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# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

JULY 2015

**Social Media  
Engagement**

**JUMPING** FROM **FINANCE**  
TO **FASHION**

Jefferv Garrett

Paula Fry

Marios Alexandrou

Beth Jackson



GADGETS

INTERVIEWS

PRODUCTS

Q AND A

**What is Internet  
Marketing?**

**Steak's Search  
Marketing**

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# COVERT VIDEO *PRESS*

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Spends *15 Minutes On Youtube* Every Single Day...  
For A Total Of **OVER 2 BILLION DAILY VIEWS!**

And With This **Game Changing WordPress Theme**  
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***Without Ever Having To Create*** A Single Video



# How **The Covert VideoPress Theme** *Siphons Hordes Of Traffic*

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# Azon Mobile Pro

Create optimized mobile versions of your site in a few minutes

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

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

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- **Affiliate Product** Comparison Plugin
- Top Sellers Uncovered ...

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

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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.

**Learn More Here**

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# MWM editors letter

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Welcome to the **JULY 2015 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. *This month we have MORE great articles and personal success insights, interviews, plus ONLINE opportunities for you.*

**Instagram By:** Beth Jackson **Social Media Engagement By:** Jeffery Garrett **The Do Not of Internet Marketing and The Do's of Internet Marketing By:** Brandi Bell **Social Media Listening By:** Jeffery Garrett **The Secrets of Internet Marketing By:** Myron Lewis **Social Media Measurement By:** Jeffery Garrett **What is Internet Marketing? By:** Beth Jackson **Social Media Publishing By:** Jeffery Garrett **MWM Success Story -Jumping from Finance to Fashion - MWM Ask the Expert Interview with Matthew Mullenweg – The Founder of WordPress MWM Q&A Interview with Marios Alexandrou of Steak's Search Marketing MWM Back Story How This Teen Paid for College by Selling on Etsy. Here Are 5 Ways She Did It.**

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



## Talk to me

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Keep your valuable feedback coming. I try to reply to every email, I appreciate Your input as it helps to make **MWM** the Best magazine possible..

Write to me at: [harry@harrycrowder.com](mailto:harry@harrycrowder.com)

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**Making Web Money Online  
Marketing Magazine**

Editor Harry Crowder

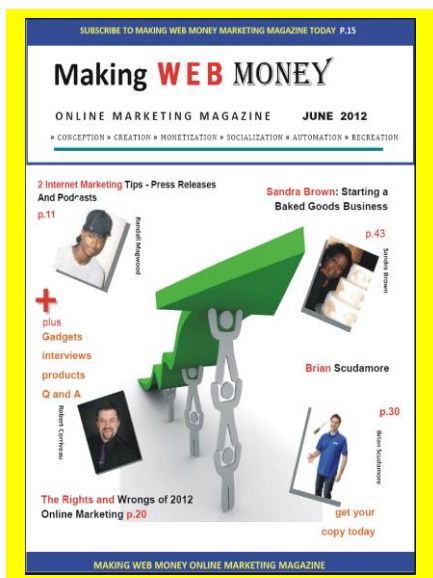
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**Contributors**

Various experts in their fields

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Tell us what you like and don't like about Making Web Money Digital Marketing magazine.

What worked for you or what you think sucks, then we can make Making Web Money an even better magazine.

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

harry@harrycrowder.com

## Press Release Software



facebook



## 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.*

Both the paper and our printer meet the international standard ISO 14001 for environmental management. The paper comes from sources certified under the Programme for Endorsement of Forest Certification scheme (PEFC). Please recycle this magazine – or give it to a mate.





## Conversion Rate Optimisation Roundtable

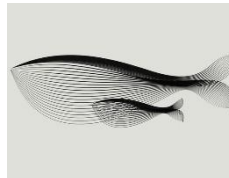
JUL  
1

Conversion rate optimisation is hugely important as it generates more sales for the same amount of traffic. Our latest Conversion Rate Optimisation Report found that CRO continues to be key, with majority of organisations stating that they see it as 'crucial' or 'important' to their overall digital marketing strategy, but most marketers are still not satisfied with conversion rates.

This roundtable will look at the types of conversion strategies and tactics organisations are using, in addition to the tools and processes employed for improving conversion rates. As well as touching on the use and impact of personalisation, the roundtable will also cover different areas of best practice and identify methods and techniques which are the most valuable for improving conversion rates. If you want to improve your website conversion rate this roundtable is for you.

JUL  
16

## Social Media & Internet Marketing Essentials - Melbourne



Build your social media platforms, tap into high value market niches online, position your business as a subject matter expert, measure effectiveness of marketing campaigns, and create compelling content to raise brand awareness and generate sales leads. This full-day practical is presented in an engaging learning format: live online demonstrations in an interactive class setting limited to 20 people. A Certificate of Training is provided.

This course is separate to, but dove-tails with the Advanced Social Media & Strategy course running the following day.

# what's on

ONLINE  
RETAILER  
Conference & eCommerce Expo

JUL  
22-23

We've seen over 16,000+ retailers walk through the doors to meet, learn, swap ideas and build partnerships. It's a place where you develop your skills, witness industry trends and walk away working smarter.

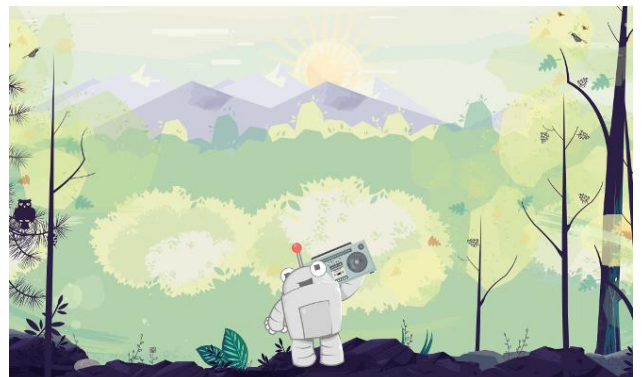
Online Retailer brings the Australasian industry together, people and businesses in retail that innovates and disrupt. People attend Online Retailer to connect not only with their peers but also with competitors and vendors, it is a forum where new connections are made, old ones renewed and collaboration discussed. Online Retailer inspires individuals and teams. It is the one event in the year where retailers take the time out of their busy schedules to attend and celebrate their wins. The event is for pure players, and omnichannel retailers, for startups and established businesses. It is everything retail.



Three days of forward-thinking, actionable session in SEO, social media, community building, content marketing, brand development, CRO, the mobile landscape, analytics, and more.

MozCon speakers share next-level advice on everything from building a loyal community to making data-driven decisions in your marketing.

You won't find any stuffy networking events here—you can connect with our amazing community of industry leaders, chat with the speakers and Moz staff, pick up some cool swag, and even get a hug from our friendly robot, Roger.



## Did you know:

The technology behind the Internet began back in the 1960's at MIT. The first message ever to be transmitted was LOG.. why? The user had attempted to type LOGIN, but the network crashed after the enormous load of data of the letter G. It was to be a while before Facebook would be developed...



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## TWITTER WILL INCREASE DM CHARACTER LIMIT FROM 140 TO 10,000

*BRANDS THAT USE TWITTER FOR CUSTOMER SERVICE SHOULD BENEFIT FROM THE EXTRA ROOM FOR PRIVATE MESSAGES, WHICH IS COMING IN JULY.*

Twitter will no longer limit direct messages to 140 characters.

Starting in July, the maximum length of DMs — Twitter's private messaging feature — will be boosted to 10,000 characters. The company announced the change in a post in its developers forum and a tweet by DM product manager Sachin Agarwal:



**Sachin Agarwal**  
@agarwal

Follow

We're removing the 140 character limit in DMs this July. If you are a developer, check out API documentation here: [twittercommunity.com/t/removing-the-140-character-limit-in-dms](https://twittercommunity.com/t/removing-the-140-character-limit-in-dms)  
3:58 AM - 12 Jun 2015

### Removing the 140 character limit from Direct Messages

We've done a lot to improve Direct Messages over the past year and have much more exciting work on the horizon. One change coming in July that we want to make you aware of now (and first!) is the...

[View on web](#)

175 144

Public tweets — and tweets from private accounts — will continue to be limited to the 140-character standard.

No exact date was announced for the switchover, which should be a welcome change for brands that use Twitter as a customer service tool. Currently, the back-and-forth discussion between customer and business via DM is often cumbersome, requiring people to split their conversation into a series of messages. After the change, people will have plenty of space to explain their issues.

## APPLE CARS HIT THE ROAD TO RIVAL GOOGLE STREET VIEW

California, New York, and Florida among locations to be covered by cars in coming weeks.

Apple has confirmed that a fleet of cars will be sent out across the U.S., U.K. and Ireland to capture images from roads and create a rival to Google's Street View service.

The company said that locations including California, Florida and New York in the U.S, as well as London, Dublin and Birmingham in the U.K. will be covered.

Apple has published a web page confirming the plans, under the heading Apple Maps vehicles, in which it said that the information being collected will be used to "improve Apple Maps", and that updates based on the data will be published in the future.

The tech giant has also promised that no identifying information will be collected. "We are committed to protecting your privacy while collecting this data," the company noted.

"For example, we will blur faces and licence plates on collected images prior to publication. If you have comments or questions about this process, please contact us."

The plans are not a huge surprise as Apple had long been expected to create a rival to Google Street View, which has proved highly popular with web users.

Apple will be hoping to avoid the legal problems suffered by Google when it was discovered that Street View cars had been snaffling WiFi information from homes as they passed by. Google has always denied this.

The news comes during a busy week for Apple after the unveiling of future software enhancements at its Worldwide Developer Conference, including updates to its mapping software to offer more public transport data.

Apple also provided an insight into several other changes coming to iOS 9 when it launches later this year, including improvements to Siri, deeper search functionality and a battery-saving mode.



**Quotable:**

"I am regularly asked what the average Internet user can do to ensure his security. My first answer is usually 'Nothing; you're screwed'."

~Bruce Schneier



# COVERT PIN PRESS

With This **Point & Click Simple** Wordpress Theme  
**YOU Can Do The Same!**

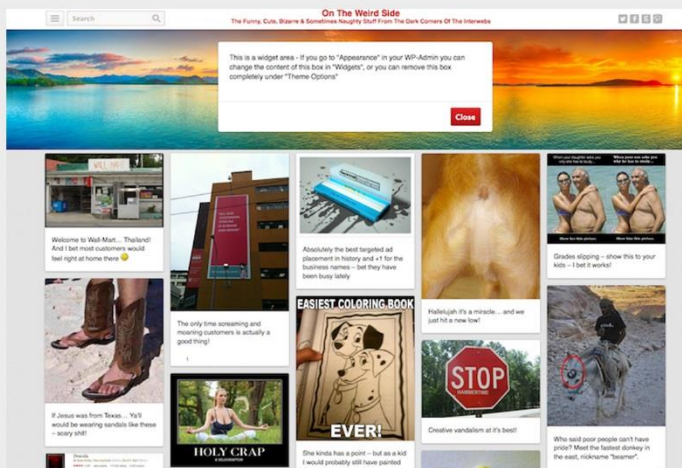
Tapping Into The **Most Buzzing Trend**  
On The Internet And Sucking **Free Traffic**  
From *Pinterest & Facebook* On  
**COMPLETE AUTOPILOT!**

**Covert PinPress 2.0 Is...**



**Fully Monetized**

Making It  
**SUPER EASY**  
For you To Profit From  
Your Free Traffic!



Use the Covert  
PinPress 2.0 to  
build pin sites  
in ANY niche  
you want!







# Instagram

By: Beth Jackson

*With many websites claiming to offer the option of buying 1000's of Instagram followers for an individual's account, it is first important to know what an Instagram follower is.*

Internet Marketing is not just about marketing about a company or a product, a person can very well promote stuff about them! One of the effective mediums to do this is using Instagram.

Instagram is used everywhere. Marketers on the internet and entrepreneurs are increasingly using Instagram to suit their purposes. It can be a very useful medium to share anything a person wants to, photos, videos and simple posts.

People visiting another's Instagram account are likely to form an opinion based on the number of followers the individual has. The higher, the better! It gives an impression that the individual is generally liked by a lot of people.

Instagram is a social media link which has quickly made its name in the world's social media space. People increasingly follow other person's accounts to keep themselves updated about the activities of the individuals they want to know about.

There is a word which we all are very familiar with – Instagram followers. With many websites claiming to offer the option of buying 1000's of Instagram followers for an individual's account, it is first important to know what an Instagram follower is.

A simple search on the search engine will enlist many sites which offer the service of buying Instagram followers. From any of the websites, it is possible to buy Instagram followers. After the payment is done, the Instagram followers will be added to an individual's account in some time.

You can easily show case about what you are doing by using this amazing platform. Put pictures and videos about your creations, your hobbies, just about any and every thing you want to promote about yourself.

# MWM success story

## JUMPING FROM FINANCE TO *FASHION*

By: Michelle Rohr



Paula left the finance world to start her own vintage fashion boutique. Making the business a true success was a real struggle for her, but she didn't give up. Her persistence paid off in the form of an idea that has not only up-leveled her business but is also helping other independent fashion businesses based in the UK. Paula's story shows how problems are always opportunities in disguise.

“

Quotable:

“Computing is not about computers any more. It is about living.”

~Nicholas Negroponte

## WHAT MOTIVATED & INSPIRED YOU TO START YOUR BUSINESS?

After 15 years as a currency trader in an investment bank, I left that world for a little while in 2009, deciding to use my savings to start my own vintage and pre-loved fashion boutique in Tunbridge Wells where I lived with my family. I loved fashion and working in a well-paid industry meant that I'd over-indulged for a number of years – designer handbags being my Achilles heel! I loved the idea of recycling and reusing, plus vintage was just becoming main stream and we were teetering on the edge of recession. Women were spending less on fast fashion and would rather buy quality than quantity.

I wanted to start a fabulous boutique that carefully edited its stock with the clients in mind. My plan was to encourage women to sell their unworn/unwanted items and swap (or swish) them for something else, meaning that the boutique would have a constantly changing stock. I told everyone what I was planning, did my business plan and a couple of business courses and then opened my shop in December 2009, less than 6 months after I left the city.

I have a strong work ethic so working long hours and not having holidays wasn't an issue. When it's your baby, you don't care. I networked my ass off, did social media, marketed myself and the boutique and was fortunate to land a monthly fashion column in Kent Life and lots of mentions in various glossy fashion magazines and daily newspapers. But it just wasn't enough. I opened my online business to complement the shop and broaden the demographics for my sales but soon realised that having a retail shop AND an online presence was harder than I ever imagined. I paid my bills and my staff but there was never really anything for me after all those costs.

After 2 years, I went back to the city, keeping my business going, working weekends and evenings for the next two years to keep things ticking over. But getting my little business found on Google and keeping my clients engaged when I couldn't be in the shop was proving an impossible battle. My light bulb moment came one evening when I was surfing the net and found an online dress agency that I had never heard of that was selling amazing pre-loved designer items. How could I not know about this place? The realisation that there were 1,000's of independent fashion shops all over the UK that were struggling to get themselves found kept me awake that night. The following day, the principle idea for Fashionseeker was born, although I sat on this for nearly six months before I put the wheels in motion to get going. I was still working in City full time and running the shop from a distance so the thought of starting another business was just too scary to comprehend.

## TELL US ABOUT YOUR BUSINESS...

Fashionseeker ([www.fashionseeker.co.uk](http://www.fashionseeker.co.uk)) is a fashion portal for independent fashion businesses based in the UK. We want to be the definitive site for fashion shoppers who want to support independent fashion businesses and find unusual and up and coming brands. Through social media and PR, our business is to tell shoppers all about the independents who sign up to be on the site. They are mostly companies that can't afford huge campaigns, expensive advertising and celebrity endorsements, so Fashionseeker enables these independents to be found in one place, whether they are a bricks and mortar business, an online-only business, or both.

Boutiques can upload stock and be in control of their page on Fashionseeker, redirecting shoppers to their products so they can purchase through their websites, with us taking zero commission for the referral. Not charging commission to these businesses was important to me, making us unique in this space. My understanding of how hard independents have to work to make their businesses profitable, I know every bit of margin is essential for their survival. We also have an exclusive fashion stylist directory, making it easier for you to find stylists near you.

## WHAT WERE THE FIRST FEW STEPS YOU TOOK TO GET YOUR BUSINESS UP AND RUNNING?

I had to go get my idea sanity checked. Was this as good as an idea as I thought it was!? I saw a friend of mine who owns a marketing and web design agency, Torpedo Juice, and we spent many hours specking out what Fashionseeker would/could look like and what it could do. He had some great additional ideas and was a good and honest sounding board for me to bounce off of. Torpedo Juice then set about building the site and I started doing some marketing and talking to people about going on the site – selling the dream at this stage.

My husband sold his small removals business to become the sales director and we found ourselves a fabulous, energetic PR girl to join us and take charge of social media and events. The business has been boot-strapped from the start, running on teeny overheads and zero salaries. We signed all our businesses on for a three month trial to start, to encourage boutiques to come on board and see how hard we work. Then came the decision to sell my original business – running the two in tandem was just not a viable option.



## WHAT HAS BEEN THE MOST EFFECTIVE WAY OF RAISING AWARENESS OF YOUR BUSINESS AND GETTING NEW CUSTOMERS?

Our BFF has been social media. Through Twitter and Facebook, we have raised awareness of our product, brand and ethos. We had sponsored a couple of national fashion events, run competitions with our boutiques and blogged and blogged and blogged again! Our official launch party was in June 2014, and we had a fabulous turnout. But there is no let up. You need to shout your name as loud as you can from the roof tops each and every day!

## WHAT HAVE BEEN YOUR BIGGEST CHALLENGES SO FAR WITH RUNNING YOUR BUSINESS?

Getting independents to understand what we are trying to do. Fashionseeker has two types of clients. We have the businesses that we brought on-board (the fashion boutiques, jewellers, stylists, dress agencies and vintage stores) and we have the clients that we want to come and shop with us and find these amazing places they never knew existed. Successfully marketing to both sets of clients is a challenge but we are getting better at this as we grow.

## HOW DID YOU OVERCOME THESE CHALLENGES?

There is always an answer. It might not hit you straight away, but I'm a great one for going back to the drawing board if need be. If you can't climb over that mountain, then you either need to go around it or build a bloody plane and fly over it!

*Work your socks off.  
Network in your  
industry 'til it hurts.  
Do your homework.*

## WHAT DO YOU LOVE ABOUT RUNNING YOUR OWN BUSINESS?

Being in control of your own destiny is pretty powerful. It's also scary. That combination keeps you on your toes (and in the hairdresser covering up the grey hairs!).

## WHAT ADVICE WOULD YOU GIVE TO OTHER ENTREPRENEURS?

Work your socks off. Network in your industry 'til it hurts. Do your homework.

## HOW DO YOU KEEP MOTIVATED THROUGH DIFFICULT TIMES?

I am a very self-motivated person but every now and then I have to give myself a kick up the backside. I do have some amazing friends and family though that are supportive and tell me I'm doing the right thing. Plus I am a stubborn cow – I will make it work if it kills me.

## DO YOU HAVE A BUSINESS PHILOSOPHY?

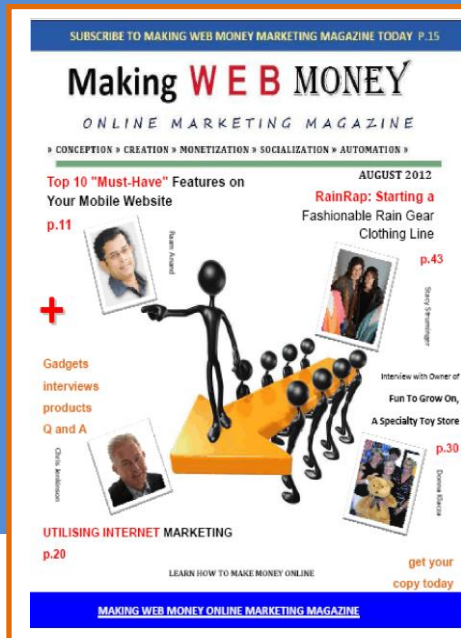
You are not going to go anywhere unless you always work hard. Sometimes luck plays a part, but lazy people rarely get to where they want to be.



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# MWM ask the expert

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## INTERVIEW WITH MATTHEW MULLENWEG – THE FOUNDER OF WORDPRESS

By: Michael Dunlop



This is an awesome interview. I am most impressed with Matt's candidness – clearly he has not let all his success go to his head. Matt is clearly a no fluff kind of guy – look at his powerful / to the point replies to our questions. Sort of explains why he was responsible for creating one of the simplest, easiest to use blogging platforms in the world. Lets face it – we all love WORDPRESS!

Did you know:

?

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

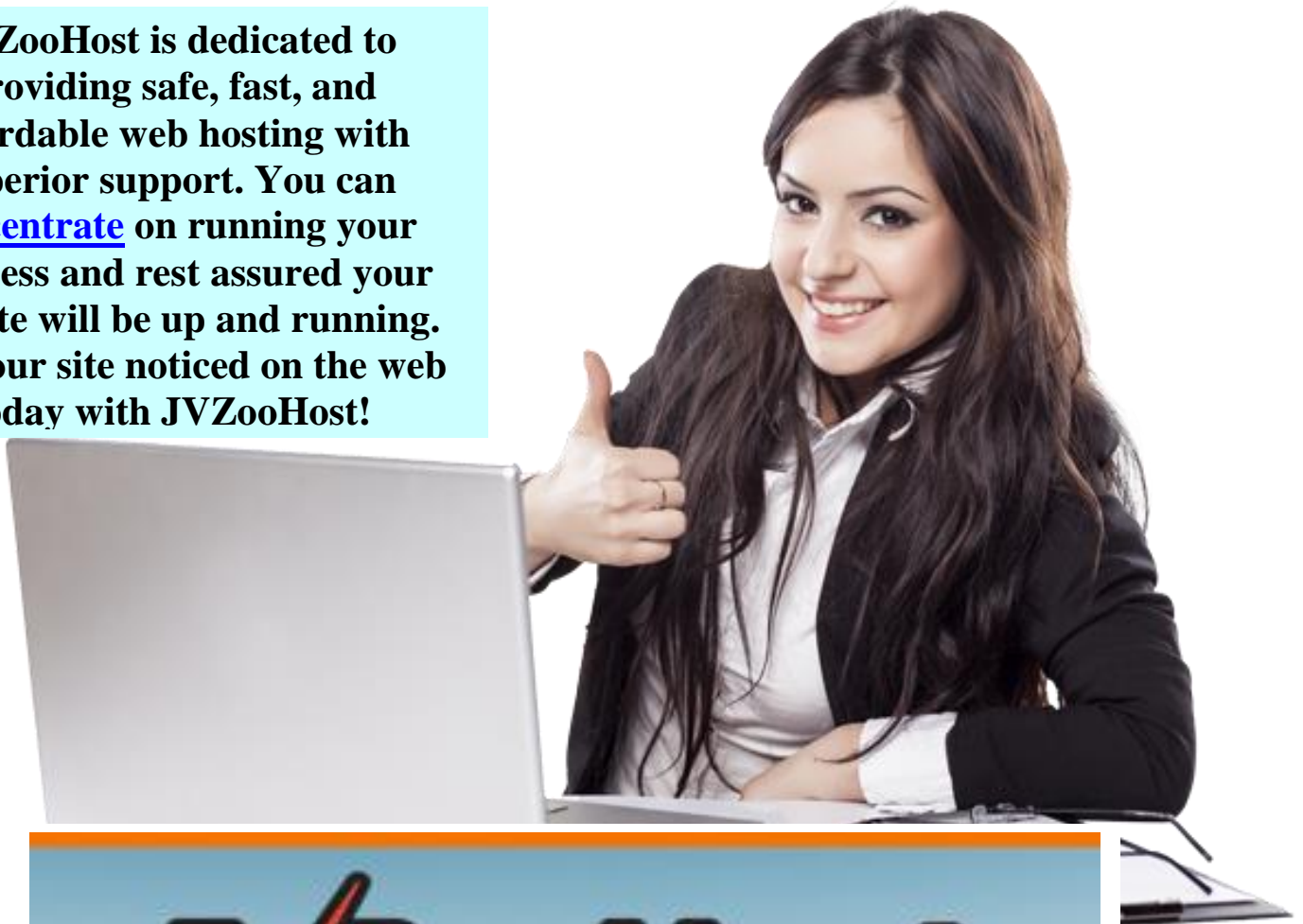




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# MWM ask the expert

First off – can we have a little background information on you Matthew – Where you live? How old you are? (if you don't mind answering) What motivates you? What inspires you?

*I live in San Francisco and I'm 24 years old. I'm motivated by working with great people towards and democratizing publishing on the web.*

**1) MANY OF US ARE WORDPRESS USERS BUT CAN YOU GIVE US SOME OF THE EARLY HISTORY OF WORDPRESS AND HOW IT HAS EVOLVED SO QUICKLY TO BECOME THE LEADING BLOGGING SOFTWARE?**

*Early WordPress was very slow, the software was very basic but from the beginning we tried to focus on the user experience. But it wasn't a quick evolution at all, it's taken 5 years to get where we are now!*

**2) IF YOU WERE STARTING A PROJECT LIKE WORDPRESS AGAIN, IS THERE ANYTHING IN PARTICULAR THAT YOU WOULD DO DIFFERENTLY?**

*I would try to centralize more of the add-ons like plugins and themes earlier on. We do it now but we were very tardy on it.*



**3) TELL US ABOUT AUTOMATTIC INC – JUST ABOUT EVERYONE HAS HEARD OF WORDPRESS, BUT NOT SO MANY PEOPLE KNOW ABOUT AUTOMATTIC AND THE MANY OTHER SOFTWARE PROJECTS IT IS INVOLVED IN.**

*Automattic is a company I created to pursue some of the more commercial interests around the WordPress ecosystem, such as offering services like stats and anti-spam and providing WordPress hosting on WordPress.com.*

**4) DO YOU HAVE ANY SUGGESTIONS / RESOURCES YOU CAN RECOMMEND YOUNG PROGRAMMERS / DEVELOPERS WHO ARE WORKING WITH OPEN SOURCE?**

*Two books I'd recommend:*

*Producing Open Source Software by Karl Fogel  
Open Sources 2.0 by Chris DiBona*

*Between those two you'll learn everything you need to know about running, participating in, and using Open Source.*

**5) WHAT DO YOU CONSIDER THE BEST OPPORTUNITY / LANGUAGE FOR YOUNG WEB DEVELOPERS TO BE GETTING INVOLVED IN RIGHT NOW.**

**Learn Python and do your project in PHP.**

*Early WordPress was very slow, the software was very basic but from the beginning we tried to focus on the user experience.*

**5) WHAT DO YOU CONSIDER THE BEST OPPORTUNITY / LANGUAGE FOR YOUNG WEB DEVELOPERS TO BE GETTING INVOLVED IN RIGHT NOW.**

*Learn Python and do your project in PHP.*

**6) WHAT IS NEXT FOR WORDPRESS? WHAT NEXT FOR BLOGGING SOFTWARE? WHAT KIND OF ORGANISATION DO YOU FEEL WORDPRESS / AUTOMATTIC WILL BE 10 YEARS FROM NOW?**

*WordPress is coming up on its 2.7 release, which I think will provide a solid foundation for our growth in both user-base and feature set in the coming years.*

*I hope that in 10 years WordPress will be ubiquitous on the web, quietly and invisibly running a large portion of content on the web.*

*For Automattic I hope that we continue to scale elegantly, both on the people side and the infrastructure side.*

**7) DO YOU HAVE ANY SUGGESTIONS FOR COPING WITH SET-BACKS, NEGATIVE EXPERIENCES?**

*There's nothing magic I think – sometimes things are rough and it's just not easy. The two things are remember to keep perspective, the world is a big place and many of the things we think are real problems are actually results of things we're lucky to be experiencing at all.*

*Second, load this link a few times:*

*<http://icanhascheezburger.com/?random>*

*Always makes me smile. :)*

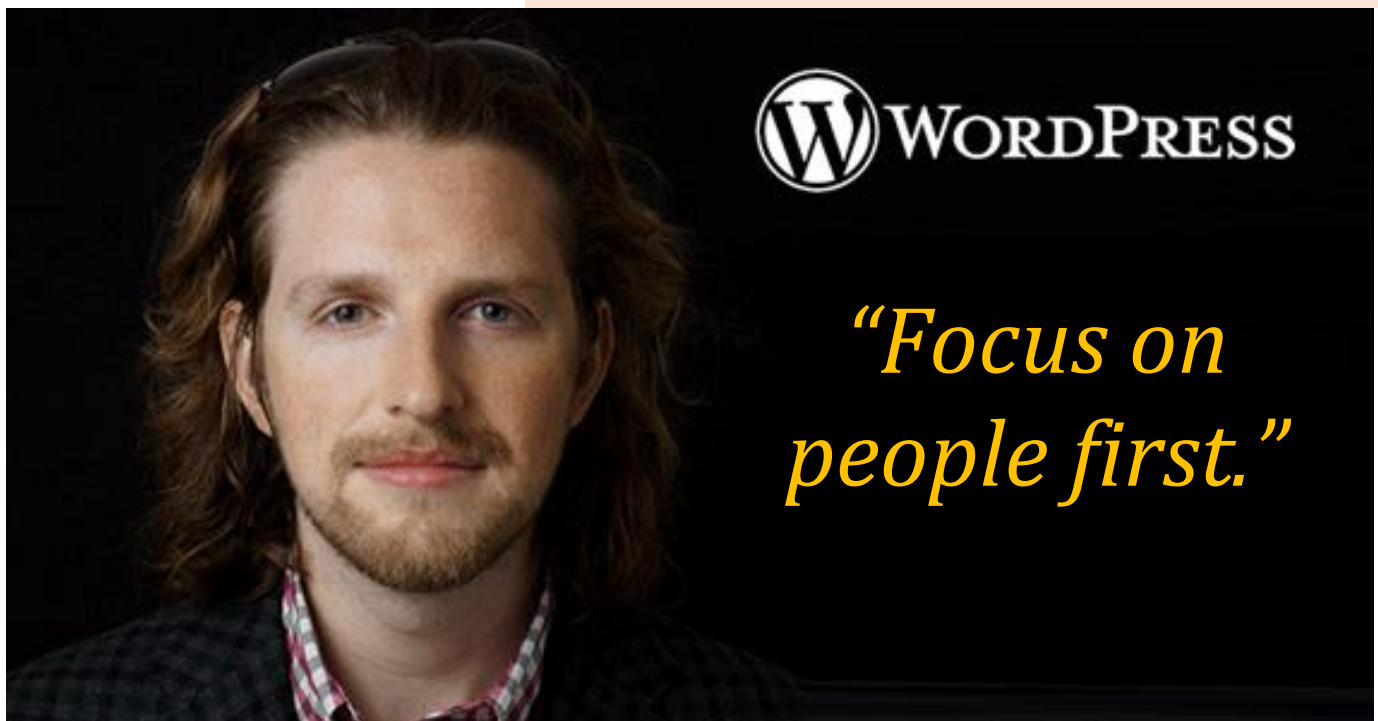
**8) DO YOU HAVE ANY FAVOURITE BUSINESS RELATED OR PERSONAL DEVELOPMENT RELATED BOOKS THAT YOU CAN RECOMMEND TO OTHER ENTREPRENEURS?**

*Recently I've enjoyed:*

- \* Devil Take the Hindmost: A History of Financial Speculation by Edward Chancellor*
- \* The Black Swan: The Impact of the Highly Improbable by Nassim Nicholas Taleb*
- \* The Halo Effect by Phil Rosenzweig*
- \* Leaders & Followers by Dick Ruch*

**9) WHAT IS THE BEST ADVICE YOU HAVE EVER BEEN GIVEN?**

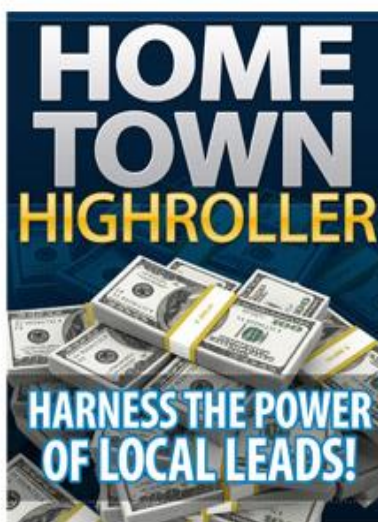
*There's no such thing as a wrong note, and to focus on people first.*





# Hottest Marketing Topics Online...

[Just a few examples of our recent report packages]



**Get Instant  
Access To The  
Complete  
Back Catalogue  
Currently That's  
50 PLR Report  
Packages...**

**+ 2 Brand New Reports Each Month!**

# 74 PACKAGES

**IN THE FIRST YEAR AND NO RENEWAL FEES**

**[You Get Lifetime Access With Nothing More To Pay]**

**Don't miss this INCREDIBLE opportunity**  
**Because every smart business builder needs great**  
**content!**







# THE **DO NOT** OF INTERNET MARKETING

**By: Brandi Bell**

It is very easy to go wrong on the internet platform. By the popularity of the brand online, you may be tempted to post more information or even speak more about the brand online. This is where it can sometimes go wrong. Here is some Don't of Internet Marketing.

## **1. You cannot be a global pleaser**

There are all types of audiences online. Different groups may have different likings and preferences. Now, if you set out to please every single possible group online, your campaign is going to go nowhere! Accordingly, you need to have a target group in mind. This can be the youth, the middle aged person, Asia and other such target groups like these. Once you have this in place, you can create your campaign for such a group. What this will do is make your online advertising streamlined as well as produces a most effective result for you!

## **2. A waiting game**

Sometimes it so happens that you only keep waiting for the right time to implement your campaign. Well, most of the times, this right time never really occurs! You will simply keep waiting and your competitor will have already grabbed the attention of the online audiences. Therefore, now is the right time. You need to go for it! Waiting will not get you anywhere. Plan and execute your online campaigns as soon as possible!

## **3. Do not speak false**

As a third and the most major Don't of Internet Marketing, like with the rule of every advertising, your online advertising should not give false promises! Simply saying something to grab the attention is ethically wrong. You cannot put up things on the social network pages which you do not intend to deliver! This will both put yours and the reputation of your brand terribly down!

***Your online advertising should not give false promises! Simply saying something to grab the attention is ethically wrong.***



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

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

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

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

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

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

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

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

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



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

**Get Your Own Copy Now**

[The Big Book of Home Remedies](#)



# MWM gadgets & toys

## RAZER MAMBA ENTERS NEW GENERATION

I suppose you can more or less say that Razer has taken to Apple's naming convention – by offering the same model name, except that it will be known by the current generation model. Sort of like cars, too. The piece of hardware that I am referring to here this time around would be Razer's Mamba – it is not the first time that this gaming mouse has graced our pages, and it sure as heck does not look as though it is going to be the last, either. The latest generation Razer Mamba is touted to be the most advanced gaming mouse in the world, which is why we are interested in taking a closer look at it right after the jump.



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

## OZOBOT

'Bot your bottom dollar



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

- ✓ All hail Ozobot: the cherubic programmable robot
- ✓ Your doodles control Ozobot's behaviour
- ✓ Colour combinations decipher movement
- ✓ Draw freehand or with Ozobot's free iOS and Android app
- ✓ The digital generation is so demanding. What about conkers?

# You want it

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

## ROCKETSKATES

Get your skates on

- ✓ No, you aren't dreaming, we're really selling RocketSkates
- ✓ Modern times are just the best: whiz around town at up to 12mph
- ✓ Powered by two brushless DC motors, get a range of up to 10 miles
- ✓ Lean on your toes to move forward, brake by clicking your heels
- ✓ iOS & Android app tracks your route and reports distance travelled
- ✓ Requires a mere 90 minutes charge time
- ✓ Envoke searing jealousy in everyone, ever



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

## AEROBULL SPEAKER IS OBEDIENT TO YOUR EVERY COMMAND



So, you have more or less figured out that you would like to decorate your brand new home with a speaker – after all, music is the stuff that makes life a whole lot more beautiful, and since this is your very first home, you would want to make the best out of the situation. To have the best decorations, to ensure that all of the fittings would work nicely together, and that there will be no signs of sloppiness anywhere. Since you are a fashion forward person, how about making sure your speaker is not only wireless, but is also one that makes a statement? Enter the £1,200 Aerobull Speaker.

The British Bulldog is the quintessential pet for anyone who loves everything about the Union Jack. Hence, it is no surprise at all to check out the existence of the Aerobull Speaker. This majestic mutt does harbor high definition speakers, where you can more or less say that its "bark" is worse than its "bite" – packing in 100W of power, now how about that? Apart from that, it will also come with a pair of 2.25" satellite drivers and a 5.25" subwoofer. It is also Bluetooth ready in order to enable wireless streaming, and thankfully, it comes with a docking station to help you get started right out of the box. NFC technology also opens up the door for quick pairing with mobile devices, and just in case all else fails, there is always a 3.5mm line in and line out.

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

Did you know



16% to 20% of Google queries that get asked every day have never been asked before.

# THE *DO'S* OF INTERNET MARKETING

*If you're simply going to be boring and showcase your ads online, there are chances that there will be no followers at all!*

**By: Brandi Bell**



You are probably reading this on the internet. This is just a small reference to show how powerful the medium of the World Wide Net is! A person sitting in Australia can easily contact a person sitting in India just by the use of the internet! If this medium is so useful, why not use it to fulfill the purpose of advertising!

Internet Marketing essentially means using the concept of the internet to publish promotional material. The major advantages of reach and cost effectiveness is the drive for someone to advertise online. Accordingly, let us see the Dos of internet marketing.

## 1. The USP

Yes, you may be using the internet marketing platform, to advertise about yourself or your product. Yet, there are thousand other companies who will be doing just the same. In such a situation, how can one stand out? Well, the answer is quite apparent. You need to show case the USP of yourself, your company or your product whenever you are using the concept of online advertising. Only this will pull the internet audiences towards your brand!

## 2. Creativity

The importance of creativity cannot be denied. Now, if you're simply going to be boring and showcase your ads online, there are chances that there will be no followers at all! Be original; and creative. Try to create interesting slogans, backgrounds. Have a fun social networking page, these all attract a prospective lead to check out your brand.

## 3. The budget

The third important Do of internet marketing is to have a control on the cost. Often times when a PPC campaign or any internet marketing campaign goes successful, people forget to check on the budget. Remember, the reason you chose internet marketing is to have an advertising network at a low budget. Therefore, you want to ensure that the budget has not been crossed!





**MAKE MONEY PLAYING VIDEO GAMES**  
Start Making Money Today  
by playing New Games!  
Make **\$500-\$3,500++**  
Per Month Playing Video Games!  
Plus Huge Bonuses Never Before Seen!

As Seen On:     

**"They laughed when I said I was going get paid to Play Games  
until they saw my first check"**

Did you know everyday Gaming companies pay big bucks to people like you and me just to know what we are thinking? It's true! They are desperate to understand how you think and shop and why you buy certain Games or Products because this helps their companies improve their products, and they in turn they pay YOU good money for your opinion. They Need You! Right now, I have hundreds of market research firms and game companies looking for **video game tester**, survey takers and beta testers. If you are looking for working full time, or want to make some extra cash, Gamingjobsonline.com is your ticket to fun, easy money.

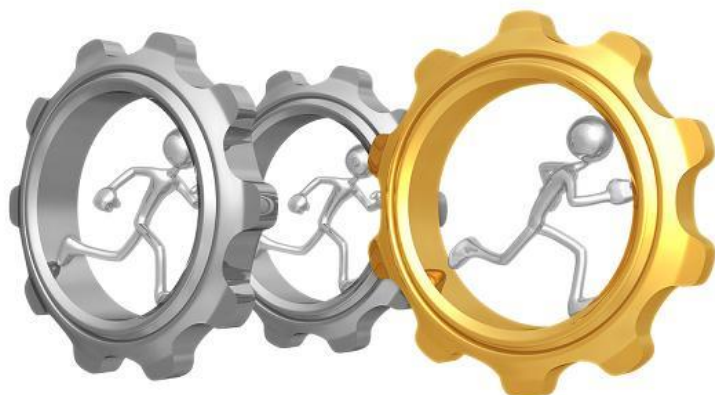
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- You can get paid to preview new movie or game trailers for **\$4 to \$25** an hour
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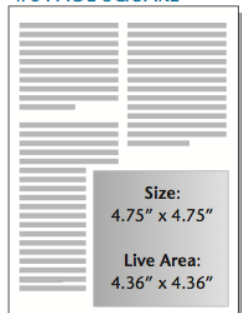


Full page, Half page, 1/3 page, 2/3 page, 1/4 page, 2 page spread

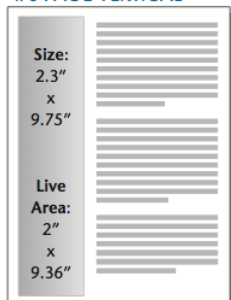
Please contact us at <http://makingwebmoney.com> to book your advertising slot,  
We will match your ad size buy x 2 with Article Space about your product.

or you can book via support here: [support@makingwebmoney.com](mailto:support@makingwebmoney.com)

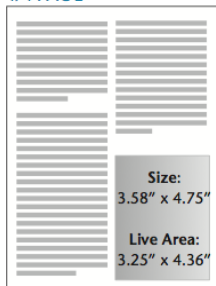
1/3 PAGE SQUARE



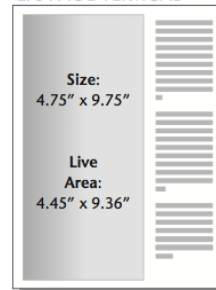
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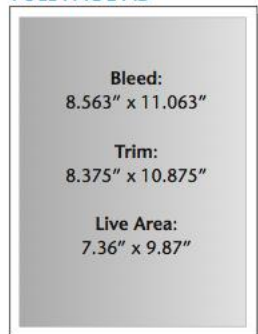
1/4 PAGE



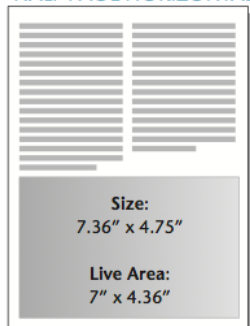
2/3 PAGE VERTICAL



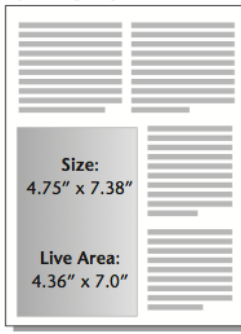
FULL PAGE AD



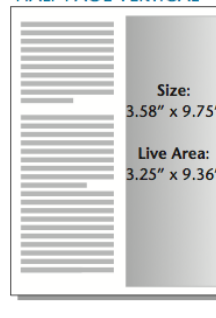
HALF PAGE HORIZONTAL



1/2 PAGE ISLAND



HALF PAGE VERTICAL



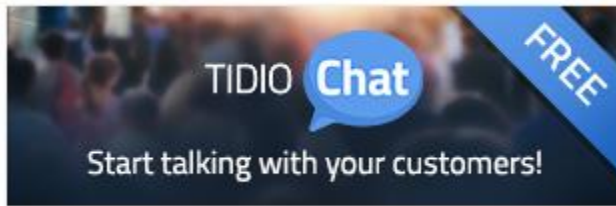
\*Your ad will remain in the FREE digital back issue available from our website for perpetuity



<http://makingwebmoney.com>

# MWM tools

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



- ✓ Integrate chat with your page in just a few seconds, no registration necessary- just click, install and use!
- ✓ You are always online. Thanks to our mobile apps (Android, iOS, Desktop) you are always connected to your customers.
- ✓ Increase sales easily thanks to improved communication with your clients

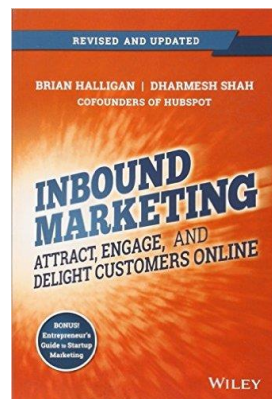


- ✓ Enable your visitors to become your marketers via their favorite social networks
- ✓ Measure all sharing, including Facebook Like, Twitter, Pinterest and Address Bar Sharing from your store in real-time for FREE.
- ✓ We optimize the Social Tools users see based on their sharing

### Inbound Marketing. Revised and Updated: Attract, Engage, and Delight Customers Online

By: Brian Halligan, Dharmesh Shah

Attract, engage, and delight customers online Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online is a comprehensive guide to increasing online visibility and engagement. Written by top marketing and startup bloggers, the book contains the latest information about customer behavior and preferred digital experiences. From the latest insights on lead nurturing and visual marketing to advice on producing remarkable content by building tools, readers will gain the information they need to transform their marketing online.

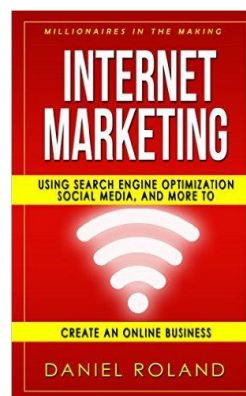


With outbound marketing methods becoming less effective, the time to embrace inbound marketing is now. Cold calling, e-mail blasts, and direct mail are turning consumers off to an ever-greater extent, so consumers are increasingly doing research online to choose companies and products that meet their needs. Inbound Marketing recognizes these behavioral changes as opportunities, and explains how marketers can make the most of this shift online. This not only addresses turning strangers into website visitors, but explains how best to convert those visitors to leads, and to nurture those leads to the point of becoming delighted customers.

### Internet Marketing: Millionaires In The Making: Using Search Engine Optimization, Social Media, And More To Create An Online Business (Affiliate Marketing, ... From Home, Twitter, Pinterest, Instagram)

Bv: Daniel Roland

The new age of making MILLIONS, Online. The internet is arguably the most important invention of the last century. With all the success stories of ordinary people creating Passive Income, or even becoming online Millionaires, from Advertising to Affiliate Marketing, or Blogging to Social Media Marketing, Thousands of entrepreneurs are aiming to become the next online Success Story.



Reading through the pages of this book, you will gain the confidence to take financial control of your life and various topics explaining the following.

- Understanding Internet Marketing, Search Engines, Networks, and Value
- Online Marketing Techniques
- Blogging
- Video Marketing
- Social Media
- And More

## ? Did you know:

■ The first actual computer “bug” was a dead moth which was stuck in a Harvard Mark II computer in 1947.





## All In One. **Automated.** Revenue.

Amazing Automation Plugin Makes Building Niches Sites  
Child's Play...We've Taken The Best Features Of Other  
Popular Plugins Like WP Robot and WP Zon Builder and  
Combined Them Creating The Most Powerful Niche  
Marketing Software Available.

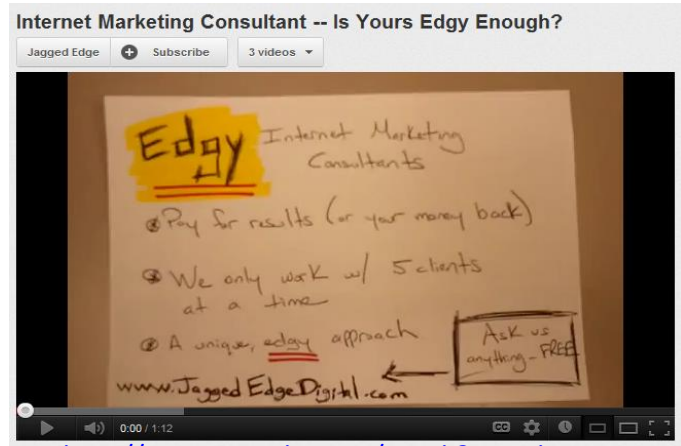
- \*\* AUTOMATED Passive Income - Hands Free Automated Solution To Building Affiliate Sites and Niche Blogs
- \*\* AUTOMATED Content Curation - Publish content from the hottest sources on the net and create content filled niche affiliate sites.
- \*\* True All In One Amazon Affiliate Software With the power to do what normally requires multiple plugins you get everything in one easy to use control panel.
- \*\* BEATS The Competition ( hands down ) - AssociatePress Has More Features Than WP Robot and WP Zon Builder COMBINED
- \*\* AUTOMATED Traffic Generation - With AssociatePress's Automatic RSS Submissions, you will generate traffic directly to your post on complete auto pilot.
- \*\* EASY Niche Site Creation - Use AssociatePress today to start your niche site empire – Create 10, 20, 50 or more content-packed sites a day
- \*\* WORKS With ALL The Big Networks - AssociatePress integrates with Clickbank, Amazon, ShopZilla, Commission Junction and Linkshare.
- \*\* **AssociatePress does so much** you have to check out the video !

# MWM videos

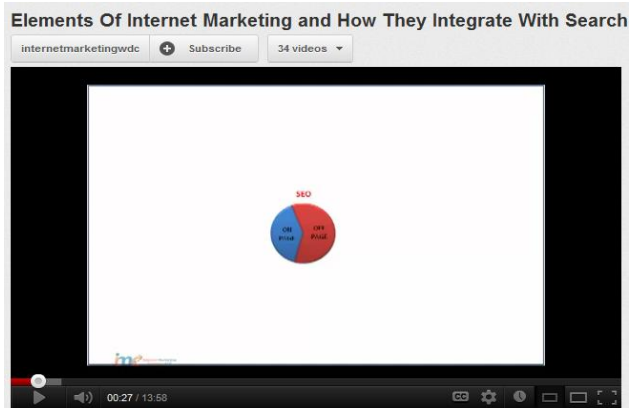
<http://makingwebmoney.com/videos>



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



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



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



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



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



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

# SOCIAL MEDIA LISTENING

By: Jeffery Garrett

*Remember, it is very likely that somewhere, someone is discussing you. Therefore, the first step should be to monitor this and have an idea of the general feeling people have towards you.*



## The social media is an all important part of the internet marketing.

Yet, for optimizing your presence on the social media, what needs to be first done is – Social media listening. This does not have to be an activity which has to be carried out most of the day but definitely has to be done before chalking out your social media strategy.

### 1. Find out where you are needed

The procedure begins with knowing where the online audiences are talking about you. It basically comes down to finding the channels where you or your music is being talked about. For instance, people may be discussing your business on Face book or Twitter or any other social networking site. Remember, it is very likely that somewhere, someone is discussing you. Therefore, the first step should be to monitor this and have an idea of the general feeling people have towards you.

### 2. Explore your horizons

Although this may not apply to all, remember that only the very popular social networks like Face book and Twitter do not make up the entire social network framework. Many times people tend to just check on these networks to monitor the opinion of people about them. It is recommended to also carry out your social listening on other smaller social properties on the internet.

### 3. Make people feel your presence

Now, if you have a team or a couple of people who take care of your social presence, make sure that everyone is continuously looking for what is being written about you. It does not matter whether the information is negative or positive, the effort should be to keep you updated with every new post that is written about you.

Make sure you are not wasting your time waiting too much for the start of your campaign!





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## 5 Veggies that Kill Stomach Fat?

Check out which veggies boost female metabolism and burn stomach fat



## 1 Tip for a Tiny Belly

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

venusfactor.com





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

# MWM Q & A

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## INTERVIEW WITH MARIOS ALEXANDROU OF STEAK'S SEARCH MARKETING

By: Nick Stamoulis



*"We all have to recognize the reality that if you're an agency providing services you can't really ensure anything. We're like doctors telling patients they need to exercise more and reduce their fat intake. The final decision is the patient's to make."*

*Recently I had the chance to interview Marios Alexandrou, the East Coast Director of SEO for Steak's team. Marios has spent 20 years in technology in numerous roles including network administration, web development, and project management and got into SEO 10 years ago when he built his first business-related website. Marios writes about SEO for ClickZ, as well as focusing on the broader area of Internet marketing for Infolific.*

**QUESTION: WHAT DO YOU THINK OF GOOGLE'S RECENT ANNOUNCEMENT THAT ONLINE PRESS RELEASES AND GUEST BLOG POSTS CAN'T USE KEYWORD-RICH ANCHOR TEXT?**

Answer from Marios Alexandrou: I think these sorts of announcements fall under the same broader guidance from Google to not seek out links that are acquired specifically to improve performance in organic search results. If you've got something interesting to say or announce, guest posts and press releases remain valid activities with which to gain awareness.

I discounted press releases (for link building) a while back. After all they often have the characteristics of low quality content –too short and duplicated all over the place. Luckily, with many of the press release distributions sites putting nofollow on links, there's less to worry about.

Guest posts still seem like a good idea, in theory. The problem is that most are poorly written and add nothing new to the conversation. Even if you write a stellar piece, you have no control over what a site accepts from other authors. I think if you find a site with high editorial standards then the implication is that they'll review content before posting it and also evaluate links before allowing them to be published. This sort of editorial scrutiny is what Google wants and therefore shouldn't result in a penalty regardless of the anchor text used.

**QUESTION: WHILE NOT IN THE GUIDELINES, JOHN MUELLER OF GOOGLE SUGGESTED GUEST BLOG POSTS SHOULD ONLY HAVE NOFOLLOW LINKS. WHAT CAN A BLOGGER DO IF THEY CAN'T GET A SITE TO ADD NOFOLLOW TAGS TO THEIR GUEST POSTS?**

Answer from Marios Alexandrou: In the case where you're worried about old guest posts that you'd now like to have a nofollow added, I'd only worry about them if you've actually experienced a penalty. If not, move on. Getting links adjusted on guest posts isn't going to be much different than getting links adjusted in any other context – ask nicely and hope for the best. You can always include a quote from John Mueller in your e-mail implying that nofollows would help the publishing site avoid a penalty.

As for future posts, you probably need to flip what you were doing in the research phase i.e. rather than look for sites that don't nofollow links you'll be looking for sites that do nofollow links.

**QUESTION: CONTENT MARKETING AS A WAY TO EARN LINKS IS ONLY BECOMING MORE IMPORTANT, BUT HOW CAN A NEWER WEBSITE BUILD UP THEIR ONLINE AUTHORITY TO THE POINT WHERE PEOPLE TRUST THEM ENOUGH TO LINK?**

Answer from Marios Alexandrou: The rules for marketing haven't really changed despite Google. A site or site owner earns trust by providing a good product or service. Increasing awareness of that product or service is done by interacting with potential customers and those that influence potential customers. The interaction can take place online in the obvious places like Twitter or Google+, but the opportunities to engage with people in-person at industry conferences, meet-ups, or other gatherings shouldn't be ignored. Consistency also plays a role here. A new affiliate marketer pushing a product with a one-page site is going to have a hard time, but that same affiliate who has established trust with the people on his mailing list will be able to launch a new site with less effort.

The days of "if you build it they will come" are long gone so even great content needs a bit of boost. If you've got a big budget, there are plenty of ways to pay for such a boost assuming you're willing to take the risk. You just need to balance paid efforts with organic ones e.g. some big brands failed to find the right balance, but I have no doubt that this sort of thing continues. For those without deep pockets, you can still get good content noticed using services like StumbleUpon (used to be much more popular) or Zemanta (links are reviewed by site owners before they appear on posts).



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### **QUESTION: CAN A LINK SPIKE, EVEN IF IT'S COMPLETELY NATURAL, SOMEHOW TRIGGER A SEARCH PENALTY?**

Answer from Marios Alexandrou: I have to admit that I'm at a disadvantage here compared to many others. None of my clients or my team's clients have been hit with a penalty so any commentary on what can cause a penalty would be based purely on secondhand knowledge.

### **QUESTION: DO YOU THINK SOCIAL SIGNALS WILL EVER REPLACE TRADITIONAL LINKS IN THE SEARCH ALGORITHM?**

I'm not sure if social signals will replace links entirely, but I can see how social signals could become a major factor that outweigh links. Google's attempts to identify people via Google+ is a significant step to establishing trust with an action. In addition, all of the +1 buttons out there are capable of feeding Google information about what a person is looking at and whether they are engaging with what they see. And Google could conceivably look at another layer of information that informs them about a user i.e. a "fake" Google+ user may be used to promote content, but if no one engages with that fake account that might make it easy for Google to discount the impact of that fake account. All of this is more information than Google can obtain about a link.

Another consideration is that social signals, voting in particular, allow a broader set of people to weigh in on what is good content. This isn't a new concept and was actually described back in 2009 by Mike Grehan in *New Signals To Search Engines*, "Signals from end users who previously couldn't vote for content via links from web pages are now able to vote for content with their clicks, bookmarks, tags and ratings. These are very strong signals to search engines, and best of all, they don't rely on the elitism of one website owner linking to another or the often mediocre crawl of a dumb bot."

### **QUESTION: HOW CAN A SITE OWNER PROTECT THEMSELVES FROM NEGATIVE SEO?**

Answer from Marios Alexandrou: Monitoring is key here. Keeping tabs on mentions of your brand and links to your site should reveal if something is going on that you aren't initiating. What'll help is if you know what links are natural and that can be accomplished if you have a snapshot before the negative SEO efforts kicks in. Being able to filter out good links from your profile will allow you to more quickly disavow the bad ones. There's a recent negative SEO case study on Search Engine Watch that's worth reading.

Sites with established brands are in a class of their own. A little publicity calling out the mistake will likely get the attention of Google. And if all else fails, they can leverage their large AdWords budgets to expedite action. Note I'm not saying that Google biases in favor of those that spend a lot, but a large AdWords budget probably means there's a relationship that can be leveraged e.g. a name you can contact vs. an anonymous form submission.

Lesser known sites are really likely the only ones that have to worry about negative SEO. If you're monitoring regularly there's a chance you'll see unexpected activity that you can act on before a penalty is applied. For low-cost (free if you register) monitoring of your own site, you could use a tool like MajesticSEO which provides graphs making trend changes easier to spot as well as a filter to show newly discovered links.

### **QUESTION: WHAT DO YOU SAY TO SITE OWNERS THAT ONLY MEASURE THEIR SUCCESS BY A SHORT LIST OF PRIORITY KEYWORDS?**

Answer from Marios Alexandrou: I don't promise keyword rankings and certainly not when the list is short. I'd much rather look at traffic to the site and conversions from that traffic. I've seen plenty of situations where traffic has increased and rankings haven't changed. I've also seen traffic go down with no change in rankings. If all I looked at were rankings, I'd be ignoring reality.

So if a site owner is focused purely on a few keyword rankings, I'll make the case for looking at traffic and conversions instead. If I'm not convincing enough then it's not a good fit. Sometimes you just need to walk away.

### **QUESTION: HOW CAN A SITE DRIVE MORE (YET STILL TARGETED) TRAFFIC TO THEIR SITE IF THEIR KEYWORDS HAVE LIMITED SEARCH VOLUME?**

Answer from Marios Alexandrou: I don't think I've worked on a site where traffic was completely exhausted due to keyword search volume. There's always some area you can expand to. The challenge is finding keyword targets that represent opportunities to get in front of people earlier in the sales cycle ideally before they're exposed to competing brands. For example, people that are looking for a new home may end up needing storage, but they don't know it yet so your site could be the one that helps with tips on staging their current home. Another example would be expectant mothers that don't need diapers just yet, but will soon enough so why not be the diaper-selling brand that gets in front of them during their pregnancy?

## BRAND NEW for 2015

New Training Sites are now online

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<http://www.internetmarketingmadeeasytraining.com>

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Get the leverage of others doing the work for you and being paid for just promoting and selling –  
MUCH EASIER

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# The Secrets of Internet Marketing

By: Myron Lewis



Internet Marketing is no more a term that is foreign! Almost every company wants to have a shot at advertising online. After all, which brand would not like a cheaper source of advertising which reaches billions of people!

Having said this, it is obvious that there are hundred other competitors who are also fighting for the same customer online. So, are there any secrets to make your ad stand out? Well, some of them are

## **Be original**

One thing that always attracts about advertisements is the originality. Any original ad which is accompanied with being creative is definitely bound to catch the eye. Likewise, when going the internet marketing way, ensure that you try and be as original and creative as possible. Try and make original display banners for display advertising. Try and come up with original tag lines content, just about any source of being original. Try this and you will see the positive results with your internet marketing efforts!

## **Correspondence is the key**

One amazing thing about internet marketing is that it allows the advertiser to interact with the prospective audiences. Although the importance and usefulness of this not be felt unless a person actually tries it! The feature of one to one correspondence can really build a brand in the eyes of the audience. Accordingly, ensure that you are present on Twitter, Facebook, and such online media where you can advertise as well as correspond with the online audience!

It is important to be present in all relevant social networking pages, yet do not forget to have a presence on the globally famous ones!

Ensure that you are present on Twitter, Facebook, and such online media where you can advertise as well as correspond with the online audience!



# MWM marketplace

## > Domains, Websites & Products For Sale.



### Domain for sale

#### Contact:

ads@makingwebmoney.com

#### **Makeanoffer**

A great brand name for an internet marketing

Product or service

**VirallInternetMarketing.com.**

### Your Ad here

#### Contact

ads@makingwebmoney.com

#### **Contact Us**

>Contact us to list your  
Domain name or website  
For sale in this section



### Your Ad here

#### Contact

ads@makingwebmoney.com

#### **Contact Us**

>Contact us to list your  
Domain name or website  
For sale in this section

**MakingWebMoney.com**

### Your Ad here

#### Contact

ads@makingwebmoney.com

#### **Contact Us**

>Contact us to list your  
Domain name or website  
For sale in this section

**MakingWebMoney.com**



“

#### Quotable:

“Just move to the Internet, its great here. We get to live inside where the weather is always awesome.”

~ John Green

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

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

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

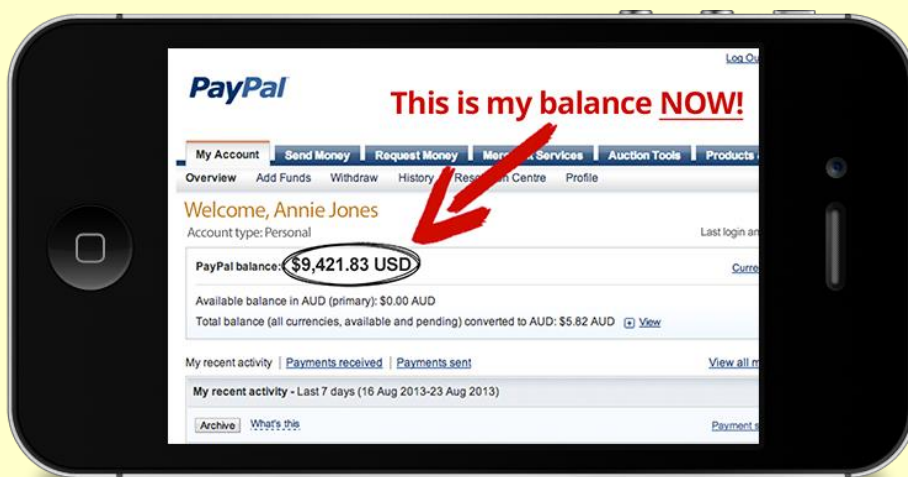
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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

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

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

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

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



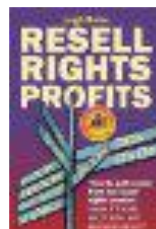
**[Get started Today Click Here](#)**

# MWM featured products

## Resell Rights Profits

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

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



## **WPMemberSite.com**

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

Introducing WP member Site. The Wordpress Membership Site plugin that allows you to quickly and easily turn your Wordpress Blog into a recurring income machine. Charge your members a monthly fee and watch your Paypal account expand with cash on a monthly basis.



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## **ResellDeals.com**

We have the cheapest and best PLR content available a-lacarte on the internet. Our experienced english speaking writers & graphic designers expertly craft quality articles, ebooks, sales letters, graphics packs, templates and software on a weekly basis. You can purchase any PLR content and use it to help promote your business online and increase the ranking of your web pages. One of our more popular packs is our 319 Premium Wordpress Themes. Click 'Themes' on the left menu. It's currently FREE!



## 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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## Brandi Bell

Brandi Bell loves to write. She writes about different topics, but Internet marketing is her specialization. During her free time, she enjoys traveling around the world.



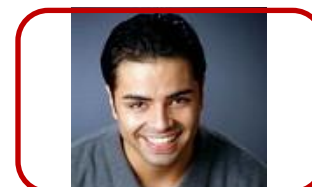
## Michael Dunlop

Michael Dunlop is a dyslexic and college dropout entrepreneur who conquered the Internet. He is the founder of Retire@21



## Jeffery Garrett

When it comes to social media marketing, Jeffery Garrett is the man to call. He has been in the industry for more than 9 years and there's no stopping now.



## Beth Jackson

Beth Jackson is a bit new in the Internet marketing business. She started on 2012 and continues to excel in her field of specialization, which is social media.

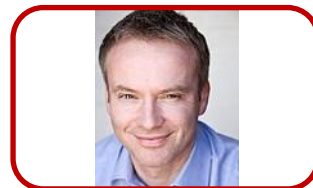


# MWM contributors

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## Myron Lewis

Myron Lewis has been an Internet marketer since 2009. His passion is writing and he uses this passion in helping clients/businesspeople conquer the web.



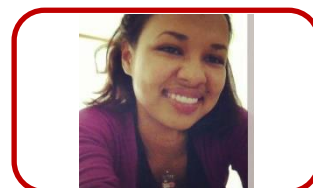
## Carly Okyle

Carly Okyle is an editorial assistant at Entrepreneur.com.



## Michelle Rohr

Michelle Rohr is an entrepreneur and she has made her life all about serving other people. She has a knack for reaching goals and helping others do the same. This love of achieving and serving gives Michelle the energy to build several businesses, blogs, and projects at the same time with a whole lot of joy.



## Nick Stamoulis

Nick Stamoulis has worked with hundreds of companies small, large and every size in between since 1998. Through his vast SEO and internet marketing experience Nick Stamoulis has successfully increased the online visibility and sales of clients in all industries.

Nick Stamoulis started Brick Marketing as a part time SEO consulting business in 2005, which has evolved over the years to a full service SEO and website marketing company, one of the top SEO firms in the United States.



## Feature Article

# SOCIAL MEDIA MEASUREMENT

By: Jeffery Garrett

If you are using the social media as part of your intern marketing, this step is also al crucial for you! Put the best fit technology and best fit people to work and keep you posted about the performance of your undertaken effort. Here are some ways how:

## 1. Have a goal

Before anything, it is important to pick a goal. For instance, goals can be

- Generating awareness
- Getting leads
- Converting the leads to prospects
- Or even reducing cost of the current social media campaign

## 2. Carry out segmentation of your audiences

You will have different target groups which you have decided to view your social advertising concerns. Likewise, all the targets are different and a similar strategy will not work with every target you have set. Therefore, it is crucial to segment and devise a different social media strategy for each target group.

If you have put in money and effort to create awareness and generate leads, through social media, you need to know the pay back.

## 3. Track the social media leads and purchases and measure them

Now, with so much effort undertaken to make a presence on the social media, if you have a B2B framework where ou are selling any of the musical products, you have to have ways to track down the revenues generated. If you have put in money and effort to create awareness and generate leads, through social media, you need to know the pay back. Therefore, have the appropriate means to keep a check on the revenue that is generated through the social media efforts.

## 4. Measure the cost savings

Social media can be a good source of cutting down costs. Think about it! Well, here is how! You may have employed a team to take care and handle the crisis situation that might arise due to several reasons.





# MWM useful links

**Make a point of checking them ALL out!**

- **Brand Name Tennis Equipment**
- **The Latest Golf Equipment**
- **[Lawn Mowers In ALL SIzEs](#)**
- **Caring for Your Yard and Garden**
- **Special Lawn Care Products**
- **Spring Cleaning Supplies and Tips**
- **Get Fit and Keep Yourself in Shape**
- **Ways You Can Really Loose Weight**
- **[Ways to Help You Stop Smoking](#)**
- **[Luxury Beauty and Cosmetics Store](#)**
- **[Music Players and More](#)**
- **[Best Computer Hardware Store](#)**
- **[Ipod Music Sources](#)**
- **[Jewelry Deal Store](#)**
- **[Toy Reviews Today](#)**
- **[The Twitter Effect 2.0](#)**

# WHAT IS INTERNET MARKETING?

By: Gregory Hardy

Internet or the World Wide Web is probably the largest phenomenon that links the world beyond the national boundaries. Accordingly, there is no denying the fact that internet is accessed globally by almost more than half of the world's population. Having said this, would it not be a good idea to advertise online?

Internet marketing in the simplest of meanings is using the network of the internet to give out promotional material about self, the company or the product to the global audiences using this super effective medium. The concept of internet marketing has slowly grown and almost every company irrespective of being big or small wants to have a presence online!

There will be a common question about how to use the tool of internet marketing. Well, there are quite a few sources that can be used to access the online advertising space. They are social media networks, display advertising, search engine marketing and even the mobile marketing.

If the fear of safety or security arises on the mind as regards to where the internet marketing is concerned, there is no need of that fear! There are enough regulation measures for the online advertising space. The concept is indeed a completely secure medium! You can try by advertising through blogs, display banners and then move on to the other mediums.

The main purpose of going for internet marketing is the obvious fact that a lot of cost advantage can be received by using the medium. You can reach a number of people effectively by putting in a lot lesser money than what a TVC would have cost. Therefore, there are dual advantages of firstly reaching a large number of people. And on the other hand, you do not even have to spend a lot on it! So, it is a win win deal!

*If the fear of safety or security arises on the mind as regards to where the internet marketing is concerned, there is no need of that fear! There are enough regulation measures for the online advertising space.*



# SOCIAL MEDIA PUBLISHING

By: Jeffery Garrett

As far as the social media is concerned, you also have to indulge in social media publishing. After knowing what people are writing and increasing the scope of conversations, it is time to push your communication directly to people interested in reading about you.

## 1. Tap the major social networks

You may have a photo or a post which you may want to share. Now, do not limit this to a single or two websites. Ensure that your presence is felt on almost every important social platform that can make a difference to your social presence. As every site is a single identity, it is necessary to have a presence on each site. Even if you do not have separate posts for separate sites, post the same posts with different title, but do not miss out on any prospective social networking site.

## 2. Have all your publishing permissions in place

You might have a team who handles your social marketing framework. Now for the function to be carried out perfectly, have a pre organized plan about who in the team can create the content to publish? Or even, who in team can both create the content and publish to the social media sites. What will happen with this step is that there will be an order maintained in your team and an audit will be possible as regards to who has posted what on your behalf. You will know whom to hold responsible if anything goes wrong.



**As every site is a single identity, it is necessary to have a presence on each site. Even if you do not have separate posts for separate sites, post the same posts with different title, but do not miss out on any prospective social networking site.**

## 3. Do not miss out on the mobile internet marketing

Cell phones are an important part of every one's lives today. The essence is that social marketing efforts have to be created keeping in mind that they have to be easily accessed from the cell phones also. For instance, if you have created a site which talks about you or your music, ensure that it is cell phone friendly and opens without any trouble on the cell phone browser.





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LEGO Ninjabo Temple of Light 75505  
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Mega Bloks Big Building Bag, 80 Piece (Classic)  
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Crayola Marker Maker  
12 December 2013



LeapFrog LeapPad2 Power Learning Tablet, Green



Fisher-Price Imaginext Mega T-Rex  
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Melissa & Doug 100-Piece Wood Blocks Set  
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VTech Move and Crawl Ball, Orange  
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LEGO Chima 79016 The Lion Ch6 Temple  
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Furby Pink and Blue Hearts Bloom Plush Toy  
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Mantis R/C Rock Crawler (Colors May Vary)  
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LeapFrog My Pal Violet  
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Razor MX350 Dirt Rocket Electric Motocross Bike  
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Page 1 of 524 1 2 3 4 5 10 20 30 Last »

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# MWM back story

## THIS TEEN PAID FOR COLLEGE BY SELLING ON ETSY. HERE ARE 5 WAYS SHE DID IT.

By: Carly Okyle



LeiLei Secor, 19, lives in upstate New York but goes to college at the University of - - Virginia, which means she's paying out of state tuition. Even with a scholarship, the cost of her education is high -- around \$40,000 a year. Though she hasn't declared a major yet, she plans to apply to the school's business program. The plan is to concentrate on economics and foreign affairs if she doesn't get in but given Secor's business acumen, rejection seems unlikely.

*"My parents don't have business backgrounds, so I had to spend hours and hours online researching about it."*

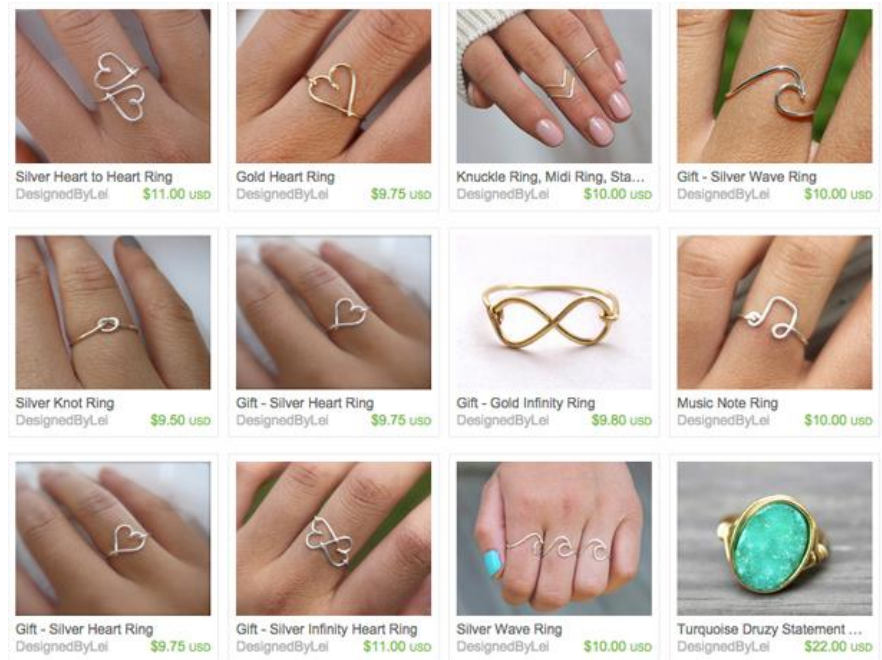
In three years, this teenager has used her artistry, marketing abilities and time-management skills to rake in \$100,000 on Etsy selling handmade jewelry on her shop DesignedByLei. Think: dainty layered necklaces, statement pendants, knuckle rings and her latest obsession: wire jewelry. Not only does it provide a creative escape from schoolwork but also is a way for Secor to pay for college tuition. Because of her achievements, Secor received the National Federation of Independent Businesses' Young Entrepreneur of the Year Award in 2014 and recently was able to launch her own website.

It would be nice to have a little extra cash coming in, wouldn't it? Luckily, Secor offered up some advice on how to tip the scales of fortune in your favor using online sales platforms like Etsy.

## Here are her five best tips:

### 1. Don't be afraid to pivot.

Secor joined Etsy in the summer of 2012 and tried to sell beaded macramé bracelets. When buyers failed to take notice, she took a different approach. "It didn't sell, so I quickly changed to wire-wrap jewelry a week later," she said. The new designs quickly caught on. Now, her wares are highly rated on Craftcount, a site that tracks Etsy top sellers by category. (Currently, she is ranked 186 out of more than 1,300 Etsy stores)

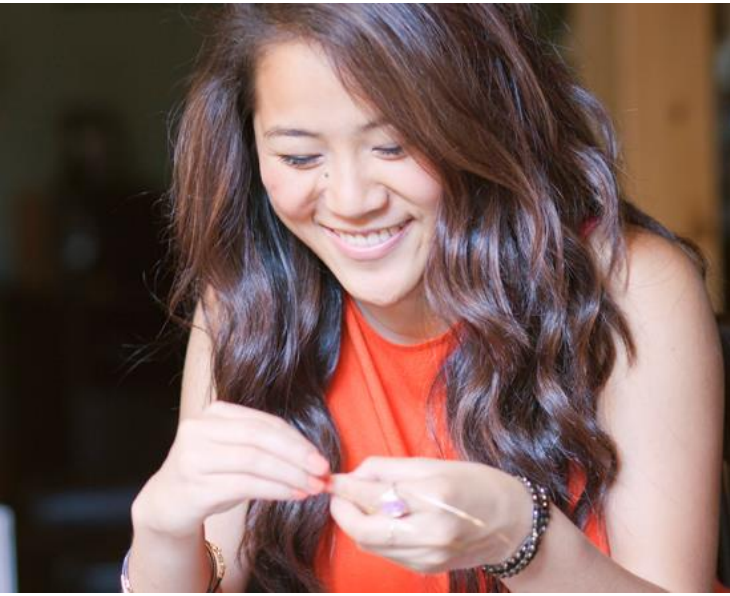


***Go where your customers are  
and use what works for you,  
even if it's not what you expect.***

### 2. Branch out from the well-worn path.

It's common knowledge that social-media marketing is a must-have strategy. While Facebook and Twitter might be the first sites to come to mind, they're hardly your only options. For Secor, the biggest website was Wanelo, a community platform for shoppers. Thousands saw her products on this site, while Facebook didn't generate much traffic for her because she doesn't pay for ads. "Another big one was Tumblr," she says. "One of my rings got reblogged about 50,000 times." Meanwhile, Pinterest hasn't been as effective. Go where your customers are and use what works for you, even if it's not what you expect.





### 3. The difference is in the details.

Handmade jewelry is a very crowded industry, especially for online sellers. Secor knew she had to stand out in a big way and managed to do so by focusing on small details. “A lot of jewelry looks similar but the way it’s marketed and photographed is what makes or breaks it on Etsy,” she says. She learned that the best way to photograph jewelry is under natural light on a cloudy day because there won’t be a shadow in the picture. Using a simple piece of scrapbooking paper for a plain background, she takes pictures of her products on her porch -- both of the item itself and of her wearing it. Taking the time to learn what makes the jewelry looks best means it’ll be more attractive to potential customers. It’s a small step that makes a big difference.



### 4. Use the resources you have and learn from others.

Three years ago, Secor didn’t have a high school diploma, much less a business degree. She had the Internet, though, and she used that to her advantage.

“One of the most important things is the ability to be resourceful, she says. “My parents don’t have business backgrounds, so I had to spend hours and hours online researching about it. Etsy has a great forum community, and I read ecommerce blogs [and articles about] how to photograph jewelry and name your company.”

There’s plenty of information out there, but you have to look for it first. When she wasn’t sure what to charge for her jewelry, she looked at what similar items sold for and priced her creations at a similar amount.

### 5. Use your time wisely.

In addition to attending classes and making jewelry, Secor spends time with friends, manages to get some sleep and works a summer job for her local congressman (because running your own business doesn’t count as a job?). She does it all by using her time wisely. “Rather than scroll through Facebook aimlessly, I’ll upload photos to Instagram,” she says. When she needed a study break during finals week, she filled orders. She’s able to keep a balance and find joy in the work. In fact, she has no plans to stop. “I want to continue making jewelry and selling it because I honestly enjoy making it,” she says. “It’s a job, but it’s a nice break from schoolwork.”

**IT’S A JOB, BUT IT’S  
A NICE BREAK FROM  
SCHOOLWORK.**

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