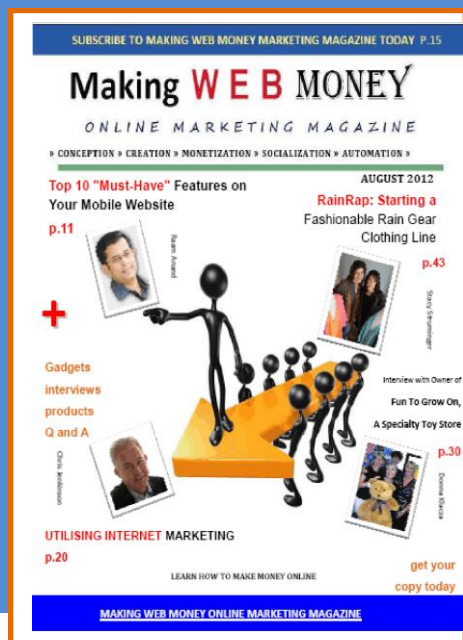
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MWM ask the expert

INTERVIEW OF DANA LOOKADOO, AN INTERNET MARKETING SPECIALIST!

By: Kumail Hemani



This is the first opportunity of taking the Interview of any Search Specialist in my career and on this website. I wanted to start with someone I know, admire, a friend, and who is always available to help me whenever I need.

So, today we have Dana Lookadoo, who is being featured as one of the top SEO Women's, an excellent female SEO Bloggers, and a speaker at various search marketing conferences. From the profession, she is an SEO Consultant, blogger, trainer, speaker, author and

"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

If you are true lover of SEO community, regular blogs reader, and a Twitter addict. You must have come across Dana Lookadoo talking around. OK! Let's take some valuable tips from her.

You may also connect with her on Twitter, on the Google+ or by subscribing to her blog feeds.

Kumail: Give us a brief overview of your day-to-day life and how do you manage loads of work?

Dana: 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. Coordinating with alliances and my work partners regularly is also a priority.

Typical day:

- I don't check email until I'm ready to work.
- I only check email periodically throughout the day, or if I'm in a specific "client mode," my email is filtered by their name.
- I've been working to break my always-on addiction and have disabled Facebook and Twitter notifications from my phone.
- I only have Skype on when I can be "disturbed."
- I just don't write as many blog posts or have to postpone interviews, lately. (My goal is to plan more writing time into schedule.)
- I don't listen to music unless I'm in a creative mode or am taking a break to dance around my office!

I can tell already that this sounds incredibly boring, other than the dancing part, that is. But, I get a heck of a lot done!

I do schedule time each week (often at night) to stay current on the latest happenings in search. When in the kitchen or while stretching in my workout room, I'm often using Apple TV to watch YouTube and the latest Webmaster videos by Matt Cutts or Barry Schwartz's weekly search updates.

I work a lot, probably too much. In the past year, I've had to cut back on some of my online social activities in order to attain a work/life balance. To do this, I schedule blocks of time offline and on my bike or doing other activities that are nourishing to the soul and body.

What's crazy is that I LOVE all this. I just wish the days were longer!

What is success in your eye?

Professionally: Having a good reputation.

Personally: My Dad was a man of incredible integrity. He died when I was 4, and I want people to say the same things about me that they said about him:

- He (she) never knew a stranger.
- He was (is) a good man (woman), someone you can trust

***"Listen.
Network.
Listen
some
more. Ask
questions.
Keep
listening."***



What difficulties did you face in the beginning of your SEO career, and how did you solve them?

I was spread too thin between running a Web development and hosting company and trying to figure out this search engine thing. That was in 1999-2000. In 2003, that issue was solved for me in that I started a new company focused primarily on SEO. I still did some Web dev but integrated SEO as the foundation for all planning. To get there, it meant focus, focus, focus.

Here, let me repeat. Focus! Do not chase shiny objects or try to be a jack of all trades and master of none.

I read your blogs and Twitter stream and saw you almost attended/spoken most of the conferences. What is the key advice you want to give SEOs on attending such conferences?

Listen. Network. Listen some more. Ask questions. Keep listening.

We each have two ears and one mouth. Many people go to these conference, if often feels, to hear themselves talk. I get the most out of conferences by asking questions and listening to what others have to say.

What do you like most about SEO? And, what do you like least?

Most: That every day is different and that it's constantly changing.

Least: That things are changing so fast. (Oh the dichotomy!)

What are the 3 things you tell/guide clients when offering SEO Services?

1. People first! Write quality content for your audience rather than search engines.
2. Think "digital content optimization" or "digital asset marketing." SEO is the foundation for all your online marketing efforts.
3. You can't ignore the technical aspects of ensuring your website is crawlable and accessible. Some companies get the people, content, and marketing aspects correct but ignore that there's a huge "Disallow: /" or meta "noindex" blocking key pages of their sites.

How does your work affect businesses and how you build long relationship with 'SEO' clients?

One of our longest relationships with an ongoing client been since 2009. With other clients for whom we do SEO audits and consulting, we remain in contact and keep an eye out for what's best for them for years. By offering value, being transparent, and training them to understand best practices, they become better at this online marketing thing, and we get to see better results – more traffic, higher conversions, increased online visibility, etc.

You are an inspiration and favorite of many SEOs (including me). Who is your inspiration or you admire someone?

Gosh, I'm a little bit speechless with this one. THANK YOU! I've always said to myself, "I don't care about success as much as I care about inspiring others." Maybe that life-long goal has come to fruition? I hope so and appreciate your saying so.

I have been inspired by soooo many people. In an interview on aimClear blog, I outlined my top five women I admire in online marketing and why. But you asked about inspiration. Two men come to mind:

- Alan Bleiweiss – Alan is there whenever I need him, in and out of SEO. He's blessed my life in so many ways, and we get to work together now and then. Oh, ya, he rants. But I suggest people listen to the core of what he's saying about SEO and follow it.
- Steve Plunkett – Steve also feels like a brother. I know he's got my back if ever needed. His #whitecoatseo approach is something more people should pay attention to. He takes a scientific approach to SEO and has testing and data to back up what he says.

Both Alan and Steve have high ethics and don't even tip-toe into areas of SEO that are high risk. They focus on what's sustainable - quality content – what's best for the user and not just for the search engine. I model a similar approach and appreciate both of them for being voices for such in our

What are your goals and how you planned to achieve them?

This could be a blog post on its own! Seriously, I really do need to narrow down my goals. I have so many things I want to do, side businesses I want to start, volunteering I want to participate in, places I want to ride my bike, etc.

Internet marketing goals? There are two areas about which I'd like to become an expert without ever using that term about myself:

- Deeper knowledge of Google Analytics, to know it like the back of my hand like Annie Cushing. How? I tap her brain every time we talk and plan to read and watch everything on Annielytics and what Annie writes on Search Engine Land.
- Master the art of conversion optimization (CRO). How? There are a number of resources I read and follow. This is my "side passion" – focus on user experience and landing page optimization. I completed one course and received certification for such with MarketingExperiments and have another to complete, once time frees up. Two people I admire and follow what they share on the topic are Tim Ash and Bryan Eisenberg.
 - o Side note: I believe the art of conversion optimization and focusing content and design on personas is a key aspect of online marketing and SEO.

What do you think about me in SEO, and what are the key pieces of advice would you give me here?

You are creating content and blogging! You're getting involved with the industry, making connections with leaders and ensuring your voice is heard. You're doing what it takes to become known in the search industry and in search engines. Job well done.

Advice? OK, you asked. My English-teacher-red-pen comes out here... I'd partner with or hire someone to proof English and grammar. Your ideas are well formed.



“I believe the art of conversion optimization and focusing content and design on personas is a key aspect of online marketing and SEO.”

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

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FIVE EFFECTIVE TIPS FOR INTERNET MARKETING

By: Rose Colby

Internet marketing has become an essential part of the whole marketing strategy of a business mainly due to its reach and cost-effectiveness. Internet marketing is especially lucrative option for novices because it provided free of cost start-up as well as huge customer reach. However in order to get optimum results out of your internet marketing strategy, some essential points should be kept in mind.

#1 Learn and implement Search engine optimization

One of the first and basics steps in internet marketing is to learn how to do search engine optimization. Many companies prefer to outsource the SEO process however knowing the basics always pays off. Search engine optimization makes your website and advertisements more noticeable to the customers.

#2 Choosing a creative domain name

Niche and domain names are an important factor in internet marketing strategy. The choice should be such that the name could strike a balance between being unique yet high in demand. This will help you stand out from the league of other businesses also attempting internet marketing.

#3 Putting up a website

There are various free and paid website hosting platforms available for creating a website which is one of the key steps of internet marketing. It is generally a good idea to first host the website on a free platform rather than straightaway going for paid ones. This is because you could first test the effectiveness of your internet marketing strategy and then later transfer it to a paid platform.

#4 Write good website articles

The most important part of an internet marketing strategy for a website is to have lots of quality write-ups and articles as a part of the website. The better the article, the more effective is the marketing of your product.

#5 Employ various internet marketing tools

You can use various free of cost internet marketing tools such as auto responders, affiliate marketing websites, website promotions and video marketing etc. to further reinforce and enhance the effectiveness of your internet marketing strategy.

The most important part of an internet marketing strategy for a website is to have lots of quality write-ups and articles as a part of the website. The better the article, the more effective is the marketing of your product.



Five most popular strategies for internet marketing

By: Richard Verne



Internet marketing includes promoting and advertising a business online through banner advertisements and websites. The key goal of every marketing strategy is to increase the website traffic so that more and more customers are aware of the business and the products and services offered by it. There are various internet marketing strategies existing today however the most popular ones are discussed below.

Search engine optimization (SEO)

One of the basics of internet marketing is search engine optimization. This process helps in getting higher ranks for the website on search engines, hence achieving the key purpose of acquiring generating greater traffic for the website.

Affiliate programs

There are many affiliate programs offered by various search engines like Google, Bing and Yahoo which help website owners in earning revenues. These search engines also provide pay-per-click advertisement options for the businesses to put up an advertisement banner in websites most likely to be visited by the targeted customer.

Social media marketing

One of the easiest and fastest way to promote your website and generate traffic is through social networking websites. Viral marketing campaigns could also be created through websites like Facebook and Twitter. Video marketing campaigns could also be carried out through websites like YouTube.

Blog marketing

Various blogging sites could be used to write informative and keyword enabled blog articles in order to increase search engine exposure as well as generate more traffic to the website. It also keeps the customers update on latest products and offers of the business and also provides an exclusive forum for interaction with the customer.

Email marketing

Email based internet marketing strategy provides for a one-on-one communication with the customer. It also helps creating awareness among prospective customers for your business which is especially important for small online and offline businesses alike.

Internet marketing has become an important part of the overall marketing and advertising strategy of the businesses mainly due to its cost effectiveness and far-reaching effects.

Email based internet marketing strategy provides for a one-on-one communication with the customer. It also helps creating awareness among prospective customers for your business. which is especially important for small online, and offline businesses alike.

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Fancy being able to take a little video footage or photographs in darkness using just your smartphone? If you do then the new Snooperscope might be worth more investigation as it allows you to easily add night scope style vision to your smartphones camera.

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Our iPads and tablets have taught us to embrace gesture-based navigation. When we can't see something well, we do the zoom anti-pinch if there's even a chance that the surface might be a touch screen. It's only embarrassing in public.

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Portable gaming consoles remain within the domain of Nintendo and Sony, with their Nintendo 3DS as well as PS Vita, respectively, but their territory have been encroached upon by other forms of mobile gaming, no thanks to the huge popularity of tablets as well as smartphones. Well, here is another player that intends to bite off a chunk of this lucrative market – the \$149.99 GCW-ZERO, which happens to be an open source gaming console. With the GCW-ZERO, you know for sure that you have something good going on here, especially when it has been built by gamers for gamers.



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

PEBBLE FIRMWARE UPDATE ADDS SNOOZE AND DO NOT DISTURB FEATURES



The developers of the Pebble smartwatch have this week announced they will be rolling out a new firmware update for their smart wrist device which will bring with it a number of new features.

New features rolling out to the Pebble smartwatch include a new do not disturb feature as well as a useful snooze function, both of which are included in the latest Pebble v1.14 update.

Pebble-SmartWatch

Other new features included in the Pebble v1.14 update include : a alarms app update, that now allows you to create multiple alarms, toggle Alarms on/off, and edit existing alarms, improved notification Control as well as improved iOS performance.

The new iOS performance now allows notifications to be sent quicker from your iOS device to Pebble and Pebble will now search for connectable iOS devices immediately, instead of waiting one minute. Together with the obligatory bug fixes, tweaks and performance enhancements throughout the app. Pebble developers explain a little more: Pebbles developers explain

"We've been working hard (like elves in a workshop) on fresh firmware for Pebbles to enjoy. We're pleased to announce the release of PebbleOS v1.14. This Update includes new features, improvements, and fixes."

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

Did you know



The first-ever handheld/palmtop MS-DOS "PC" was the Portfolio, sold by --- Atari, in 1989.

FOUR USEFUL STRATEGIES FOR INTERNET MARKETING

By: Louie Lemon

Internet marketing has become one of the essential strategies in the overall marketing and advertising plan of a business. This strategy aims at utilizing web and emailing tools in combination with e-commerce to generate sales revenues through reaching online customers. There are several ideas and strategies that an internet marketer applies in order to gain optimum results. Some of the more popular ones are discussed here.

#1 Pay per click program

Pay per click program is a paid internet advertising tools where a business can promote itself through putting an advertisement in a search engine's sponsored advertisement category. An interesting feature of such web marketing tools include the ability of the marketer to choose the target audience through setting country, city, zip code or state filters. Search engines like Google, Yahoo and Bing provide pay per click advertising tools.

#2 Link building among websites

Link building is a kind of SEO technique used in internet marketing where links between websites are created. These links are considered as a parameter of trustworthiness and authenticity of a particular website. The more the links the greater its authoritativeness with various search engines which means your website will have more visibility on say Google.



Search engine optimization is an indispensable part of internet marketing. It helps in making the websites easily recognized and suggested on search engines. It could be done through placing Meta tags while doing the HTML coding for the website and also through placing strategic keywords in your website articles.


#3 Employing social networking websites

Social networking has become an integral part of our lives today. Naturally it has also become one of the most effective and easy to use internet marketing strategy. Businesses can advertise and market their products among the users of various social media sites such as Facebook, YouTube, twitter etc. One of the very popular methods of doing this is viral marketing on such websites.

#4 Implementing search engine optimization

Search engine optimization is an indispensable part of internet marketing. It helps in making the websites easily recognized and suggested on search engines. It could be done through placing Meta tags while doing the HTML coding for the website and also through placing strategic keywords in your website articles.

Internet marketing tools if used wisely could bring huge success for any online or offline business venture.

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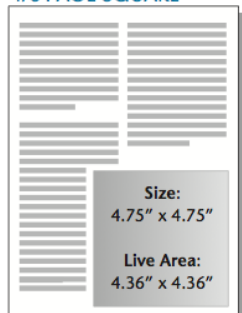
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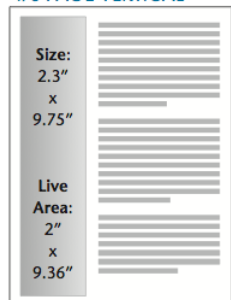
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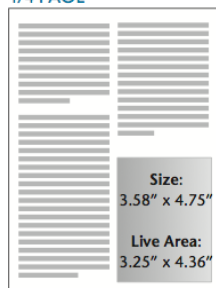
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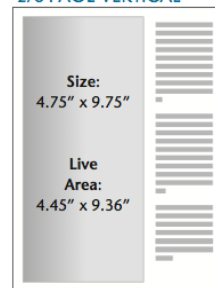
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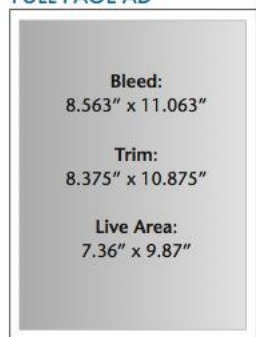
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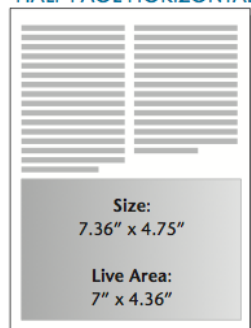
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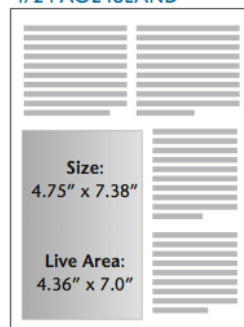
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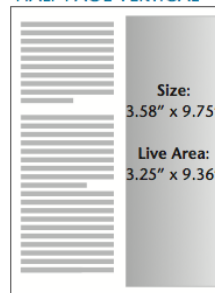
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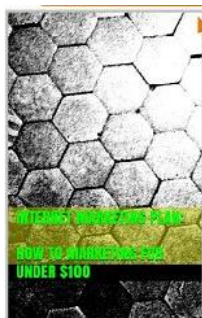
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[Internet Marketing Plan - How to Marketing for Under \\$100 \(Internet Marketing, Marketing Plan, Facebook Marketing, Twitter Marketing, Blogging, Online Marketing, Social Media Marketing\)](#)
By: Scott Bridges

Internet Marketing can be a monumental task if you don't know where to start. Many people just give up before they even start because they're so overwhelmed, but it doesn't have to be this way.

Internet Marketing can work for you just as it has for many others. You just have to have a plan. For some people it is the excessive expense that derails them from Internet Marketing, but if you know where to look and put your efforts you can be marketing online for under \$100.

My goal is for you to accomplish just that, to be marketing online successfully for under \$100 and for you to feel confident enough to do it in the next few days.

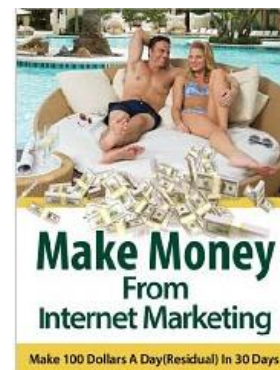
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- How You Can List Your Business On Google Places For Better Customer Access
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[Make Money From Internet Marketing-Earn Extra Money Online, Earn Money From Home](#) **By: Mat Gunnufson**

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Brian GV - Internet Marketer

I've had it with Get Rich Quick Books ! - Here's how I make money online, generate passive income, use internet marketing to work from home and built my internet business online, from scratch.

By: Brian GV Internet Marketer

Today, as I sat here, I decided to start this book and decided to write down every factor, every nut and bolt that I needed to build the success I have today. I am not done yet, I want to grow even more and need to decide where to put my focus. I need to figure out what the secret of my success is so I can do more of it. So I not only write this book for you, I'm also trying to create a blueprint for myself. I need to know how I got here. Was it "luck"? Or did I use some concepts and techniques both you and I can duplicate to create more wealth, freedom and fun every day we live.

As I start writing about my journey, I invite you to join me on this trip.

What you'll learn in this book:

- how to create a passive income stream using the internet
- how to make money online, the honest way
- how to work from home and build a real internet based business
- my passive income stream secrets and much more.

[30 Day Step-By-Step Formula For Growing Your Online Business With Email Marketing](#)

By: Nathalie Lussier



30 Day Step-By-Step Formula For Growing Your Online Business: With Email Marketing

In this email marketing manual, you'll take small daily actions that add up to big email list growth over 30 days.

Each chapter covers a list building topic that will help you bring in more of your ideal clients and customers, so you can grow your online business.

Here's what you can expect from following the advice contained in this book:

- Doubling or even tripling your email subscriber list, and in turn increasing your bottom line
- Getting more of the right people on your marketing list, so you're sending targeted messages that convert to sales
- Putting simple list building activities on autopilot, so you'll never run out of fresh prospects to market to
- Writing a series of email autoresponders that help you turn these new subscribers into fans and customers from the get go

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In 1979, Apple licensed the Apple II to Bell & Howell to sell to public schools. The beige case was painted black.



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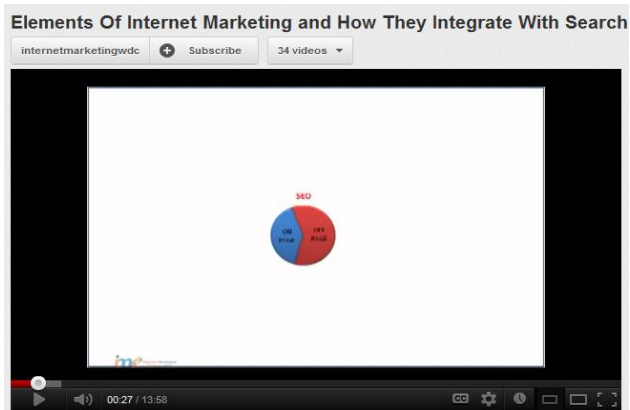
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HOW TO DECIDE THE BEST INTERNET MARKETING STRATEGY FOR YOU?

By: Elisa Baltazar



Ideally businesses try to achieve a right balance between online and offline marketing strategies. However small businesses prefer to include greater internet marketing mix as compared to more expensive offline marketing strategies. Entrepreneurs with low initial budget generally prefer to use free platforms for website hosting and testing their market before plunging into the whole internet marketing program.

Marketing professionals are often faced with the decision on the extent to which internet marketing should be made a part of the overall marketing plan. The decision ultimately depends on three key factors that are:

- The nature of the business
- Marketing budget and
- The brand image which the business wants to portray.

Role of business model on the internet marketing strategy

Strictly online businesses such as amazon.com or eBay in general do not require a traditional marketing strategy and are perfectly comfortable with sticking to the internet marketing strategies. However some online businesses do require traditional offline advertising also same as strictly offline businesses require online marketing in form of websites and search engine marketing.

Budget is an important consideration when deciding internet marketing strategy

Ideally businesses try to achieve a right balance between online and offline marketing strategies. However small businesses prefer to include greater internet marketing mix as compared to more expensive offline marketing strategies. Entrepreneurs with low initial budget generally prefer to use free platforms for website hosting and testing their market before plunging into the whole internet marketing program.

If in case the business has a descent marketing budget then it can outsource services like SEO and website design. Also paid platforms provide greater flexibility in terms of advanced tools to the user as compared to the free ones.

Internet marketing strategy is also driven by the type of image a business wants to portray

Some businesses prefer not to spam their customer's inbox through email marketing and hence restrain from such activities. Instead they prefer blog marketing or article marketing or even newsletters to attract customers. Therefore the nature of the internet marketing strategy depends on the mindset of the businessman also.

Overall internet marketing should be included in the marketing plan so as to optimize the prospective of the business in terms of acquiring new customers and retaining the old ones.

INTERVIEW WITH TRENT DYRSMID: SUCCESSFUL DIGITAL MARKETING & THE POWER OF AUTOMATION



Content that is not promoted might as well never be written. And actually that's what I learned in 2013, too. In other words, if you're not going to put A LOT of effort into promoting your content, you probably shouldn't even bother writing it, creating it, or recording it.

This month's featured expert Trent Dyrsmid is a leading expert in B2B marketing, website optimization and automation. He publishes a popular podcast at BrightIdeas.co with a wealth of resources for small agencies, aspiring podcasters and entrepreneurs. We recently had the opportunity to sit down with Trent via Skype and pick his brain on everything from content marketing to building a marketing funnel.

BWF: What changes in digital marketing have impacted your business over the past three years?

I didn't want to keep building websites that were 100% dependent on Google for traffic because that isn't a very sustainable model.

TD: The biggest change came courtesy of Google. Prior to the panda and penguin updates, I used to get a lot of my traffic, as did many others, from SEO, and when Google made the change that they did, traffic from SEO virtually dried up over night. As a result of this, I needed to find a better way to attract traffic to my websites.

The solution was to produce better content, and then promote that content in places where my target audience would find it. By taking this approach, instead of having to build links myself, the readers of my content would do it for me by sharing my content across social channels.

BWF: What's your biggest social media marketing challenge?

I think a lot of people really misunderstand what social media is for.

TD: My biggest challenge has been allocating time and getting an ROI. I think a lot of people really misunderstand what social media is for. The money is in the mailing list. It's in how many email addresses I have; not how many Facebook followers I have. The engagement rate with Facebook and Twitter is so ridiculously low. When you compare that to having someone's email address, it's just not even a competition. Email addresses are worth hundreds of times more than a follower on Facebook. I only use social media to drive more traffic to my websites.

BWF: How do you have fun and engage audiences?

You can engage audiences by letting them know that you are actually interested in helping them.

TD: Have fun? I have no idea. I don't think anyone thinks my stuff is fun, I mean I don't even think my stuff's fun. I love what I do, but I wouldn't classify it as fun per se. Riding my dirt bike is fun. You can engage audiences by letting them know that you are actually interested in helping them. Then provide the best possible user experience. You do this by making sure to employ what I call the "behavior-based marketing."

It depends on what links they click, what forms they fill out, which videos they watch, how much of those videos they watch. All of those things are data that I collect to alter user experience. It's all about providing value to the consumer, because otherwise they just unsubscribe. And it's all for not. It wastes their time and mine too.

BWF: What makes a brand successful in today's environment?

Their ability to build an audience that is engaged in their website with their content.

TD: Their ability to build an audience that is engaged in their website with their content. You can have a tribe that cares about your stuff as long as you've picked a topic that has commercial value. And, you will make money.

BWF: What did 2012 teach marketers?

If you're not going to put A LOT of effort into promoting your content, you probably shouldn't even bother writing it, creating it, or recording it.

TD: Content that is not promoted might as well never be written. And actually that's what I learned in 2013, too. In other words, if you're not going to put A LOT of effort into promoting your content, you probably shouldn't even bother writing it, creating it, or recording it. There is just SO much content produced every single day, and if you don't promote yours, no one's going to find it. And if no one finds it, then no one will share it, and the viral effect of the sharing will never kick in. I recently hired a full-time VA a couple of weeks ago to specifically promote our content on social media. And last month versus the month before my website traffic went up 69 percent to date.

BWF: What do you wish you could teach others?

Marketing automation and the marketing funnel go hand-in-hand.

TD: The power of marketing automation. Marketing automation and the marketing funnel go hand-in-hand. My behavior-based marketing funnel is all automation. Having automation is like having more employees and most small business owners don't have any idea how much you can do with it. For example: I capture an email address and then the consumer has to confirm their email address. Most people send one email; I don't send one, I send up to five. If my new subscriber needs a few reminders to confirm their address. If they confirm after the first email, they don't see any more reminders. Could you imagine trying to do that manually? You couldn't. It's impossible. You would need an army of people checking inboxes and sending out emails, and it would be ridiculous. So, that's why I love automation, it's really powerful.

BWF: What advice would you give to marketers who want to reach niche audience in social media?

The amount of income you'll earn each month and each year is directly proportional to the number of engaged subscribers you have on your list.

TD: Focus on building a list. Only use social media to drive more traffic to your site, so you can build a bigger list. The amount of income you'll earn each month and each year is directly proportional to the number of engaged subscribers you have on your list. A good example is the book I'm getting ready to self publish.

BWF: How much commitment does it take to podcast?

I can do a podcast without any interview prep, because it's just a formula.

TD: It doesn't really take much time. When I do an episode, honestly I put five minutes prep into it. Because I am going to ask the same formula of questions every time, which is telling me all the results you've achieved so we can establish social proof that your worth listening to. And now tell me what you what you do to achieve those results. I can do a podcast without any interview prep, because it's just a formula. The actually recording takes the duration of the conversation and post production takes me anywhere from 7-9 minutes. Then it's edited, uploaded and done. It's really easy, I think.

BWF: Is it beneficial to podcast?

I definitely make money from it.

TD: Yes! A podcast is exceedingly valuable and very worth the time. It's a great networking tool. Let's say I see someone who has a bigger following than me. If I send them a tweet asking them to come on my show to tell the world how awesome they are, do you think that person would decline?

A podcast also gives me a free hour of consulting with an expert. And when the episode goes live, it will most likely be shared on their social media site. When their followers listen, some of them might be interested in other interviews I've done and subscribe. I definitely make money from it.

BWF: Should brands be podcasting?

After listening to my podcasts for so long, the consumer begins to see me as a trusted and as an authority, and they are more likely to buy something from me.

TD: A podcast is good for is creating engagement. People tend to spend 3-5 minutes on a website, then they're gone. But if they're running or driving and listening to my podcast, I have them for the duration of that run or drive.

After listening to my podcasts for so long, the consumer begins to see me as a trusted and as an authority, and they are more likely to buy something from me. That's what podcasting is really valuable for. The fastest way to become an authority in a given market is to interview existing authorities in that market.

BWF: What's the biggest trend in agencies?

Becoming an outsourced marketing department for a retainer fee.

TD: In my opinion, the trend is becoming an outsourced marketing department for a retainer fee. I am talking about smaller agencies; I'm not talking about the "mcmonster" agencies. I don't know anything about their business; I'm only familiar with small business. My last business was an outsourced IT department for a retainer fee and we built a couple million dollars a year in revenue, as opposed to building an agency a website for a thousand bucks and ending the engagement.

Wouldn't it make a lot more sense to say, hey, I'll be your ongoing director of marketing, because we are digital marketing and automation experts, and I'll make sure you're receiving a large number of leads on an ongoing basis for a monthly retainer fee. Isn't that really what the client wants?

BWF: What are the biggest mistakes agencies make?

Not choosing a niche and not using automation.

TD: People have this fear, that if they target their website to a specific niche, they are going to lose out on people who don't fit that niche. They want to have the opportunity to catch as much falling from the sky as they can, so they cast this wide net. The problem is now your nothing to nobody, as opposed to being something very specific to a very specific audience. You can have more than one website, or use landing pages to push specific content to a specific audience.

Next, if you are capturing leads from your site, and I hope you are, you need an automated way to follow up and segment your list. I don't often see agencies doing this in a sophisticated way, and as a result, they aren't converting as many leads to clients as they could be.



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Internet Marketing strategies for small businesses

By: Nick McErlain



Small businesses do not have the budget or the manpower to pull off traditional marketing and advertising feats. As a result they look forward to internet marketing which provides many unconventional and innovative marketing ideas at a relatively negligible budget constraint. Therefore for small businesses, internet marketing is an excellent way to promote and advertise even to far reaching audiences.

Effective internet marketing strategies for small businesses

- **Search engine marketing** is especially beneficial for small businesses as they could compete in the league with big businesses by being noticed on search engines as customers go to these search engines to find a product online or in their locality. Search engine optimization strategy is employed in order to get higher rankings here.
- **Content Marketing** is a strategy that revolves around building keyword rich content for the website and linking it through Meta tags and other such tools so that it could be easily found by the customers. The more interesting the content more attractive it will be to a prospective customer.
- **Email marketing** is an excellent way for the small businesses to reach their customers effectively. A good feedback system enables a business to constantly improve itself hence retaining its customers. Moreover this strategy could also be used for soliciting new customers through informing them about new and improved products and services. People could also be informed about various lucrative discount offers via email marketing.
- **Local search marketing:** Local search engines could be optimized for displaying the address and phone number of the business integrated with the map feature. This feature helps make the business more accessible to the customers hence they are more likely to visit rather than going through the tedious task of finding directions to the store.

Internet marketing is levelling the turf for the small businesses to compete with the big ones by providing various interesting marketing tools (most of them free of cost). Therefore internet marketing is a necessary part of every small businesses' overall marketing strategy.

Local search engines could be optimized for displaying the address and phone number of the business integrated with the map feature. This feature helps make the business more accessible to the customers hence they are more likely to visit rather than going through the tedious task of finding directions to the store.

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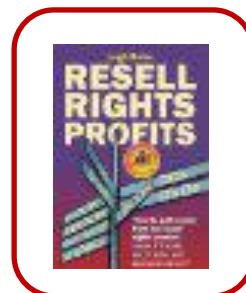
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Have you ever wondered how those other online marketers pump out product after product week in - week out while you struggle to get your first development project off the ground?

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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

Alice Marks

Alice Marks is a leading name when it comes to SEO and social media marketing. She provides excellent services across Australia, helping entrepreneurs gain profit.



Nick McErlain

Nick McErlain is an Internet marketing expert who conducts trainings in different parts of Europe. With his experience, his services are guaranteed effective.



Tish Rivers

Tish Rivers provides SEO, content and Internet marketing services. She works with different niches and ensures excellent results.



Richard Verne

Richard Verne is a top provider of SEO services in Australia. With his experience of more than 15 years, you can be sure that you and your business are in good hands.



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SEVEN STEPS TO BECOME AN EXPERT IN INTERNET MARKETING

By: Simon Keller

Internet marketing is a very lucrative field in current marketing industry. It gives greater customer reach to a business at minimum amount of investment hence is an essential part of an advertising and marketing business strategy. Here are seven simple steps to become an internet marketer.

Step 1# deciding on what kind of niche market you want to work on is the foremost step. Keep in mind to always decide according to your personal interests rather than what is in the trend.

Step 2# Creating email addresses. Generally two emails are preferred: one for corresponding and the other for signing up for various newsletters to keep up to date with latest trends or to join any affiliate programs. It is also generally advised to not use your original name in the addresses so as to keep your options open if you want to change your marketing field. This is mainly because people tend to associate you with a particular product hence making it difficult to diversify.

Step 3# signing up for a PayPal account for safe transfer of funds without indulging personal information.

Once you have practiced your internet marketing skills with one website, you can move on to create several such websites to earn regular monthly revenue through good website traffic.



Step 4# deciding which branch of internet marketing you want to pursue. For example a product information, affiliate marketing programs or promotional website etc.

Step 5# setting up a website for your internet marketing venture: product information or affiliate program. You can get a domain name and web hosting on a free platform such as WordPress or blogger, or you can pay for advanced tools and features enabled web hosting services.

Step 6# SEO your website by writing keyword enriched articles and submitting them to various article directories and linking them back to your website. Also you can add these keyword rich content on your website so as to generate traffic through various search engines. Internet marketing tools such as pay-per-click programs and affiliate marketing could further increase your website traffic.

Step 7# once you have practiced your internet marketing skills with one website, you can move on to create several such websites to earn regular monthly revenue through good website traffic.

TEN EFFECTIVE INTERNET MARKETING IDEAS FOR BEGINNERS

By: Tish Rivers

Internet marketing is a practical as well as economical idea to promote and advertise ones business. It is also helpful in building a certain brand image and connecting better with the customers. Internet marketing not only profits home-based businesses but also other offline businesses. However applying the internet marketing business strategy correctly is the key. Here are some tips to help beginners device an effective internet marketing plan.

#1 designing and developing a website with effective domain name and niche is a great way to initiate a web promotion strategy.

#2 learning and implementing search engine optimization thoroughly in order for your website to rank higher in top search engines.

#3 create good traffic for the website by writing good quality keyword articles with links to your website for an article directory. You can even enrich your website with keyword content.

#4 Publishing press releases online for your product or website is also a good idea to get noticed by people.

#5 Blog marketing is one of the easiest and most popular ideas for effective internet marketing. Regular blog updates not only increases the chances of the website to be ranked higher on search engines but also assists them with repeat internet traffic.

#6 Email marketing is also an invaluable part of the internet marketing strategies. Generally creating two emails one for communication and the other for signing up for various newsletters etc. is a good idea.

#7 an interactive opt-in email list is also an effective idea for internet marketing strategy for beginners.



#8 joining associate and affiliate marketing programs further enhance your website's capacity to attract traffic as well as build a trustworthy image for the customers.

#9 seeking assistance from an internet marketing consultant also helps you better understand the nuances of internet marketing and its effective application.

#10 in order to attract greater traffic to your website you can also run exciting quiz and contests and giveaway samples or goodies.

Internet marketing is a highly effective method if implemented properly to give your business a boost.

Create good traffic for the website by writing good quality keyword articles with links to your website for an article directory. You can even enrich your website with keyword content.

Tips for implementing internet marketing for small businesses

By: Paul Huff

Small businesses have to face lots of challenges as compared to the well-established ones. One of these challenges include budget constraints. Therefore these businesses have to constantly come up with innovative and unconventional ideas to promote and advertised their products and service offerings. Internet marketing has revolutionized the way small businesses market themselves and has brought them on level with the bigger businesses. Here are some great ways to successfully implement internet marketing in small businesses.

Determining the nature of your customers

Demographic study of the customers is equally important in case of implementing internet marketing strategies. There are several strategies like social media marketing, blog marketing, search engine optimization, video marketing, affiliate programs etc. In order to determine whether to implement one or more of these strategies, it is important for you to know where your customer audience like to go on the internet. Only after this process one can determine the right channel for promotion.

Search engine optimization of the website

Learning about SEO is one of the very basic steps of internet marketing. This process enables your website to get top most ranks on search engines therefore ensuring your customers' likely visit. You can even employ the services of professional SEO experts if you are not sure about doing it yourself. The decision depends on your budget and preferences.

Article writing and content marketing

Writing keyword articles containing link to your website and submitting them at article depositories is also a good strategy for internet marketing. Making your website content rich by putting interesting articles related to your product is also a good strategy. However the practice of making the article sound like a sales pitch should be avoided as it could repel the customers instead.

Seeking assistance from the specialist

There are many internet marketing experts available online as well as offline who could give you a crash course as well as analyze your existing strategies.

All the above mentioned tips may greatly advance the prospects of a small business that is using internet marketing strategies.

However, online advertisers have been working towards developing ways to combat these difficulties making online marketing "stress-free".



Learning about SEO is one of the very basic steps of internet marketing. This process enables your website to get top most ranks on search engines therefore ensuring your customers' likely visit. You can even employ the services of professional SEO experts if you are not sure about doing it yourself. The decision depends on your budget and preferences.

MWM back story

MOM ENTREPRENEUR

INTERVIEW: JANENE JAROSCAK

Three years ago Janene was logging killer hours as director of customer service for a medical supply company. The job left little time for husband Tom and son Nick, 12, but she felt she had no choice. "We needed my salary," she says. In early 2007, though, Janene was rushed to the hospital with chest pains, which turned out to be a rapid heartbeat exacerbated by stress. She soon returned to work but started thinking about another way to earn a living.

Launch time: Flying home from vacation a few weeks later, Janene chatted with her seatmate, a restaurant executive. She described her past experience setting up call centers; he told her how restaurants could use her talents to handle guest feedback. "I thought this was something I could do," she says. At home she went online and scouted call-center costs and fees, and realized she'd have to raid savings and might earn only half her corporate salary initially. But working from home would save the family \$12,000 annually on clothing, commuting, and after-school childcare; plus her home work space would provide a tax write-off. She gave two months' notice and finalized her business plan, including a switch to servicing small businesses instead of restaurants. "Women business owners who can't afford full-time staff still need help answering phones and fulfilling orders," says Janene. She found her first two clients by lunching with local businesswomen, who referred her to others. "Word-of-mouth marketing, referrals, and social networking have been more effective than paid advertising," she says.

Payoffs: Today Janene assists mostly work-from-home moms. "It's particularly satisfying to help women build their companies," she says. She did so well that during the 2008 holiday season she had to work 24/7 packing orders and put prospective clients on a waiting list. After funneling half her earnings toward a bigger warehouse, she's now able to handle more business and afford staff. She doubled her income between 2008 and 2009. Best of all, she's off the heart meds and has more time with her husband and son. "We're a much more relaxed family now," she says. "I have better balance in my life."



**www.StopDropandRelax.com
is a new division of our parent
company Trending Solutions,
LLC. Trending Solutions has
been in business for three
years.**

What inspired you to start your business?

Owning a successful customer service and order fulfillment company, and being the mother to one very busy child, didn't leave me with much time to kick back and relax. My plans to stop everything and drop into some 'me' time at the end of a long day usually fell short. When my family inquired on what I wanted for my birthday, Christmas, etc., I always tried to think of products that I could use for "pampering time" to help me relax and rejuvenate after a long day. That's when I thought it would be helpful to have a website that offered that type of product for the entire family. That is how www.StopDropandRelax.com was born.

How long have you been in business?

www.StopDropandRelax.com is a new division of our parent company Trending Solutions, LLC. Trending Solutions has been in business for three years.

What did you do in your past work life?

For the past 26 years, my career has focused on directing and developing customer service departments for both small and Fortune 500 Companies. I had leadership positions in call centers for multi-million dollar companies, managing and formulating new department models to handle call center growth and effective management within each business.

Describe your ideal workday.

An ideal workday is one that is NOT typical. For me, that is the best part of working for myself. I can work on a different project everyday if I decide to.

What have been some of your major challenges?

The hardest part of owning your own business is the fact that you have to wear many hats. Working with a tight budget meant that I could not outsource many of the things that had to be done to get the company up and running. Therefore, my biggest challenge was getting up to speed on some of the areas where I was definitely lacking – such as the technical side of the business. Saying I am technically challenged would be a HUGE understatement.

On those impossible days, what motivates you to keep going?

When I get frustrated with a slow period in my business, I find it helpful to look at a chart I have created. It keeps track of the volume and income all the way back to the inception of my business. It helps to remind me that there are peaks and valleys in the business. I can refer to the chart and see that when I have had slow times there were always peaks to follow. I am not a patient person and this has helped me to keep my business growth in perspective.

“The hardest part of owning your own business is the fact that you have to wear many hats. Working with a tight budget meant that I could not outsource many of the things that had to be done to get the company up and running. Therefore, my biggest challenge was getting up to speed on some of the areas where I was definitely lacking – such as the technical side of the business. Saying I am technically challenged would be a HUGE understatement.”



“The key to finding a balance between my business and family is creating an office schedule. During my office time, my family knows that this is my time to focus on the business. It prevents interruptions and I am able to accomplish a lot during this time. Then, when the office time is over, I am completely focused on family time.”



Do you have a motivational quote?

It isn't necessarily a motivational quote, but I do look at it frequently to help push me to move forward with ideas that I scribble on paper.

“99% of the time, in my experience, the hard part about creativity isn't coming up with something no one has ever thought of before. The hard part is actually executing the thing you've thought of.

The devil doesn't need an advocate. The brave need supporters, not critics.” Seth Godin

What is your balancing secret in managing a business and family?

The key to finding a balance between my business and family is creating an office schedule. During my office time, my family knows that this is my time to focus on the business. It prevents interruptions and I am able to accomplish a lot during this time. Then, when the office time is over, I am completely focused on family time.

If there was one piece of advice you could give your children about running a successful business, what would it be?

Don't go into business with the only goal being to make money. If you treat people fairly and ethically and make it a point of helping at least one person each day, you will be successful.

Do you have a favorite business tool and/or resource?

Taking advantage of social media outlets on-line have been such an important part of my business. I attribute 80% of my business for Trending Solutions, LLC coming from either forums, Twitter, Facebook, etc.

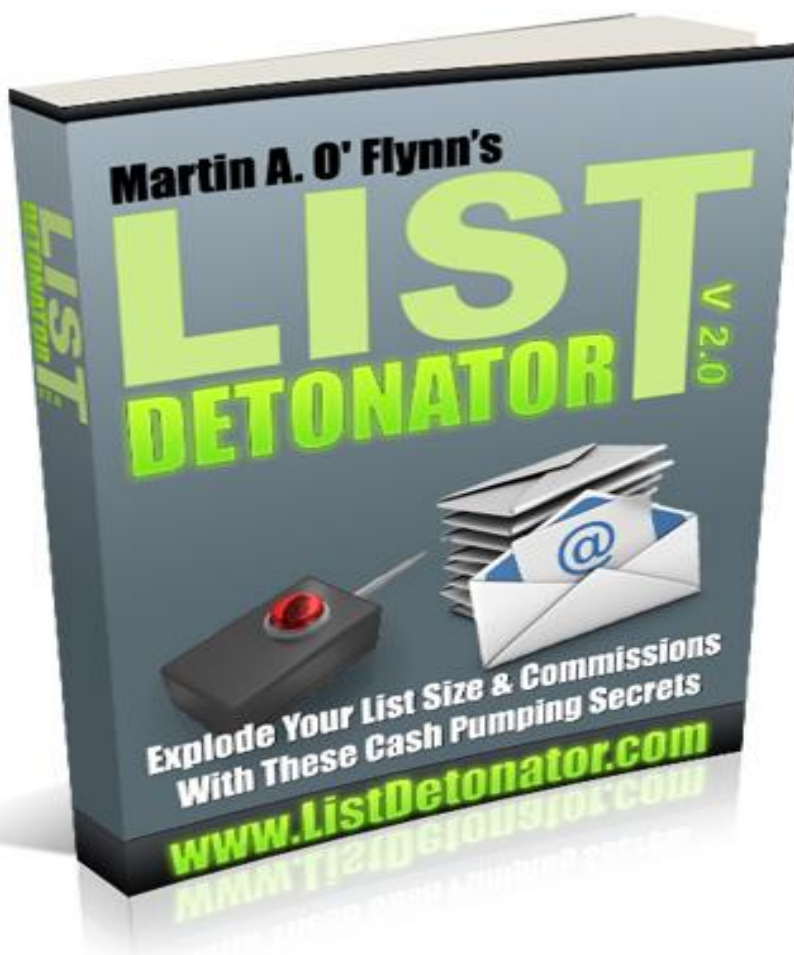
What is next for your business?

Right now, my focus is getting www.StopDropandRelax.com off the ground and make it as successful as Trending Solutions, LLC.

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