

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

**INTERNET MARKETING – HOW TO
PROMOTE YOUR BUSINESS AND
BENEFIT**

P.11

Erma Terry



JUNE 2014
**AN INTERVIEW WITH DIGITAL
ANALYTICS EXPERT,
KRISTA SEIDEN**

p.16

Krista Seiden



+ **Gadgets, Interviews
Products, Q and A**

**SEO CONSULTANT
INTERVIEW: KRYSTIAN
SZASTOK**

p.30

Krystian Szastok



**TOP FIVE INTERNET MARKETING
TOOLS TO BOOST YOUR SALES**

P.42

Kerry Craig



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MWM contents

[JUNE 2014]

Regular Columns

- 6 Editor's Letter**
Welcome to the June edition.
- 7 MWM Inbox**
Got something to say? Tell us.
- 8 What's On**
Seminars, Expos and Summits, oh my!
- 10 MWM News**
Stuff you should know about.
- 12 MWM Success Story**
The Cats That Got the Cream
- 15 Subscribe** for FREE.
- 16 Ask the Expert**
An Interview with Digital Analytics Expert, **Krista Seiden**
- 22 MWM Gadgets and Toys**
You know you want them.
- 25 Advertise in MWM**
Be seen by your potential customers.
- 26 MWM Tools**
Books, Courses, Software etc.
- 28 MWM Videos**
Watch useful videos
- 30 Q&A**
SEO Consultant Interview: **Krystian Szastok**



16 Krista Seiden



43 Nick Telson

- 33 MWM Useful Links**
All the links in one handy place.
- 35 MWM Marketplace**
Buy & Sell domains and websites.
- 37 Featured Products & Contributors**
The people and products that helped make this edition.
- 43 Back Story**
A Tailored Night Out - **Nick Telson**

MWM contents

[JUNE 2014]

Features

- 11 Internet Marketing – How to Promote your Business and Benefit**
By: Erma Terry

- 20 6 Basic Tips for Internet Marketing for a Successful Endeavour**
By: Antoinette Grant

- 21 A Guide to Different Types of Internet Marketing**
By: Garry Cross

- 23 What are the Advantages of Internet Marketing?**
By: Rochelle Gordon

- 29 Internet Marketing – Learn to Promote and Earn**
By: Preston Manning

- 34 Internet Marketing/Online Marketing – Merits and Demerits**
By: Fred Doyle

- 37 Contributors**

- 39 Internet Marketing Research – Tools and Techniques**
By: Jackie Matthews



- 21 A Guide to Different Types of Internet Marketing**



- 41 Learn to Create Different Internet Marketing Strategies**

- 41 Learn to Create Different Internet Marketing Strategies**
By: Michele Rhodes

- 42 Top Five Internet Marketing Tools to Boost your Sales**
By: Kerry Craig

MWM editors note



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

- Internet Marketing – How to Promote your Business and Benefit By:** Erma Terry - **6 Basic Tips for Internet Marketing for a Successful Endeavour By:** Antoinette Grant - **A Guide to Different Types of Internet Marketing By:** Garry Cross - **What are the Advantages of Internet Marketing? By:** Rochelle Gordon - **Internet Marketing – Learn to Promote and Earn By:** Preston Manning - **Internet Marketing/Online Marketing – Merits and Demerits By:** Fred Doyle - **Internet Marketing Research – Tools and Techniques By:** Jackie Matthews - **Learn to Create Different Internet Marketing Strategies By:** Michele Rhodes - **Top Five Internet Marketing Tools to Boost your Sales By:** Kerry Craig **MWM Success Story** The Cats That Got the Cream ! - **Ask the Expert** An Interview with Digital Analytics Expert, Krista Seiden - **Question & Answers** SEO Consultant Interview: Krystian Szastok - **MWM Back Story** A Tailored Night Out with Nick Telson plus 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.

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

Harry Crowder

>> Talk to me
email:
harry@harrycrowder.co

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.

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Making Web Money Online Marketing Magazine

Editor Harry Crowder

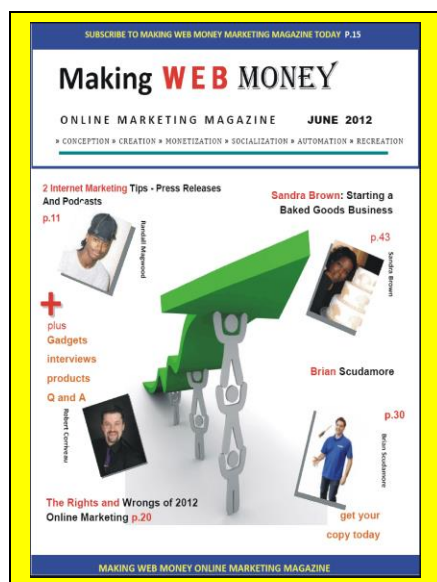
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Contributors

Various experts in their fields

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If you 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, some on, Send ,me an email and let me know.

Press Release Software



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 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.

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.

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:

It Takes 2 Billion Electrons to Produce a Single Email Message.for most people – 51 minutes to be exact.



Social Media Marketing Roundtable



JUN
3

Note: This event is exclusive to Econsultancy Enterprise subscribers Enterprise accounts.

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

JUN
10



FUSION MARKETING EXPERIENCE

Attract, Engage, Convert – How to Be the Best Answer Wherever Customers Are Looking

Search, social, content,... The way consumers discover, consume and act on information has totally changed. The consumer is at the center of an integrated media approach (owned, earned, shared) and Lee Odden offers an effective content marketing approach to win the heart, mind and wallet of the connected customer.

what's on



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MNSEARCH SUMMIT

DATE: JUNE, 27TH 2014

TIME: 8AM - 5PM

LOCATION: UNIVERSITY OF ST. THOMAS



RAND FISHKIN

LEE ODDEN

2014 MNSEARCH SUMMIT KEYNOTES

MNSEARCH SUMMIT AGENDA

Are you tired of missing out on attending conferences because they're often held hundreds of miles away and cost way too much to attend? We thought so. And for that very reason MnSearch is excited to be bringing a top-notch conference to the Land of 10,000 Lakes!

On June 27th, 2014 some of Minnesota's own best and brightest search marketing minds and presenters will come together with speakers from across the nation to present at the inaugural MnSummit.

Along with our amazing keynote speakers of Rand Fishkin of Moz and Lee Odden of TopRank, the MN Search Summit will feature top-notch session speakers.



Quotable: "Computers are useless. They can only give you answers."
~Pablo Picasso

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- The importance of **sticking with the SEO basics**, and why over complicating it can actually cost you time and money!
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SNAPCHAT CHAT GIVES BRANDS DIRECT LINE TO CONSUMERS

Snapchat's new text and video feature will enable brands to further engage with their audiences. It also opens up opportunities for ad targeting, experts say.

Disappearing photo-messaging app Snapchat has revealed Chat, a text/video feature that claims to add presence to conversations.

To chat with a friend on Snapchat, users swipe right on a friend's name in their inboxes. When a user leaves the chat screen, messages will be cleared, but either participant can tap or screenshot to save anything they'd like to keep. Snapchat will alert users when friends are in the chat. If both are present, users can press and hold to share live video and chat face to face.

"There's nothing like knowing you have the full attention of your friend while you're chatting," Snapchat says in a blog post.

Snapchat's Chat update could be good news for brands who might be able to use the feature to speak directly to consumers. According to Tom Buontempo, chief business development officer and co-founder of kbs+ Content Labs, the live video chat feature extends direct communication between brands and individual customers in "the most transparent, open way I've seen to date. It's essentially a FaceTime or Skype between brand and customer."

In an email, Buontempo writes that as communication evolves, brands are challenged to move quickly and to communicate with their fans and followers in a way that balances fans' one-to-one behavior with the scale they need to operate.

"However, unless Snapchat finds a way to scale video chat (a la Google Hangout), I'd expect brands to try and create alternate means of adding value to their fans' existing video chats with things like backgrounds, stickers, etc. That said, it does make for an interesting customer service tool," Buontempo writes.

Esha Shah, manager of mobile strategy and innovation at mobile marketing agency Fetch, says the new functionalities prove Snapchat is moving away from being merely a social platform and into communications and messaging, similar to cross-platform mobile messaging app WhatsApp. It is another way of monetizing the platform, she notes, and opens up opportunities for innovation such as group chat on mobile or sharing digital multimedia.

"As Snapchat looks to monetize, in-app purchases will come first, as they continue to innovate and create services users will want to pay for. This is a trend that will continue to develop as major players within the messaging space start to develop a range of services that move beyond just communications, including social gaming integration, payment tools, and utilities that integrate into a user's lifestyle," Shah says.

Shah also says the new features mean Snapchat will be able to collect data on users, which will allow for ad targeting, which has proven to be more effective and provide a higher return on investment (ROI) for brands than traditional mass branding.

MICROSOFT HANDS ITS GLOBAL AD BUSINESS TO DENTSU AND IPG

Microsoft is taking steps to consolidate its global ad business by choosing just two companies to work with.

In an effort to move forward with the concept of "One Microsoft," the tech giant has decided to hand its global ad and media business to just two holding companies - the Interpublic Group (IPG) and the Dentsu Aegis Group (Dentsu).

IPG shops, including McCann Worldgroup, The Martin Agency, and Erwin Penland, will take creative responsibilities for the company's traditional, direct, and digital ads. McCann will play a big role, as it will also manage the global distribution of Microsoft ads. Previously, WPP shops Wunderman and Possible, as well as Publicis' Razorfish and independent Omelet, among other agencies, supported these tasks.

Dentsu, on the other hand, will now manage Microsoft's media planning and buying, and search advertising. In 2011, Microsoft moved its North America media-buying account from IPG's UM to Publicis' Mediavest. And since then, the company's media business was mainly split between IPG's UM (overseas) and Mediavest (U.S.).

We reported in January of this year that Microsoft had started reviewing its agency contracts across the board, as part of its "One Microsoft" strategy, an initiative by the company's former chief executive (CEO) Steve Ballmer. The philosophy behind Ballmer's idea was to get all Microsoft's operations under one brand.

So early this year, four holding companies - IPG, Dentsu, Publicis, and WPP - each pitched Microsoft, and Dentsu and IPG emerged victorious.

This consolidation also comes hot on the heels of an executive shake-up in Microsoft's marketing department. Chris Capossela has succeeded the company's former executive vice president of marketing, Tami Reller, as the new chief marketing officer. Previously, Reller with the assistance of Mark Penn (the man behind Bill and Hillary Clinton's presidential campaigns), led the company's marketing strategy. This follows the earlier appointment in February this year of Microsoft's new chief executive, Satya Nadella.

It seems that under Capossela's leadership, Microsoft is moving forward with a more centralized marketing approach. Or in Baller's words, "one strategy, united together."

Quotable:

**"I do not fear computers. I fear the lack of them."
~Isaac Asimov**



INTERNET MARKETING – HOW TO PROMOTE YOUR BUSINESS AND BENEFIT

By: Erma Terry

The concept of internet marketing originated from an email advertising campaign conducted by Gary Thuerk in 1978, followed by the banner ad in 1993 by Global Network Navigator and eventually the keyword marketing option by GoTo.com in 1998. Ever since internet marketing has evolved in various aspects and through innovation have created a niche where a business is almost non-existent without this form of advertising. Online marketing is a huge profit making business which benefits all segments.

In order to earn maximum benefits from internet marketing one should:

- Create a website showcasing your product;
- Research on the internet about competition, their successful approach, and the market trends.
- Plan a marketing strategy based on the type of your business and the target consumer.
- Analyze your market position, customer behavior and select a marketing tool suiting your requirements.
- If it's a new start up, use the free marketing tools to keep a tab on your growing business.
- Apply effective SEO marketing skills, promotion of your business through email marketing, social media marketing, banner ads, through blog or article writing, participating in discussion forums and all that helps advertise your endeavor positively.

Internet marketing not only exposes your business on a global platform at a much lower cost compared to offline marketing, but also allows a business to showcase a wide variety of products under the same roof. This enables even a small sector or home business to flourish effectively with the minimum costs involved.



This involves increased sales and building rapport with the customers at the same time for a long term benefit. It opens up the space where a seller and a buyer can communicate and understand each other's requirements. Besides the fact that internet marketing enables instant purchase decision in a few clicks, it also captures the purchase power of the consumer to use it for future prospects.

You can certainly reap the advantages of internet marketing, however, keeping in mind that every business requires time and patience. Profits do not show overnight, so put your efforts, use your intelligence and you are sure to rock the internet business segment.

***Apply effective
SEO marketing
skills,
promotion of
your business
through email
marketing,
social media
marketing,
banner ads,
through blog or
article writing,
participating in
discussion
forums and all
that helps
advertise your
endeavor
positively.***

THE CATS THAT GOT THE CREAM

Franchise Owner Abi Purser on building a business empire with luxury cat hotels



“Every Longcroft hotel looks beautiful, but most importantly the behind the scenes processes have been honed to perfection with animal welfare being at the forefront of

When did you come up with the idea for a luxury cat hotel?

The idea was born out of necessity. In 2009 we had booked a three week holiday and couldn't find anywhere suitable for our beloved cat Norman (no laughing!) to stay!

Did you expect to have the success you have experienced when you launched the business?

In a word, no. I knew I wanted Longcroft to be the best business of its kind in the UK, but after opening in the summer of 2010 the client base grew much faster than expected. We were fully booked within weeks. At Christmas in 2010 we turned away over 200 bookings, about £26,000 of business, because we simply didn't have the capacity to take clients on. At that point I knew things had to change – and fast!

Quotable:

“

“Treat your password like your toothbrush. Don't let anybody else use it, and get a new one every six months.”

~Clifford Stoll

How is Longcroft unique from other existing Cat Hotel businesses?

It's all about the detail. We are incredibly detail-oriented, whether it be from the choice of bedding to the materials we use in construction. Every element has been chosen for a very specific reason.

Every Longcroft hotel looks beautiful, but most importantly the behind the scenes processes have been honed to perfection with animal welfare being at the forefront of our mission. We never sit still and are constantly innovating and tweaking things, which is the main reason we have won so many business awards recently.

Theo Paphitis and Deborah Meaden named us Smarta 100 2012 winners, marking Longcroft as one of the top 100 businesses in the UK today. We were also crowned Best New Business in Hertfordshire in 2012.

Did you envisage Longcroft as being a franchise business?

For now, yes. It still offers us a lot of control on which way the brand is directed, which is very important to our long term success. We also love the family element that we've managed to create with our franchise, we all speak on the phone regularly and meet up for dinner together.

And I still run the original hotel, Longcroft Welwyn, which puts me in a franchisee's position every day. This makes mentoring new franchisees much more efficient as I can relate to every aspect of the job and any difficulties or problems that could arise.

And we can certainly expand further, so the franchise model helps with that. We have had a lot of interest internationally and the model could be tweaked slightly for those markets.



Why is Longcroft particularly suited to being a franchise?

We structured Longcroft around our franchisees' busy lives. As a young mum myself who is juggling home, family and work, my mission was to create an enjoyable, profitable and sustainable business that I could run from my home on a part time basis.

What about the franchising business model appealed to you?

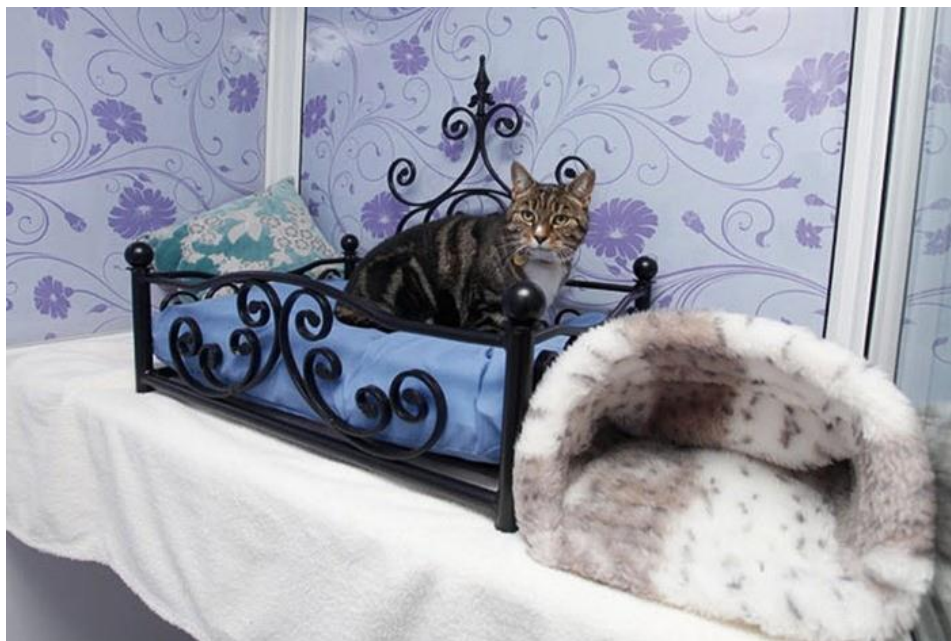
We have complete control over choosing our franchisees, which is important. When owners come to view us they are just as interested to meet the cat hotelier as to view the hotel. People buy people! It's also a very cost effective way of growing business.

What support do you offer franchisees?

Longcroft has a dedicated PR team who create a launch plan for each hotel. We use our press contacts to arrange for franchisees to get featured on local press, radio and potentially TV. This ensures that their Longcroft Hotel opening gains an immediate high profile within their region.

We also have an annual marketing plan which includes month by month campaigns to ensure bookings are kept at full volume, and a price tracker to keep prices at the optimum level.

Finally we have fully designed promotional templates – for local advertising, leaflets and email newsletters for franchisees to make use of, plus a supportive network of head office team and other franchisees, who they will get to know via regular phone and face to face get-togethers.



What advantages will franchisees have over starting their own cat hotel brand?

Joining an established multi award winning business is great comfort for cat owners wishing to use Longcroft hotels. This in itself is invaluable.

To launch as a solo cat hotel and build these elements of your business from scratch, including creating and registering a business and domain name, building a website and social media network, designing stationery, and commissioning photographers, writers, PR and Marketing, would cost in excess of £25,000. The Longcroft joining fee is just £12,000, so it represents great value.

But also, aside from the money, there are the networking benefits that come from joining the Longcroft family. The reassurance that there's always someone to reach out to when needed cannot be valued. It's a 'mini' business link without the annual fees, and with those who have an intimate knowledge and understanding of your business.

Do you have any criteria you look for in a potential Longcroft franchisee?

Firstly they must be personable and animal loving. I make sure I conduct all of the interviews personally and prefer it if franchisees have no previous experience as we do things so differently at Longcroft. Of course there are other elements to consider like the type of property- some properties would never obtain planning permission around the constraints of licensing etc.

Planning is very involved, and can go wrong very early on which is why we take care of it. Funding is another hurdle for some people but most of our franchisees are profitable within year two, making business plans robust and commercial loans easier to obtain.

Are you concerned that opening your business to franchisees could harm your brand?

To begin with, of course. Longcroft is like my fourth child!

What advice would you give to entrepreneurs looking to open a franchise business?

Make sure you find the right person to advise you on turning your business from one business to multiple. Go with recommendation. Ask yourself: Will there be enough profit? How will I market? How will I get new franchisees cost effectively? Do I need an investor? Can I afford one? Research is key. Have faith in your ability and go with your gut always!

Abi is currently looking for a franchisee to open a new Longcroft in Brighton. For details visit www.longcroftcathotel.co.uk

"Make sure you find the right person to advise you on turning your business from one business to multiple. Go with recommendation."

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MWM ask the expert

AN INTERVIEW WITH DIGITAL ANALYTICS EXPERT, KRISTA SEIDEN

Krista Seiden is an experienced leader in the digital analytics and optimization industry. She has recently been recognized as a 2014 “Rising Star” by the Digital Analytics Association (DAA) Awards for Excellence. In her current role as a Product Marketing Manager at Google, she leads web analytics, reporting, testing, and optimization for the Enterprise Marketing team. She has evangelized optimization internally and expanded A/B testing efforts over 15-fold to the point where her team executes over 50 tests per quarter.

As more and more businesses look to hire people with strong experience in testing, optimization, and analytics, people like Krista are in high demand. We were curious to learn how her career has unfolded and hear her advice for others looking to enter into this burgeoning field.



Did you know:



The Internet weighs as much as one strawberry.

Optimizely: To start off, please tell us about your career in digital analytics. How did you arrive at where you are now?

Krista: I've had an interesting and diverse career spanning several companies and focus areas. I started out in the space as an internal practitioner at Adobe (pre-Omniture acquisition). In addition to web analytics, I focused on optimization and helped run several split tests for their core cloud product offerings.

After Adobe, I spent some time at the Apollo Group (parent company of the University of Phoenix) as a product analyst responsible for all digital metrics for their classroom social media platform and mobile apps. We used a variety of platforms, including Google Analytics, Coremetrics, several social platforms and BI tools such as Business objects & Microstrategy. I built a skill set around UX testing and paired the qualitative data we received from user testing with quantitative data to tell a complete story. I then moved onto to Google where I currently run the analytics & optimization program for the Enterprise group. In this role I manage the implementation & high level reporting for six core product offerings and run an A/B testing program which executes upwards of 50 tests/quarter.

What advice do you have for people looking to explore a career in analytics, testing, optimization, data application?

Get hands on—if you have a personal website or blog, get a free Google Analytics account and start tracking your site data.

Try running a simple A/B test on your own—there are several A/B testing tools which will help you do this with minimal effort (Content Experiments within GA and Optimizely are both great options).

Read the blogs and twitter feeds of the top minds in the industry.

I'd also recommend getting involved with the Analysis Exchange, an organization which pairs analytics mentors with students to run a free analytics project for a non-profit business. It's a great way to get hands on and learn from an experienced digital analyst.

How do you see the industry changing in the next few years?

The industry is moving fast—there are constantly new tools, new faces, and new ways of thinking. But let's not forget the basics. It's important not to overlook the simple things as the industry moves towards more advanced and complex tools. I also see privacy as being a growing concern and something the digital analytics industry as a whole needs to address.



Can you give an example of where your expertise had a particularly strong impact in your organization?

I've had the opportunity to guide several organizations through product and web development by adding the analytics and optimization layer to the equation. One example I like to give comes from my experience working on mobile app analytics at the Apollo Group. While developing v2 of our classroom app, I must have made 4 or 5 trips from SF to Phoenix to sit in on UX lab studies for how students were reacting to and using the v2 app (throughout various stages of dev). After I attended those sessions I was able to better understand the data we were seeing on the analytics side and that deeper understanding led to several features tweaks and enhancements in the v2 app. It was very powerful to see the combination of quantitative & qualitative come together to influence development to make a better experience for our students.



What have you learned about the potential and limits about digital analytics, marketing analytics?

Data is great, you can learn and understand a lot about your business by looking at your data. But quantitative data is only part of the story—understanding the customer and reading between the spreadsheet rows is important. Pairing quantitative and qualitative data together makes for a much more powerful story than raw data alone. Think about the user!

“Pairing quantitative and qualitative data together makes for a much more powerful story than raw data alone. Think about the user!”





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6 Basic Tips for Internet Marketing for a Successful Endeavour

By: Antoinette Grant

Internet marketing is a revolution in the marketing segment for all business types. Internet is so easily accessible in today's world that not only it has seen a surge in the small business sector but also a rise in the customers buying online. The whole face of business, marketing and buying pattern has changed in the recent times. However, to benefit from this trend one needs to be well aware of the marketing strategies and the various tools that can help enhance your online business.

1. First and foremost, if you want to showcase your product online and proceed with promotion, you need to create a website of your own. Design the website appropriately, with relevant sections which describe the company, its vision, the products and their benefits, or any other details that are relevant to help attract more customers.
2. Then follows an apt marketing strategy which depends upon various factors such as, the size and range of your business, the product, the target customer segment or the budget. Based on these factors you need to create a suitable plan for promoting your business.
3. Use the right SEO tools to position your website in the top rankings which will automatically increase the frequency of appearance.

4. Your website needs some great articles or contents, so either get on to it yourself or hire the best writers to grab the attention of the right customers. This again involves SEO writing that will enhance your visibility with the proper keywords used.
5. Advertise rigorously through various techniques such as, affiliate marketing, banners, social media, online press, or mobile advertising and keep your website engaged with the latest buzz.
6. Make best use of any free tools available online to enhance your business, thereby boosting your sales. Try using the Google tools which can help a new entrant to a large extent.

Whether a newbie to the internet marketing or a pro, following the above basic tips can always keep you involved in the latest developments.

Advertise rigorously through various techniques such as, affiliate marketing, banners, social media, online press, or mobile advertising and keep your website engaged with the latest buzz.





A GUIDE TO DIFFERENT TYPES OF INTERNET MARKETING

By: Garry Cross

There are different types of internet marketing methods that one can resort to depending on the type of their business and the target segment of customers.

- **Affiliate Marketing** – This involves appearance of ads of the organization on partner websites. When anyone interested clicks on the ad, they are directed to your site, thereby increasing your web traffic. The affiliate website receives a share of profit in return.
- **Social Media Marketing** – This kind of marketing includes signing up with the social media platforms, such as, Facebook, Twitter and more, build a page for your organization and advertise using their services.
- **Search Engine Marketing** – This involves web promotions boosting the visibility of the websites in the different search engine pages and increasing their chances to appear in the top rankings.
- **Email Marketing** – This targets the current or past customers by sending email messages which may contain only text, videos or the link to their website. This kind of marketing ensures customer relationship management and promotion of business at the same time.
- **Content Marketing** – This includes marketing by writing articles for blogs or websites related to the products. The information provided is generally informative which attracts new customers and increases web traffic.
- **Forum Marketing** – Marketing a product via discussion forums is another method which is quite effective where one can talk to the interested crowd about their products and receive comments in return.
- **Display marketing** similar to a print ad, is exhibition of picture or video ads of products on an advertising space.
- **Pay per click advertising** is when the advertiser pays you for the number of clicks on the website link displayed by you.
- **Referral marketing** is word of mouth marketing, where if someone likes a product can endorse it to the other and so on.
- **Video marketing** is done through displaying advertising videos on video sites for example YouTube or posted on any affiliate websites.

These are some of the main types of Internet Marketing methods that are generally followed, however, there are also other methods, such as, marketing via PR, social cause, mobile phones, internet radio, or display or word of mouth campaigning via social networks. Before we opt for a technique it is suggested to analyze what are we selling and to whom so that we get the maximum benefits and at an affordable cost.

MWM gadgets & toys

A Portable Wind Turbine Power Station That Charges Your Smartphone

Trinity is a 12" cylinder that can charge any USB based device, such as your smartphone or tablet. It has a 15W generator with a built in battery that holds 15,000 mAh. It's powerful enough yet simple to use too with you only needing to pull out its aluminium legs to arrange it into a tripod or laid flat configuration to allow it to charge.



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



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

New Garmin Forerunner 15 GPS Watch Offers

Garmin is expanding further into the fitness tracking market this month with the launch of its new GPS watch in the form of the Garmin Forerunner 15, which comes equipped with a variety of fitness tracking features for users to enjoy as well as the GPS navigation features you would expect from Garmin.

The Garmin Forerunner 15 watch is not the first fitness tracking device Garmin have created and follows in the footsteps of the recently launched Garmin Vivofit fitness tracking bracelet, that was released earlier this year and is available to purchase for around £100 in the UK.

You want it

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

THIS IS THE WORLD'S FIRST ELECTRIC TOOTHBRUSH THAT CONNECTS TO YOUR SMARTPHONE

Kolibree is the world's first electric toothbrush that's connected to your iOS or Android device.

By hooking it up to your smartphone, you can then keep track of your brushing habits in real time, thereby knowing exactly where you can improve. It'll even motivate you through games and score keeping! The idea for Kolibree comes from a New York firm of the same name, with a recent Kickstarter campaign helping to launch it.



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

EPSON MOVERIO BT-200 SMART GLASSES NOW AVAILABLE FOR \$700



Epson has announced the availability of their award-winning second-generation Moverio BT-200 smart glasses, which have been designed to provide users with advanced fully featured augmented reality.

The Epson Moverio BT-200 smart glasses can accept up to 32 GB of storage and support both Bluetooth and wireless connectivity and are equipped with Dolby Mobile surround sound.

Together with a gyroscope, accelerometer and magnetic compass for head-motion tracking as well as providing users with hands-free navigation. The smart glasses are also equipped with a front facing camera for video and image capture and also detects real-world markers for use with augmented reality.

On a single charge the Epson Moverio BT-200 smart glasses are capable of providing users with up to 6 hours of use and are currently priced at around \$700 and available to purchase directly from Epson. Check out the video below to learn more about the new Epson Moverio BT-200 smart glasses and see them in action.

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

Did you know



The billionth personal computer was sold in 2002 and the second billionth personal computer was sold in 2007!

WHAT ARE THE ADVANTAGES OF INTERNET MARKETING?

If you own a business new or old, you need to showcase your product to not only increase the sales, but also to stand out in the crowd by creating a reputé of your own. This can be achieved through Internet Marketing which is a growing trend in this competitive market. There are not few but many advantages of internet marketing that help enhance the portrait of your business:

- Internet enables an exposure of the organization on global platform, thereby increasing its chances to be noticed by one and all and attracting more traffic to your website.
- The ads can be posted immediately as opposed to offline advertising mediums, which ensure reaching out to the target segment at a faster pace.
- Availability of internet anywhere, anytime (for example mobile phones) has made it easier for customers to access information and make a purchase decision immediately.
- Internet marketing is the most cost effective way of selling your products, as it requires no investments related to buying or renting a place for the set up, no maintenance requirement, or items can be purchased on order received and not in advance.
- Unlike offline advertising which is randomly targeted to one and all, internet marketing allows to target only the specific customers related to your products. Once the ad has been seen by the customer it will again appear after sometime rather than overexposure.
- Social media adds to the advantage of internet marketing as people are nowadays more available on social networking sites, such as, Facebook, twitter and more and hence the ads on these sites increase the exposure of your products to a more number of customers at a time.
- Email marketing enhances the relationship building between the seller and the customer, thereby retaining the old customers and attracting new ones.
- There are many tools on the internet which allows the organizations to assess their performance of their advertisings instantly, how many consumers are interested, who are interested, from which region and a lot more.

Therefore, internet marketing in today's world is a boon to all companies, big or small and a single platform to advertise and promote your business globally.

By: Rochelle Gordon



Unlike offline advertising which is randomly targeted to one and all, internet marketing allows to target only the specific customers related to your products. Once the ad has been seen by the customer it will again appear after sometime rather than overexposure.

**** DID YOU MISS THIS ?**

List Detonator V2.0

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



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

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

[Learn More Here](#)

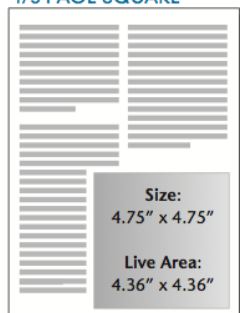
advertise in MWM

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

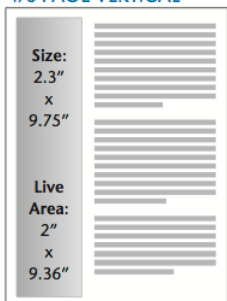
Please contact us at <http://makingwebmoney.com> to book your advertising slot,
We will match your ad size buy x 2 with Article Space about your product.

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

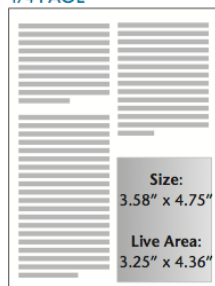
1/3 PAGE SQUARE



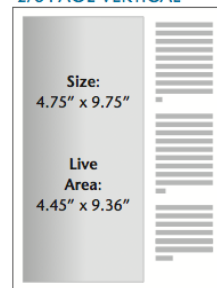
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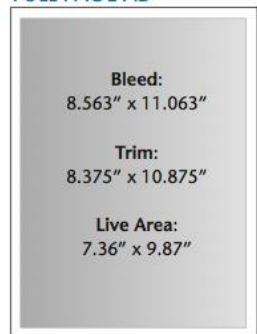
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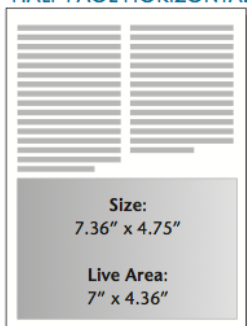
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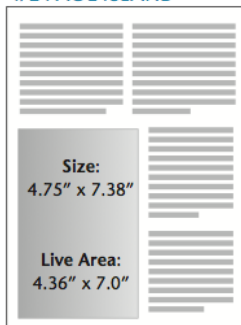
FULL PAGE AD



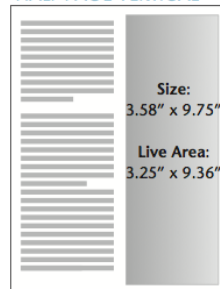
HALF PAGE HORIZONTAL



1/2 PAGE ISLAND



HALF PAGE VERTICAL



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



MWM tools

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

Business Expert's Guidebook: Small Business Tips, Technology Trends and Online Marketing
By: Scott Steinberg



From smartphone apps to tablet PCs and social networks, any business can use technology to increase ROI and boost productivity without sacrificing quality or customer service. A complete guide with hints, tips and advice for modern executives of all experience levels, small business expert and entrepreneur Scott Steinberg reveals how to tap their power within. From marketing and management to leadership, advertising and public relations, learn how to slash costs and maximize productivity using today's latest high-tech innovations. Every business - and business plan - can profit from keeping up with IT advances. Join us as we reveal how to give yours an upgrade.

Includes: Best Business Apps, Gadgets, Online Services - Social Media Secrets: Facebook, Twitter, Google+ - Advertising and PR on Any Budget - Online Marketing and SEO - IT Security Tips - How to Start Any Business Overnight

Ultimate Guide to Flipping Websites: Easily Make Thousands of Dollars Online
By: Jeff Williams

Find out The Key To Success

The first year I flipped websites, I looked at the big success stories and wondered what I was missing. After learning from each of my sales, consulting others, and building websites, I figured out the Key to Flipping Websites.

In only 2 short months, I managed to make \$12,000. KingFlips tells you exactly how you can make thousands of dollars per month.



pluginSEO

CHECK YOUR STORE FOR PROBLEMS

Plugin SEO

Identify problems it'll be worth spending your time and money to fix

Install and forget about SEO with automatic, regular checking

Instant, simple verdict

Plug in SEO gives you a single verdict: does your store have issues with search engine performance that will be worthwhile to fix?

Once you install, the app checks your store's homepage, determines the verdict and displays details.

Justuno

Increase Sales Conversions

Build Email List & Social Audiences

One Click Installation - Easy to Manage

Justuno started over 3 years ago as the original creator of the onsite promotional offer. Our team of former online retailers in San Francisco work non stop to provide retailers like yourself with the best tools to convert visitors into sales, email subscribers and the highest quality fans (visitors already interested in your brand).

We focus on innovation, providing you with affordable tools under one easy to manage admin dashboard. Justuno was founded on the principle that retailers need a technology partner that looks out for their best interest, we understand the value of "margin" and "customer experience". Justuno provides near instant ROI and allows you to invest in your customers to create a lifetime of value.



Did you know:

More than 12,000 laptops go missing at U.S airports every week!





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](#)



click here

MWM videos

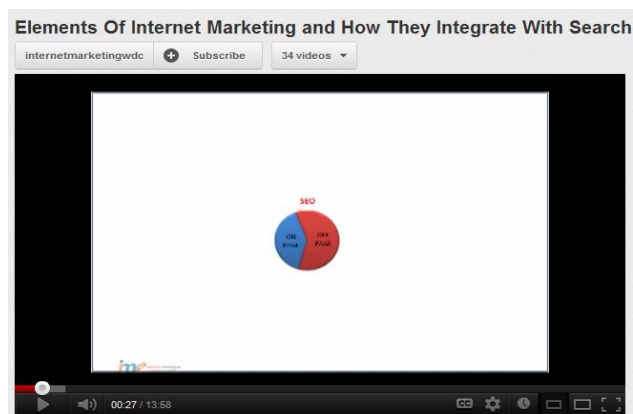
<http://makingwebmoney.com/videos>



<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>

Feature Article .

Internet Marketing – Learn **to Promote and Earn**

By: Preston Manning



Create a great website of your own and build appropriate sections which will highlight your company and products through good content and related images or videos.

For a business to be successful in all aspects the latest trend is to own a website and promote it online through internet marketing. A business whether small or big, it has almost become a necessity to build a site that can showcase your products on the internet which is exposed globally! However, to reap the benefits of internet marketing one needs to be knowledgeable in the basics of it.

Educate yourself with internet marketing:

- Access internet and gain a fair idea by going through different websites or blogs of the different products and the segments.
- Register with various popular social networking sites such as, Facebook, Twitter, Google Plus and much more to understand their business approaches.
- Sign up for classes if you are a novice to the computer and internet or for internet marketing if you are well aware of the basics.
- Make use of the free internet marketing tools to educate yourself with the market analysis that will help you gauge the competitors in action and the customer behavior.
- Collate all data in a format easily available through various free software downloads to maintain a detailed report about buyers and opponents.
- Create a marketing strategy depending on the type of your business and advertise using the different internet marketing tools.

How to promote your business through internet marketing?

- Create a great website of your own and build appropriate sections which will highlight your company and products through good content and related images or videos.
- Register your business with the most popular social networking sites such as, Facebook, Twitter, or Pinterest and advertise.
- Opt for pay per click marketing techniques or email marketing for promotion and maintaining relation at the same time.
- Create a blog, write content related to your products and receive customer feedback real time through their comments.
- Discuss about your product in the discussion forums and get a fair idea with the responses.

By following the above steps you can lay a foundation to the internet marketing arena and certainly benefit in one or more ways.

MWM Q & A

SEO CONSULTANT INTERVIEW: KRYSTIAN SZASTOK

We are lucky enough to feature a new interview with Krystian Szastok, an SEO consultant from East Grinstead (formerly from Brighton). Krystian runs his own personal SEO blog & consultancy, as well as working for Rocket Mill (formerly Jellyfish) as a digital marketing manager. We talked to him about the current state of SEO in 2014, how the role of SEO consultants are changing, and what this means for the industry as a whole.



"Get help. Research well and find an SEO agency with experience and educate yourself on what to expect in terms of recovery. Sign a tight contract to ensure no disappointment or surprises."

Hi Krystian, we really appreciate the time you've taken out to speak to us today. Could you give our readers some background information to yourself, and also how you got into the SEO industry?

I started in SEO about 7 years ago after I learned how to make websites. A client of mine (still a client to this day) asked me if I could optimise his site – so I learned how to do it and it still ranks to this day. Not no.1 any more – but still very well visible and returning results.

The World of SEO has seen a lot of change over the last 12 months and I am sure you've probably seen a lot of clients whose rankings have been burnt due to past SEO practices they might have undertaken. With that in mind, what top-level advice do you have to businesses who have suffered ranking drops or penalties?

Get help. Research well and find an SEO agency with experience and educate yourself on what to expect in terms of recovery. Sign a tight contract to ensure no disappointment or surprises.

It seems to me that the role an SEO consultant is very different in 2014 to what it previously was. From my perspective, SEO is getting more difficult, but that's great news for reputable SEO consultants like ourselves. For example, on some projects, the role seems to blur between PR and SEO. What would you say are the main aspects to an SEO consultant as it stands today and how do you position yourself when talking to new clients?

I think versatility and technical knowledge are very important. I do agree – sometimes we do borderline PR, but most important for me is the knowledge of many aspects of what is involved in increasing online visibility.

It's crucial to be able to help someone whether they're trying to rank in organic Google, local results, image results or even in another search engine like Yelp, TripAdvisor or Booking.com.

"I'm most proud of the openness and my honest approach to SEO."

How do you keep abreast of the current SEO strategies and news? Are there any particular events or online resources that you can recommend to other SEO consultants?

Twitter is big – I learned all of my SEO knowledge from peers. Following experts and reading articles they share helped me greatly in expanding my knowledge. There is not a day when I don't read something new. Here's a handy Twitter list I made of some of the best SEOs I follow:

- twitter.com/krystianszastok/lists/top-intl-seos-to-follow

If I don't have the time, I jump on a treadmill and use voice reader in my mobile to read articles into the headphones as I run.

One thing I've always found tricky is trying to explain to people what I do for a living who don't know what the term SEO means. How do you explain your role and what you do to someone who really has no idea what search engine optimisation is?

I usually just say 'I help people improve their websites so that more people visit them'. It's still vague as hell, but I do struggle to simplify it!

What's your proudest achievement whilst working as an SEO consultant? Whether that's a particular project with great results, or something to do with your career progression?

Knowing that I helped many businesses. Being able to go to sleep knowing that I'm not 'hacking' or 'cheating' – kind of like we used to years ago back in the day of directory links and spam generally.

I'm most proud of the openness and my honest approach to SEO.

Finally, if you have anything you would like to plug or advertise, then please feel free to tell us about it. Whether that's a website, blog, project, or social media profile, we would love to know more.

Yes, absolutely, I plan to run a digital marketing conference in Brighton (possibly a mini conference, depends how things go) called CrossChann: crosschann.co.uk. Jump on the mailing list to be the first to know about it. Thanks for having me!



Finally, A Bunch of Great FREE Help !

No more Paying For Products That Don't Deliver Results! Get Everything You Need To Know To Start A *Wildly* Successful Home-Based Internet Business!

- Search Engine Optimization
- Affiliate Marketing
- Viral Marketing
- Joint Ventures
- Blogging For Cash
- Social Networking
- And More!... Get The Facts On What It Takes To Start Making Money Online Starting Today!



click here

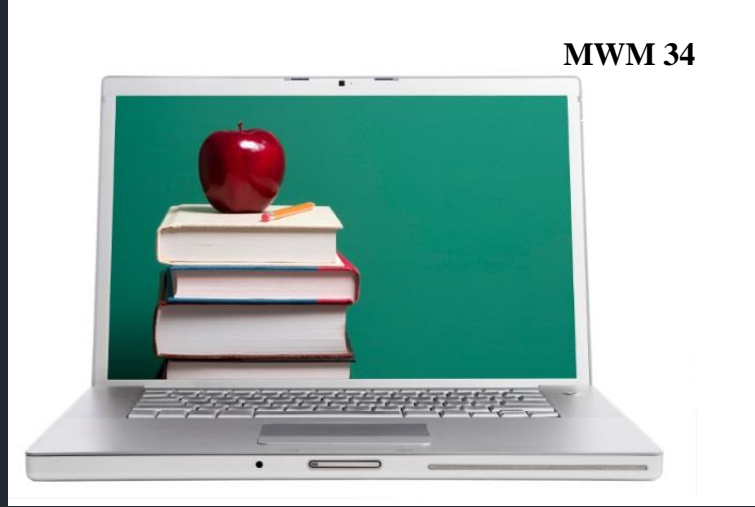
MWM useful links

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

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

INTERNET MARKETING/ONLINE MARKETING – MERITS AND DEMERITS

By: Fred Doyle



Internet marketing is a widely accepted advertising preference in the modern world, which is used constructively by many and at the same time it can have its negative implications.

Merits of Internet Marketing:

- Unlike a retail business, your internet business is open to all 24 by 7 and 365 days a year giving you the max benefit.
- It saves you the cost of an establishment, labor, or any set up arrangements, besides the marketing cost that is otherwise huge offline.
- Appearance on the internet exposes you nationally as well as internationally, thus helping your business cross the borders.
- Email marketing saves you the time and cost rather than sending paper mailers or documents.
- Availability of market research data that helps you analyzes the performance of your business with the regular customer feedbacks.

Demerits of Internet Marketing:

- Not all internet marketing tools are free and those which are free of cost are not at par with the quality of the paid tools. Hence some kind of investment is required on the business front.
- Internet visitors tend to ignore the banner ads at most of the incidences, thereby negating the purpose of advertising.
- If a business has a website that needs to be downloaded on a faster internet that may not accessible to users with a slower internet connection, thus leading to limited exposure of the business.
- Due to the frequent online frauds occurring in the recent scenario, users do not trust the internet marketing approaches easily. It also becomes a hindrance in the online payment, thus reducing the business opportunity.
- Some advertisers use fraudulent means for the pay per click marketing programme, where they simply use tactics to click on the sites with no real intention of purchase, thereby affecting the business of the publishers.
- Technology issues related to pop up blocking or privacy settings that does not allow ads to appear on a user's computer and hence decreasing customer base.
- Spams and Identity thefts are a common concern that inhibits a user to respond to the different internet marketing techniques.

Every business, online or offline has its ups and downs, hence, even with the disadvantages internet marketing is sure to stay and grow in the future years.

MWM marketplace

> Domains, Websites & Products For Sale.



Domain for sale

Contact:

ads@makingwebmoney.com

Make an offer

<Agreatbrandnameforan

internet marketing

Product or service

ViralInternetMarketing.com.



Your Ad here

Contact

ads@makingwebmoney.com

ContactUs

>Contactustolistyour

Domain name or website

For sale in this section



Your Ad here

Contact

ads@makingwebmoney.com

Contact Us

>Contactustolistyour

Domain name or

Website for sale in

This section

Makingwebmoney.com



Your Ad here

Contact

ads@makingwebmoney.com

Contact Us

>Contactustolistyour

Domain name or

Website for sale in

This section

Makingwebmoney.com



Quotable:

“A journey of a thousand sites begins with a single click.” ~Author Unknown

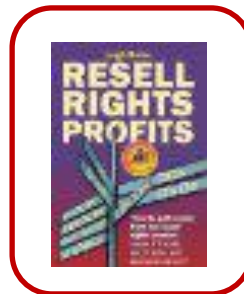
MWM featured products

MWM 36

[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.



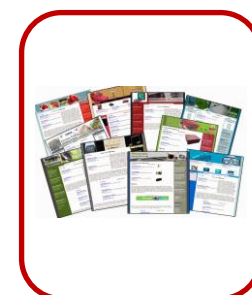
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We have the cheapest article packs on the internet. Our experienced english speaking writers will quickly and expertly craft quality articles that will help you promote your business online and increase the ranking of your web pages. We also offer article submission services, press release writing services & sales copy writing. One of our more popular packs is our Combo Article Writing and Submission services. Click 'Combo Packs' on the left menu.



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

Kerry Craig

Kerry Craig has developed interest in article marketing to support niches she is interested in promoting. She is interested in sharing her life experience and in promoting quality products on the internet that are aligned to her interests and expertise.



Garry Cross

Garry Cross is an Internet marketer who has been in the business for over 10 years. He believes that content is king and it's one of the key solutions to succeed in one's venture.



Fred Doyle

Fred Doyle is a SEO Expert Specialist in SEO and Internet marketing Services. He has experience of 7 years in ethical Organic SEO practices and an impressive track record in his field.



Rochelle Gordon

Rochelle Gordon is an SEO consultant. She has helped many businesspeople succeed in their field and she conducts seminars all over the globe.



Antoinette Grant

Antoinette Grant is an expert in Internet marketing, helping different businesses improve their online visibility.



MWM contributors

Preston Manning

Preston Manning is a household name in the field of Internet marketing. His consultancy firm is based in Perth, WA, but he provides services across Australia.



Jackie Matthews

Jackie Matthews is a freelance writer specializing in Internet marketing, real estate, advertising and investing.



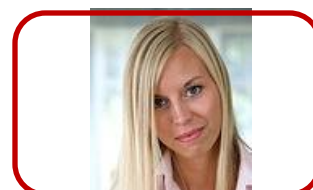
Michele Rhodes

Want to improve your online presence? Michele Rhodes is the name to call. She has been in the business for more than 7 years, helping businesspeople boost their sales.



Erma Terry

Erma Terry is a big name in the Internet marketing field. She is an expert in SEO, social media and content marketing.



INTERNET MARKETING RESEARCH – TOOLS AND TECHNIQUES

By: Jackie Matthews

If you have a business and a website you must be engaged in internet marketing for better plans. However, for efficient marketing one needs to perform an appropriate research online. Unknowingly many of us are already using some of the internet marketing research tools which can otherwise provide us with the most useful data related to customer behavior or market analysis.

The various techniques used for internet marketing research are:

- There are many companies who conduct a customer satisfaction survey that assesses the post sales experience of the customer. This not only helps gather their feedback on the product but also helps build a long term relationship.
- The research run by the visual, audio or print media to measure the number of people watching, listening or reading which helps find out their acceptance among all. Similar process is followed for brand loyalty assessment.
- Surveys or polls which determine the spending pattern of an average customer that determines the correct target segment for a particular business.
- Allowing a customer to test a product and provide feedback through surveys especially before launch of new products.

*Build a survey page
on your site for
customers to fill in
their experience free
of cost. This will help
you track your market
position on a regular
basis.*



Apart from the above methods there are different internet marketing research tools that enables you with efficient promotion:

- Use the free SEO tools available online for market analysis or keep yourself updated with recent developments, such as Google Analytics and the likes.
- Build a survey page on your site for customers to fill in their experience free of cost. This will help you track your market position on a regular basis. You can create surveys with the help of sites such as KeySurvey for example.
- Visit the competitor's website on and off to be aware of the latest product launches, their price listings and their approach to be ahead of the race.
- Check on other related websites or blogs that mention your products in their content and their reviews. This will help you get an idea about where you stand in the competition.
- Using a popular search engine, such as Google or a social networking site or example Facebook, you can perform keyword searches to be aware of your competition.

A through internet marketing research with the above procedures will ensure an effective promotion of your website thus increasing web traffic.



Azon Mobile Pro

Create optimized mobile versions of your site in a few minutes

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

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

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

"A Complete Amazon Affiliate Plugin Package"

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

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

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

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

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

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

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

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

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

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

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

[Learn More Here](#)

LEARN TO CREATE DIFFERENT INTERNET

By: Michele Rhodes



There are many way of marketing your business online; however the strategy differs from one business to another. Every customer has different needs and set of expectations, based on which the internet marketing approach should be decided. A clothing business will have a different target segment of customers than one dealing in computer hardwares. Hence the marketing strategy will be completely different for different organizations.

If you are starting up a new business or wish to increase you sales and want to reap the benefits of internet marketing, you need to be knowledgeable about the various strategies, such as, search engine optimization, email marketing, affiliate marketing and so on. Let us discuss the internet marketing strategies below:

- Research on the internet about the market position of the product that you have to offer and about the competition in details, before you venture in to something.
- Design your website appropriately, that correlates to the product that you will be selling, think of the right plan to promote the website, create a layout of the business, assign a name, or build a website to initiate branding.
- Post suitable content, images or videos whichever describes your products the best way and presents it to the target segment of customers.
- There is no harm to follow the competitors in their way of marketing. It only gives you a fair idea as to why are they successful.
- Sign up your business with the social media networks, learn the art of email marketing, opt for affiliate marketing or learn SEO methods to increase visibility and ranking.
- Write a blog or news article related to your product, get featured in news releases, arrange for contests on your website, or communicate with consumers on your blog.
- Do consult an internet marketing knowledgeable person regularly.
- Track the website performance through different tools, for example Google Analytics.

Hence, whether you are endorsing your products or others via internet marketing, one needs to know who the prospective customers are and what is your market position. It is a

There is no harm to follow the competitors in their way of marketing. It only gives you a fair idea as to why they are successful.

Top Five Internet Marketing Tools to Boost your Sales

By: Kerry Craig

Internet marketing is the need of the moment for all business large or small. It scores above the offline marketing methods in lot of aspects, including the budget and the convenience. Hence a greater section of people are turning to internet marketing for their business expansion. So whether we are starting up a new business or an expert in the internet marketing segment, we all need the various online marketing tools available for use.

One can either opt for a free tool or a paid; it is entirely on one's affordability. However, the popular options are of course the free tools that are available online and are helpful to a large extent. Below are some of the free internet marketing tools:

- Google alerts is the most popular medium which keeps you updated with the recent happenings in your sector or competition.
- Research tools such as, Google scholar, Google trends, or Open site explorer are few that provides you an access to the world of articles, thesis, books, list of websites that are linked to yours, or the latest developments in the internet marketing arena.
- One of the most widely known and used tool is Hootsuite as it allows you to update your posts on the social networking media and follow the reviews.



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- Google keyword or Google webmaster tool which allows you to find out what customers are looking out for and the search pattern are some of the efficient SEO tools.
- Google Ad Planner and Google Placement Targeting tools help you analyze the quantity and quality of visitors on your site along with further research and promotion.

These are the top free internet marketing tools among the many available out there. There are other tools which are equally helpful, such as, blog topic generator, content idea generator, readability bookmarklet, Hemingway, Rank Trace, SalesGenies and much more. These enhance showcasing of your business in many ways thereby bringing a positive effect. Regular use of these tools will only ensure the best outcome for your campaigning plans, so try them today.

MWM back story

A TAILORED NIGHT OUT

Nick Telson co founded DesignMyNight.com, an online service that helps users plan their evening's entertainment, with a university friend in 2009. He talks to SmallBusiness.co.uk about starting up.

"From a marketing point of view I would much rather invest time and money in SEO where there's a ready-made market looking for your website, versus using fliers or a £30,000 PR stunt, where you're reaching a lot of people but only 20 per cent of them might be your target market."



How did you get the idea?

We were visiting [future business partner] Andrew's wife in 2010 in New York. We asked the concierge in the hotel for some tips on where to go out in the city, and the concierge asked how much we had to spend. That got me thinking about how interesting it would be to give people the power to design their own nights out online to a budget.

How did you get started?

We both had full-time jobs but we started working on the idea on the side. We managed to get a really cheap price for our website build from a friend of a friend who runs a web and design agency. The website was to be 20,000 pages, which normally costs £30-50,000 but he did it for much less to build his portfolio and involve his team with a big website.

After 12 months we put the site live to test the waters and everything grew from there. Recently, we raised six figures of investment through seven private investors, a lot of which will be spent on employing staff.

“Anyone that needs help with either finding or booking a bar, whether that be a couple or a huge party, we'll do it and take the money from the venue rather than the user.”



What is the revenue model?

We've got a few different streams of revenue which was a big selling point for the investors. Firstly, when our users make a booking on the site, it's free for them but we charge a referral fee to the venues for the people we put in their bars, which is similar to Toptable's model in the restaurant industry.

Also, we run a concierge service. Anyone that needs help with either finding or booking a bar, whether that be a couple or a huge party, we'll do it and take the money from the venue rather than the user.

Advertising is big for us too. Much of our userbase is in the early 20s demographic and this, combined with what we do, is a perfect fit for the likes of drinks brands.

How did you market it?

In the beginning, Andrew and I read up on SEO and taught ourselves what we needed to know to get our website maximum visibility. From a marketing point of view I would much rather invest time and money in SEO where there's a ready-made market looking for your website, versus using fliers or a £30,000 PR stunt, where you're reaching a lot of people but only 20 per cent of them might be your target market.

Every page on our website has been SEOed to the guidelines and we've played by the book, there's no point trying to cheat Google. We're at a stage now where I'd quite happily set up an SEO consultancy. PR is also something we are employing.

What are the big challenges?

Managing money and keeping emotional stability. Andrew and I are great friends but I don't think either of us were prepared for the emotional rollercoaster that running your own business entails. We experience levels of stress you just don't get in a corporate job. On the other hand, there's a whole new level of excitement and enjoyment to go with the sadness and despair. You can go through a lot a day but you have to learn from it all and keep level-headed and balanced. We have been living on the breadline for a year and a half to make this a reality.

What's next?

We're looking to be turning over around £1 million in a year. With a tech company you have quite low overheads and a high margin. We want to be in three or four UK cities within 12 months and we'll be thinking of going international too. If we can manage fast growth well the potential is huge.

"You can go through a lot a day but you have to learn from it all and keep level-headed and balanced. We have been living on the breadline for a year and a half to make this a reality."



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](#)
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Just Added: New Niche Blogs For JUNE



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\$17.00



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