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# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

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## WHAT IS INTERNET MARKETING?

P.12

MARCH 2015

## The Story of a CEO Who Grew Up on Food Stamps

Mildred Castillo



Chelsea Berler



Johnathan Daniels



Nathan Tarrant



**PLUS**

**GADGETS**

**INTERVIEWS**

**PRODUCTS**

**Q AND A**

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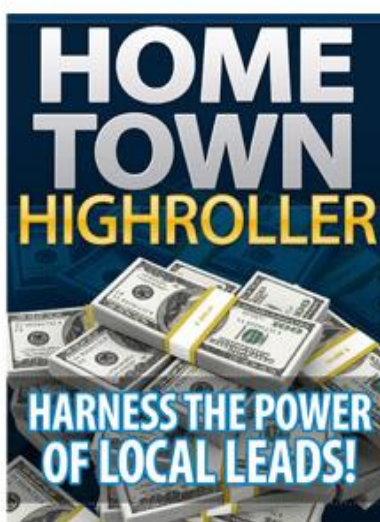
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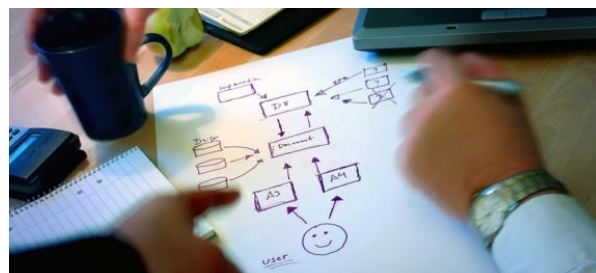
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Welcome to the **MARCH 2015 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal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

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## Making Web Money Online Marketing Magazine

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Contributors

Various experts in their fields

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**What is Internet Marketing?** - By: Mildred Castillo **Internet Marketing Strategies** - By: Clarence Willis **How to Master Internet Marketing** - By: Clarence Willis **How Important is Content Writing for Online Marketing** By: Johnathan Daniels **SEO for Internet Marketing** By: Leah Garner **Internet Hospitality Marketing and Social Media Solutions** By: Greg Baker **Importance of Emails for Internet Marketing** By: Betsy Wheeler **Internet Marketing Through Social Media** By: Johnathan Daniels **Tools of Website Marketing** By: Mildred Castillo **MWM Success Story** The Story of Chelsea Berler - a CEO Who Grew Up on Food Stamps **MWM Ask the Expert** Interview with Aris Vrakas, Former Director of SEO at Orbitz Worldwide **MWM Q & A** SEO Consultant Interview with Nathan Tarrant of NTA Digital **MWM Back Story** How Young Franchisee Alexis Garcia Got a Taste of Sweet Success

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.

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## Press Release Software



## TOP EMAIL

### What is the easiest way to create an iPhone app?

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

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

### What is Offline Marketing?

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

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

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

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

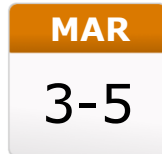
*For this type of setup, you really can't go past Wordpress. You setup wordpress, do the initial design for your client and then give them the information to access the backend, and show them how to create pages and posts.. -Ed.*



Did you know:

Bill Gates, the founder of Microsoft was a college drop out.

# MWM what's on



## SMX Is The Only Conference Entirely Devoted To Search Marketing

Search marketing is by far the biggest area of digital marketing. You can't afford to waste time or money getting it wrong. Attend SMX, and you'll get it right!

Immerse yourself in three days of SEO & SEM sessions and you're guaranteed to leave with practical tips and techniques to immediately improve your search marketing efforts. SMX also has strategic sessions to help you with what's coming over the horizon.



Oracle Marketing Cloud is a sponsor at this year's eTail Asia, the leading platform in Asia to help online retailers discover, develop and implement strategies that will help build a successful ecommerce business.

eTail Asia is the only event you need to attend to be updated on the trends and growth of innovation and investment in the retailing channel. Our programme is entirely dedicated to help you better understand the online customer's behaviour and how you can achieve consistent growth and drive conversions.

## what's on



Content Marketing Sydney is the largest gathering of content marketing professionals in Asia Pacific. We are thrilled to be returning to Australia for a third time. This year, Content Marketing Institute is partnering with Campaign Asia Pacific to bring you an event with outstanding impact.

What is Content Marketing Sydney? It's one event where you can learn and network with the best and the brightest in the content marketing industry. We want to make sure you leave with all the materials you need to take a content strategy back to your team – and – implement a content marketing plan that will grow your business and engage your audience.



## Discover the best social media marketing techniques from the world's top experts

Join 2,500 fellow marketers at the mega-conference designed to inspire and empower you with social media marketing ideas—brought to you by Social Media Examiner.

You'll rub shoulders with the biggest names and brands in social media, soak up countless tips and new strategies and enjoy extensive networking opportunities in San Diego, California.

This is a historic opportunity for you to connect face-to-face with the top social media marketing experts while breaking bread with like-minded peers from around the globe.

Here's what's in store for you in 2015:

**Networking:** Make new connections at the opening-night networking party and at extensive structured networking opportunities.

**Discovery:** Take in practical social media marketing sessions from the world's top experts at the bayfront Manchester Grand Hyatt San Diego.

**Fun:** Make new connections at our opening-night networking party held aboard an aircraft carrier and at our Social Beach networking party, celebrating Southern California beach culture.

You'll pick from 100+ expert-led sessions covering social media tactics to content creation to social strategy. Plus, hear from dozens of top brands, including Microsoft, Disney, IBM, Honda/Acura, Whole Foods, Cisco, the National Hockey League, Century 21, Intel, KLM, Yahoo, the San Diego Chargers, Tyson Foods, LinkedIn, Adobe, Cabela's, BMC Software, Citrix, Discover, Cox Communications, Symantec, Universal Resorts and the Boston Celtics.



Quotable:

**"Computers themselves, and software yet to be developed, will revolutionize the way we learn."**

~Steve Jobs



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# MWM news

## GOOGLE PULLS THE PLUG ON 'HELPOUTS'



Say sayonara to Helpouts, Google's live video-discussion tool. The tech giant is pulling the plug on Helpouts on April 20.

Google launched Helpouts in 2013 as a way for entrepreneurs and topic experts to share information and connect with customers online. A sort of cross between YouTube and Google Hangouts, the tool allowed people to host or attend live video demonstrations and conversations, where experts could provide one-on-one advice in real time.

Unlike Hangouts, business owners and experts who used Helpouts were able to charge a fee for each video session, with Google taking a percentage of that, of course. "The Helpouts community includes some engaged and loyal contributors, but unfortunately, it hasn't grown at the pace we had expected," Google said in a post announcing the shutdown.

No word on exactly how many experts were utilizing Helpouts or on how many people in general were on the platform. A Google spokesperson did not immediately return an email seeking comment.

Google says people will be able to use Google Takeout to download their Helpouts history between April 20 and November 1.

## PINTEREST TEAMS UP WITH APPLE TO PROMOTE APP PINS

App Pins will let Pinterest users download external apps without leaving the platform.

Pinterest has teamed up with Apple to enable users to discover apps via a new type of pin that leads to the App Store.

Called App Pins, the new feature will include an "install" button, which lets users download the application to an iOS device without being taken to a page outside of Pinterest.

App Pins are the only one of six "Rich Pins" that are actionable. Launched in May 2013, Rich Pins are Pins that include extra information, such as prices and locational availability on Product Pins, and maps and contact information on Place Pins.

The new feature is the latest in a series of enhancements that aim to make Pinterest more attractive to marketers. It's also another step forward in its mobile strategy.

Three-quarters of Pinterest's traffic comes from mobile. Pinterest has at least 70 million users - that figure is outdated and likely too small; the company doesn't publicly release membership statistics so the only available information is from a nearly two-year-old Semiocast study. Out of all those users, only 25 percent primarily pin from desktop.

For now, App Pins is only compatible with the iOS App Store. As the feature only launched last night, Android may be included in the future.



**Quotable:**

"I am thankful the most important key in history was invented. It's not the key to your house, your car, your boat, your safety deposit box, your bike lock or your private community. It's the key to order, sanity, and peace of mind. The key is 'Delete.'"

~Elayne Boosler



# COVERT PIN PRESS

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

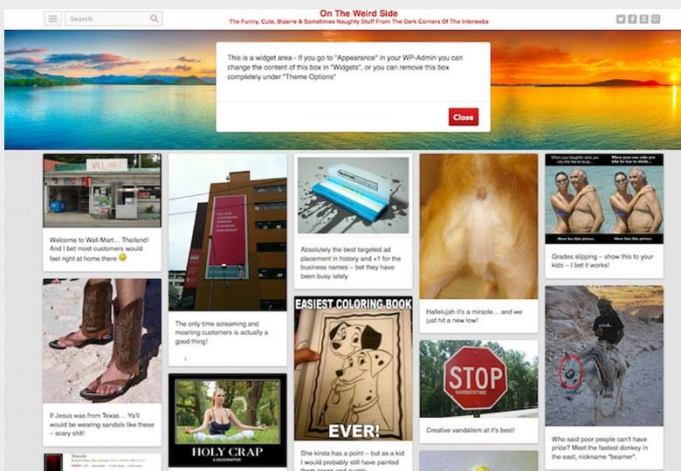
Tapping Into The **Most Buzzing Trend**  
On The Internet And Sucking **Free Traffic**  
From *Pinterest & Facebook* On  
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**Covert PinPress 2.0 Is...**



**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!





# WHAT IS INTERNET MARKETING?

By: Mildred Castillo



Marketing strategies and techniques that are used by any small or big business to promote, sell, make and retain customers is called internet marketing. It is today the most common way of advertising a product to attract customers in large scales. Regardless of size almost all business are done through internet marketing. It is not only to promote products but also services. The main motto of online marketing is to attract and retain customers. Internet marketing is the best way promote a product and have a direct response to customers. Some companies only prefer doing internet marketing because they want to retain that segment of buyers who are changing from ones who would visit the stores to purchase to ones who now prefer shopping online. A mouse click is all one needs to reach any store and shop peacefully with the comfort of being at home.

The rising popularity of internet marketing is due to multiple factors.

- It is the most inexpensive way to promote a product or service.
- The tools available in internet makes it user friendly. You don't have to be savvy with computer to shop through internet.
- Online marketing is perfect for home businesses where one doesn't need to showcase products and services physically. That saves cost and rent to hire a location.
- With its growing popularity and demand it has become essential for any business to be available as online products and service provider.
- Online marketing customizes shopping and caters to variations. Customized contents provides the visitors with opportunity for varying customizing and varying each experience in an organization.
- Time independence is undoubtedly the best factor why online marketing has gained its popularity. Internet can be accessed round the clock hence giving shoppers the advantage of being able to shop at any hour of the day.
- Through online marketing customers can be attracted in mass and globally. It is interactive and hence the customers are more involved. This results in brand loyalty and also likelihood to a purchase.

*Online marketing is perfect for home businesses where one doesn't need to showcase products and services physically. That saves cost and rent to hire a location.*

# MWM success story

## THE STORY OF A CEO WHO GREW UP ON FOOD STAMPS

By: Chelsea Berler



*"The truth is my road to owning a successful business was full of setbacks, disappointments and ugly truths -- the sort that no one wants to talk about."*

What do you think when you hear about a 30-year-old CEO (now running a marketing agency of 20 staffers) who grew up eating meals paid for by food stamps? You might find it intriguing. You might want to learn more about that road from poverty to success

Or you might just roll your eyes and think "another rags to riches fairytale."

### Quotable:

"A computer once beat me at chess, but it was no match for me at kick boxing."

~Emo Philips

But my path from a tiny North Dakota town of about 300 people to starting a company eight years ago (that I relocated to Birmingham, Ala. in 2009) has been full of incredible highs and gut-wrenching lows. And I wouldn't have it any other way.

Each of my humbling low points led to a triumphant success down the road. What I've learned can easily be applied to your life, too.

My childhood is full of memories of buying the simplest of nourishment with government funds. I can still recall that distinct feeling of embarrassment when my mother laid down the food stamps at the cash register. It's that swirl of emotion that says, "We don't have enough." And the truth is we didn't.

Now I'm not saying there was anything wrong with that time in my life because my mother worked extremely hard to provide for her family and she dealt with the residual baggage of my father's struggle with addiction and his death.

But this is where my motivation for more out of life was born. During those humble experiences when feelings of shame and guilt came into play, I became increasingly aware of my family's situation and even more determined that this would not be my life forever.

I didn't know how my life would change but I knew that someday it would. I understood then that I could use my creativity and common sense to take me higher than the life I knew.

## Seeking change.

OK, so maybe you were raised much the same way I was or you're living that very life right now. You may even feel a little hopeless. Sure you have great ideas and even the passion and know-how to fuel a great business.

But how do you get there?

My barebones upbringing and observations of my mother's innate strength have shaped my style of leadership and now the way I run my company.

From my first "career" job in sales to now while I serve as a CEO, I have carried those early experiences with me and they have influenced every move I make.

My first and only corporate job prior to my starting a business was at an international distribution company. I was hired to do customer service and quit college so I could earn a full-time paycheck (with benefits!).

About a year in is when I started to work my way up the corporate ladder.

My role evolved pretty quickly into having more of a sales component. I saw a need for someone to answer the phone and sell customers on the company's offerings instead of their having to wait for a call back from someone in sales.

That's exactly how I got to where I am today. I searched for opportunities even if they weren't readily available.

And I ended up as director of sales and business development, reporting to the vice president and CEO by the time I was 21 years old.





# "DON'T GIVE INTO HOPELESSNESS. THERE IS ALWAYS A WAY TO CLIMB HIGHER IF YOU BELIEVE YOU CAN, EVEN WHEN NO ONE ELSE DOES."

I just jumped right in and did what needed to happen to keep the customers happy. I didn't worry if I was qualified to do the job. I just did it. And in those moments, I felt like I was making a difference. I knew I needed to find a way for my life to become more focused on that feeling.

So I started my own business at age 22 and eventually quit my corporate job because I was able to make enough money on my own to pay my bills.

If you can't be thankful and thoughtful about where you've come from and what it took to get you where you are now, then you will never fully appreciate (or own) being there.

That is the first step to being truly successful. I realized that being humble, forgiving and optimistic would bring me so much more success than any monetary value could. And as I came to terms with family members who came before me, who I really was and what I wanted my life to look like going forward, I was equipped to step out on my own and really shine.

## Being different.

While I didn't have much growing up in the way of material things, my siblings and I were encouraged to develop and indulge in our curiosity. My love for the playground of life started very early on and I've held onto it ever since.

As I became an entrepreneur, I began to witness real freedom and success from believing in myself, when others did not. I started my company, Solamar, knowing that my business model would be different and it would embrace my individuality.

I love interesting, creative and often quirky people like myself. So I built a company that lets me surround myself with those types of individuals. My intention was to start a small business as a way to pay the bills and do more purposeful work.

What it became was something much bigger. As soon as I started hiring a team, the world I once knew was gone forever and I never looked back. Working with freelancers and staffers alike, I am now able to help others live their dreams and reach new heights in business.

## Overcoming roadblocks.

The truth is my road to owning a successful business was full of setbacks, disappointments and ugly truths -- the sort that no one wants to talk about.

One of my greatest lessons came from being in a place of hopelessness and despair. I was in a situation where I didn't think there were real possibilities for my life. I felt stagnant and no matter what I did, I felt like my options were limited.

But I was wrong and I overcame that mindset.

Both my brothers died as a result of two separate car accidents while I was in high school. I didn't know what to do with the rest of my life. When others were filling out college applications, I was just lost, struggling to figure it out.

The corporate job helped me get set up in the right direction, although I still felt emptiness. Something was missing. A little of that feeling came back again. I struggled to figure out what to do with the rest of my life. I wondered, Is this how it's going to be forever? Me in this corporate job, doing this very thing?

Trying to reprogram my thoughts has been one of my biggest challenges and has led to my greatest victories. When I realized that I had a say in my life and vowed to not let my past define my future for me, I started living and working differently.

I put 150 percent into everything I did. I worked hard to become something that so many people thought I could not be. I wanted to create something bigger than myself. And I did just that. That is my hope for you.

Believe in yourself, in your talent and what you want to do in life. Then make it happen. Period. Nothing can hold you back.

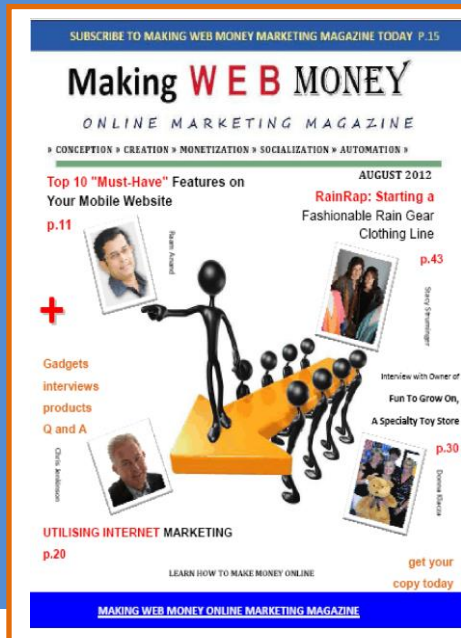
### ***Here are my guiding thoughts for you:***

- 1. Everyone has a past. Don't let yours define you.***
- 2. Embrace your individuality and let it shine in all you do, including your business.***
- 3. Be humble and appreciate every struggle that got you to this point.***
- 4. Don't give into hopelessness. There is always a way to climb higher if you believe you can, even when no one else does.***

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# MWM ask the expert

## INTERVIEW WITH ARIS VRAKAS, FORMER DIRECTOR OF SEO AT ORBITZ WORLDWIDE

By: Nick Stamoulis



*"I see "content" as the on-page magic that adds value to the chain and helps consumers find and do stuff. To add value to millions of pages reflecting tens of millions of keyword terms in multiple languages you need to think big!"*

Recently, I had the chance to interview SEO expert Aris Vrakas.

Mr. Vrakas is one of the industry's top SEO professionals in the field of artificial intelligence e-marketing. As Director of SEO at Orbitz Worldwide, he led Orbitz in building from scratch one of the first end-to-end landing page platforms, which is capable of self-optimisation to manage millions of pages, content sources, business wide data-sources as well as dozens of existing and new language domains.

Did you know:

?

If you find a way to hack Facebook, the company will pay you \$500. Hackers, go for it.



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***Without Ever Having To Create*** A Single Video



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

From **facebook** **twitter** **Google+**

## To Your Blog!



# MWM ask the expert

## AS THE FORMER GLOBAL SEO DIRECTOR FOR ORBITZ WORLDWIDE, HOW DO YOU MANAGE MULTIPLE SEO

Answer from Aris Vrakas: The basis for a successful global SEO effort is access to comprehensive but easy to understand reporting, a scalable and customizable platform capable of fast innovation, a highly trained and specialized team and a set of evolving processes that enable quick reaction to trends and new ideas making it into production fast.

World class reporting helps us measure and understand the performance of all sites and products easily and quickly in-depth to accelerate testing, proactive SEO targeting and reactive cause and effect analysis. The next step is to create a repeatable process that allows you to quickly leverage all your resources to focus on priorities.

Last but not least it is important to drive investment in your SEO product and enable rapid testing and scalability using new software technologies.

## WHAT'S THE BEST WAY FOR A WEBSITE TO MONITOR THEIR ORGANIC PRESENCE GLOBALLY?

from Aris Vrakas: Every business from blog to enterprise should aim to understand the key factors affecting their SEO, overall marketing and most importantly the customer interactions on their website. Although most companies understand their overall site well it is more difficult to prioritize and build an effective in-house SEO Reporting framework, largely because SEO KPIs are different to what e-commerce businesses are used to, with Rankings, Links and other KPIs being unique to SEO and requiring bespoke solutions, not necessarily tying in back to the same bottom-level metrics BI departments historically work with.

SEO reporting goals however are very similar to SEM and other online marketing channels. Ultimately you need to understand what KPIs help drive insights and create a reporting framework that allows you to understand and communicate the high-level performance of your sites. Then you need to be able to deep-dive into the data by slicing and dicing it, either using pivot tables in excel, or SEO platforms like SEO Clarity or other platforms that can merge a variety of data in one place, or your own in-house reporting suite. Finally it helps if all the data is integrated with your analytics and other BI and front-end applications so you can look at all your data at once and take swift action to optimize your site.

## WHAT SHOULD A WEBSITE DO IF ONE OF THEIR TOP KEYWORDS DOESN'T

Answer from Aris Vrakas: Andy Atkins Kruger (CEO Webcertain), with whom I've had the pleasure to work with on this subject, has advocated a mindset to address this question that I will paraphrase here: It's not about keywords, it's about products and matching user demand with the right product and right language. I advise anyone engaged in multi-national e-commerce to consider each language as a new audience and think about what that audience and culture are looking for, what keywords they're using to find it, and what products they prefer, and re-think the products, pages and customer experience you provide to match it. In other words, don't translate your keyword list, create the perfect keyword list in each language. It's worth it.

***"It's not about keywords, it's about products and matching user demand with the right product and right language"***

## HOW DOES A GLOBAL BRAND PRODUCE ENOUGH CONTENT

Answer from Aris Vrakas: Some SEOs, not the expert fellow reader naturally, but some SEO's tend to think of content as a short term project or head and tail paragraph text content and have different strategies and tactics for each and invest budgets accordingly to a various degrees of ROI success – mostly positive in their majority if done right.

Customers think of content sometimes as the object of their research, and other times as low quality distractions that waste their time.

I see "content" as the on-page magic that adds value to the chain and helps consumers find and do stuff. To add value to millions of pages reflecting tens of millions of keyword terms in multiple languages you need to think big! Sweep your entire business for data, do competitive analysis, find out what data companies are offering across your industry. Spend time to analyse your content and data universe and connect the dots to add value to the customer journey. Invest in your long-term value-add and create unique useful content.

I like to consider the following questions when thinking about content at scale:

1. If Search Engines weren't around, what content would I make for my customers?
2. What would I like to find on a page for what I searched for?
3. How do I help Google understand that content and rank it?
4. What is my competitive advantage and how can I leverage this?it.

**DO YOU THINK INTERNATIONAL BRANDS SHOULD CREATE SOCIAL ACCOUNTS FOR EVERY MAJOR MARKET (ONE IN ENGLISH, ONE IN SPANISH, ONCE IN FRENCH, ETC)?**

Answer from Aris Vrakas: International brands should be where their customers want to interact with them and only if they can manage communications effectively.

**CAN YOU EXPLAIN WHAT ARTIFICIAL INTELLIGENCE E-MARKETING IS?**

Answer from Aris Vrakas: Branches of A.I. have been used by on-line companies for years. It is useful for understanding large data-sets and classifying information into knowledge, a function previously performed only by humans. This can be used to understand huge data-sets and either predict the probability of an outcome, or classify objects into logical categories. In other words, A.I. can help us understand our data at scale and learn from it, and it also makes it possible to predict the outcome of a real or hypothetical scenario such as keyword bidding or the impact a page change could have on it's rankings.

Online travel is probably one of the most competitive niches around and has so many sub-categories like hotels, airfare, car rental, vacation packages and so forth there are probably thousands of sites fighting for traffic. What did you do while at Orbitz to help the company stand out in so many verticals among so many competitors?

The most powerful change was to enable fast and scalable innovation by creating a custom SEO platform from scratch. We made the extraordinarily complex task of managing multiple products, languages and millions of pages easier than updating wordpress templates while maintaining control over every page, module and all content.



Obviously Orbitz has a ton of user-generated content with all the customer reviews the site pulls together—do you feel as if that content had any impact on Orbitz's organic search presence?

Users love reading reviews before booking a hotel and search engines, I believe, acknowledge that in their algorithms.

**HOW DOES A SITE AS LARGE OF ORBITZ ENSURE THAT THERE IS NO THIN CONTENT LURKING**

Answer from Aris Vrakas: The short answer is simplification and pruning. For sites that create content for the benefit of their customers, like Orbitz, thin content is often about understanding and managing the limitations of your own product as well as the difficulty Search Engines face when it comes to understanding your content. For a travel company thin content could mean having 10k pages for cities without hotel inventory. I wouldn't like to land on a page with generic content and no hotels as a customer, and neither does Google so I would try to focus my efforts in creating landing pages that the customers will find useful, all the way to the tail.

**I KNOW IT'S STILL EARLY, BUT DO YOU HAVE ANY OPINIONS ABOUT GOOGLE'S HUMMINGBIRD**

Answer from Aris Vrakas: I think the biggest change companies should consider is their focus on customer experience and their companies' value add, if that's not already the way they think about SEO.

I ask my self often, if search engines didn't exist and the only way to find my site would be to send it to my friends and family, and their friends, and millions of their friends' friends, is this how I would structure and design it?

Hummingbird is not a radical departure conceptually from what we know already. It's a new platform that allows Google to use data at scale they previously couldn't, and learn faster from it. It is a milestone towards continuously improving rankings leveraging user-intent, natural language processing and contextual analysis as well as potentially more customer feedback to learn faster what sites people like for any search term. Hummingbird should signal a renewed focus on creating value for your customers long term as traffic could shift over time as Google builds up information about what it is exactly you do, and what queries are satisfied at your site vs your competitors.



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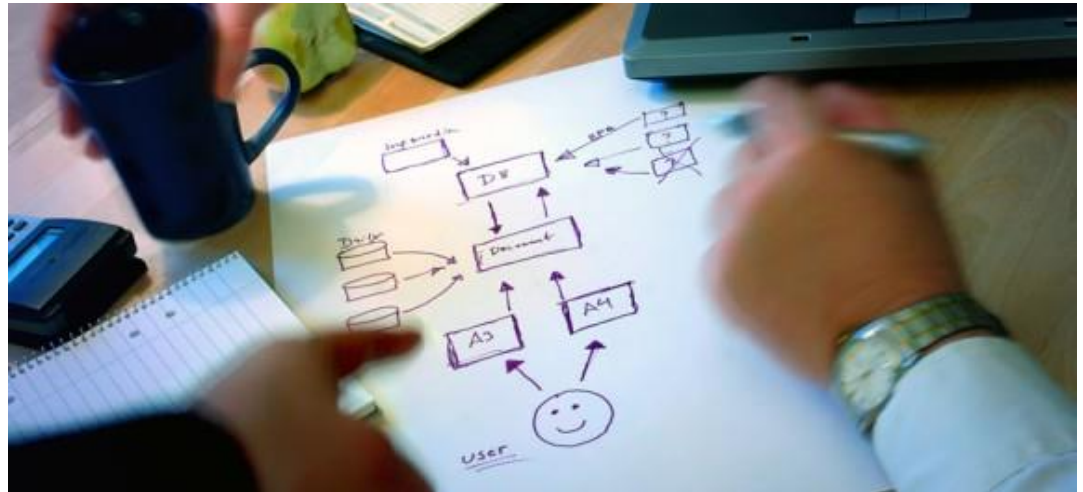
<http://www.makingwebmoney.com>

# INTERNET MARKETING STRATEGIES

By: Clarence Willis

When we talk about a successful business it involves facts about how we build the marketing strategies to promote it and help it grow. The main concepts of building a base of one's business there are three basic steps to be taken care of. Applying well establishes marketing techniques can raise one's rank and vice versa.

- Optimizing the search engine: Search engine optimization (SEO) is used to create a site that could rank a website as the most relevant. It is the preliminary thing that each seller would think of before starting a business online. Most of the searchers click on options that are available on the first page of Google or Yahoo search results. Search rank is undoubtedly a very important factor to make online business a success.



## How to build a SEO strategy

Selecting relevant keywords, providing valuable content, keywords density or how many times a keyword was used to link to that page are a few things to keep in mind while making strategies to do online marketing. However now a days, a page had nothing to do with keyword could be ranked in the top three. This is done by optimizing the page. The sites which rely totally on keyword could be ignored by the search engines. SEO include Keywords relevant to the search, shared valuable Content, a fast loading website and back links of reputed websites

- Content marketing: Content marketing helps build a brand and inspires confidence in one's company. Almost every customer reads a custom publication to understand the reputation and image of a company. Today, the field to include blogs, training videos, podcasts and video games etc, in a website has spread due to content writing. However, low quality content can affect one's rankings and damage his brand.
- Social media marketing: In the field of business social media brings SEO and content marketing together. It has become the most common way to share content. People trust content shared from others. Creating a true community is the key to make the most out of social media marketing.

**SEO include Keywords relevant to the search, shared valuable Content, a fast loading website and back links of reputed websites.**



# HOW TO MASTER INTERNET MARKETING

**By: Clarence Willis**

Internet marketing runs on a systematic way to understand and implement internet banking. To be successful in website marketing one has to follow the copy blogger method to create more profit and promote offline business. It is essential to be able to create relationships and have direct response for copywriting. Content marketing and having something worth selling is also important to make online business a success.

- Creating relationships is done by making an environment which is beneficial for existing and new customers to stick to it. It is critical that readers spread the good words about internet marketing help promote the growth of business. This gives customers quality experience and it also makes commitments to the users.
- Copywriting techniques have to be impressive to make a business stand out of the crowd. A strong and decent headline can make a lot of difference to the image portrayed of a business. Old techniques of copywriting can bring in a lot of difference between a business and a blog.
- The backbone of the copywriters is a good content. A copy blogger is meant to deliver good content in a strategic and focused manner.
- What one sells could be a product or a service. It could either be a download, an idea or a worthy cause. The point is to sustain in the internet marketing one has to deliver something that backs the above mentioned above one's asking the price.
- The above mentioned factors enhance each other. They go hand in hand and are dependent on each other. If any of these four factors are seen missing it could also affect the reputation of internet marketing.

Today companies are planning to get involved and spread through internet marketing. For them it is important to look after the internet marketing strategies and also evaluate their efficiency in meeting their business objectives.

***The backbone of the copywriters is a good content. A copy blogger is meant to deliver good content in a strategic and focused manner.***





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# MWM gadgets & toys

## KIDFIT ACTIVITY AND SLEEP TRACKER FOR KIDS

Kids these days, slumped in front of the TV or updating their Facebook profiles. What's the world coming to!? What happened to a bit of rough and tumble? Cycle rides? Kickabouts in the park? A few healthy bruises, nettle stings and grazed knees are a vital part of growing up; so encourage your child to lead an active, healthy and ultimately more fun lifestyle with the KidFit Activity and Sleep Tracker for Kids.



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

Made from a tough splash-proof rubber; just slip it on their wrist, pair it up with the beautifully intuitive app and they're ready to go. It's a doddle to set achievable goals, track progress and motivate your children to play more. They don't need to be obsessing over calories or steps (save that for their mid-twenties) so the app just provides a simple score out of 100 points.



<http://mashable.com/>

## Smart Dino Toy is powered by a super computer

CogniToy Dino is actually part of a planned line of cognitive toys. The idea behind them is pretty simple: the child speaks, and CogniToy, which is connected to the Internet (and IBM's Watson cognitive cloud) listens and then responds. According to Elemental Path, the toy can learn a child's personality traits and preferences, like favorite color, and then deliver age-appropriate content for their interactions.

## You want it

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

## Stealth Pro GPS tracker does its job

From the name alone, the Stealth Pro GPS tracker speaks volumes, as it claims to be able to perform its job in a professional manner, thanks to the folks over at the GPS Tracking Group. The Stealth Pro is best described as a spanking new all-in-one, real-time GPS tracker, where this particularly innovative device functions as a complete solution for professional GPS tracking and long-term asset tracking.



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

## LG'S NEW SMARTWATCH IS



Announced in the run-up to Mobile World Congress in a fortnight, LG's new Urbane smartwatch brings a bit of much-needed high fashion to a segment currently dominated by straightforward, staid designs, square faces and a focus on fitness. This little timepiece isn't for an afternoon in the gym — it's for a night out at the opera.

Actually reminding us quite a bit of the Asus ZenWatch, the new LG Watch Urbane will be available in either gunmetal grey or rose gold, both with a dark brown contrast-stitched wrist-strap. If you thought the G Watch R was a little bit chunky, you'll be pleased to know the Urbane is apparently a little thinner (although the 10.9mm spec is, on paper, chunkier than the R's 9.7mm).

Urbane is functionally similar to the existing G Watch R — it has a 1.3-inch P-OLED display, a Snapdragon 400 processor and 4GB of temporary onboard storage — handy with the newly-added ability to use an Android Wear watch for storing music while you're out running with a pair of Bluetooth earphones. The display is round, mimicking a regular analog watch, and going on LG's previous history the Watch Urbane should have some sophisticated faces to choose from as well.

Crucially, the Urbane retains the standard 22mm strap lug, so you can augment the Urbane with whichever artisanal alligator or snake or racoon skin wrist-strap you feel like wearing on any given day.

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

Did you know?

One can type 20 times faster using a Dvorak keyboard as compared to using a Qwerty keyboard.

# HOW IMPORTANT IS CONTENT WRITING

By: Johnathan Daniels

More customers can be attracted if they get to read a well-written content which gives them chance to know about the products and services they are looking for.

To create more relations, professional blogging is done to create a bridge between the writer and the readers.

Being a way to share one's insight by creating a company voice blogs create ways of communicating with his target audience. It also helps in building a platform for marketing of his business. All the important information is conveyed to the readers about the products and services that one aims to sell.

## • Good ratings of content

If one aims to improve ratings in major search engines optimized articles are a must. Since articles display one's area expertise is the primary way to attract potential customers it is very important that contents in the articles are relevant and informative to the readers. The information should match the intentions of audience. They should be intensive and creative. Quality articles not only help retain customers they also help in improving business image.

*Since articles display one's area expertise is the primary way to attract potential customers it is very important that contents in the articles are relevant and informative to the readers.*



## • Copywriting for internet marketing

Copywriting helps convert potential customers into paying customers. It focuses on providing information through persuasive writing. Copywriting is the most relevant and effective way to improve a business with high quality content. Many aspects like marketing and advertising are covered through copywriting by using means of direct mail, online ads, brochures, and website content.

## • Press Releases

Press releases are the instrumental public relations tools to help a business flourish and reach each targeted customer. High quality press releases with well-written content make a medium to directly reach the mass audiences and even potential customers. Not only that, highly optimized press releases can increase chances of appearing in search engine result to a large extent.





## Drop 3 Dress Sizes in 7 Days?

See this amazing little tip women are using to lose weight fast. [See Tip >>](#)

VenusFactor.com



## 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

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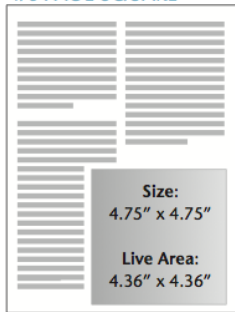
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Full page, Half page, 1/3 page, 2/3 page, 1/4 page, 2 page spread

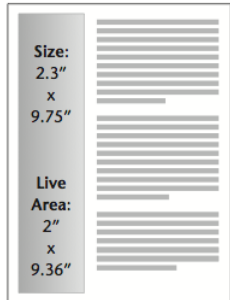
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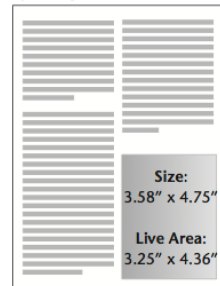
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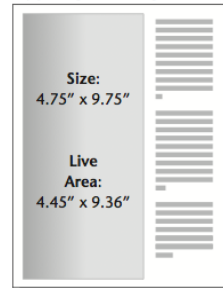
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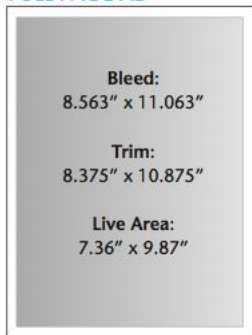
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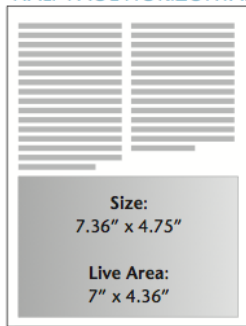
2/3 PAGE VERTICAL



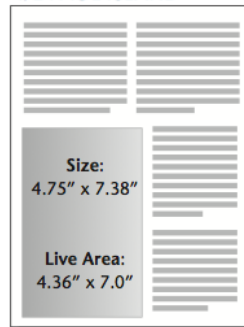
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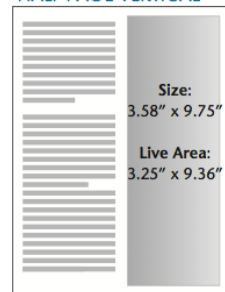
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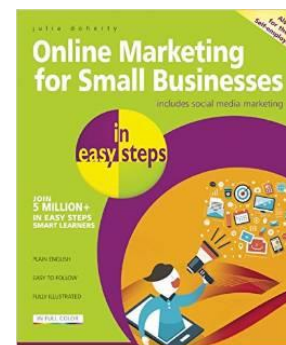
# MWM tools

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

- ✓ Increase the amount of every sale through last minute customizable upsell offers
- ✓ Offer relevant add-on products to customers based on cart content, total \$ in cart or even a combination!
- ✓ Promote various specials or items based on order value. Pair it with the Product Discount app and run BOGO Buy One Get one offers!



### Online Marketing for Small Businesses in Easy Steps: Includes Social Network Marketing By Julia Doherty



Online presence has become vital for all businesses; large, small or the self-employed. Whether you like it or not, if you don't take steps and manage your online presence, your customers and clients will. It's not enough to just have a website; social networking sites are the new word of mouth marketing channels and they're very powerful in spreading the word.

Online Marketing for Small Businesses in easy steps guides you through the essential steps you need to take to set your online strategy, make your website work for you, and then covers the key social networking sites to generate a stronger and more loyal customer base. It concentrates on activities that are essential and free, and steers clear of costly forms of online marketing.

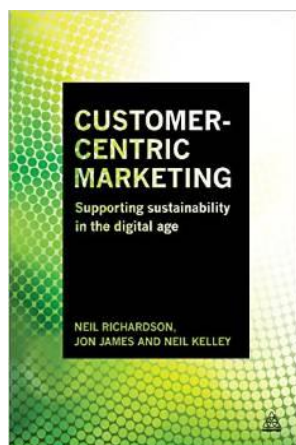
This new guide in the In Easy Steps series will help you learn about online marketing in digestible chunks.

Chapter 1 will help you work out where your customers are talking and set your social media goals.

Chapter 2 covers getting the most out of your website.

Then, start working on the social networking site(s) where your customers are most active. Covers Facebook, Twitter, LinkedIn, Pinterest and Google Plus.

### Customer-Centric Marketing: Supporting Sustainability in the Digital Age By Neil Richardson, Neil Kelley and Jon James



A major challenge facing businesses today is how to grow while engaging in recognizably sustainable practices. It is not enough to just be sustainable; the challenge is communicating it and getting the customer involved in the message. Customer-Centric Marketing addresses sustainable marketing planning, its barriers, and how to overcome them by demonstrating how sustainable development practices and digital marketing techniques work naturally together to add value, leading to improved customer satisfaction, better relationships and increased effectiveness.

Ideal for senior marketing professionals and students of digital marketing and marketing strategy, this accessible and straight to-the-point book uses case studies to show how the marketing theories and tools work in actual business scenarios.

- ✓ Capture and broadcast your most valuable sales conversations
- ✓ Create a highly visual, fully discoverable, Virtual Showroom of your and your customers' favorite products
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**'Electronic brains'! That's what computers were called in the 1950s.**



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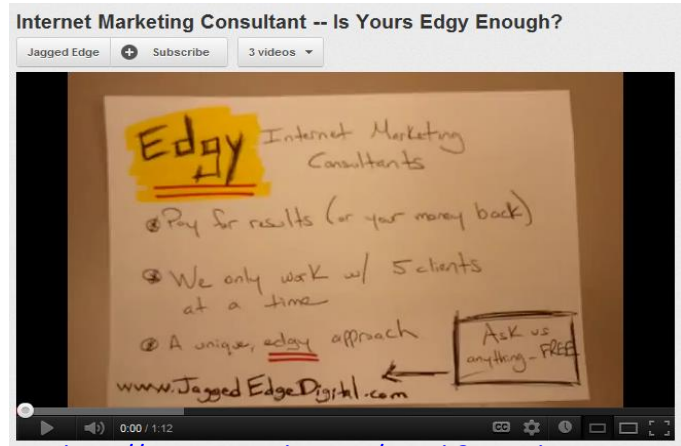
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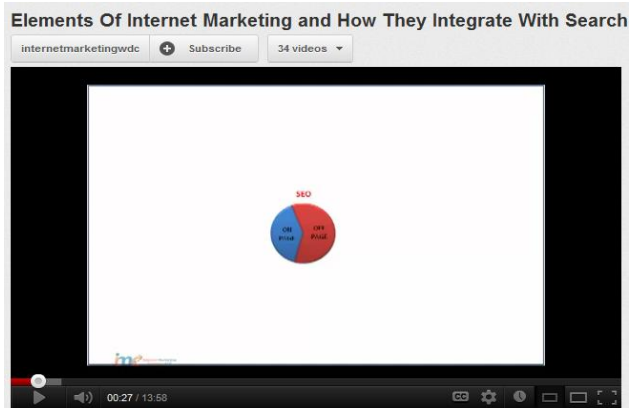
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<http://www.youtube.com/watch?v=0CaUclwPsH8>



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

# SEO FOR INTERNET MARKETING

By: Leah Garner



*Nowadays the engines are getting better at reading non-HTML text. However it is difficult for search engines to resolve rich media format which includes text in Flash files, images, photos, video, audio, and plug-in content etc.*

Search engine optimization affects the visibility of a website in a search engine's un-paid search results. Different kinds of search like image search, local search, video search, academic search are targeted by search engine optimization. SEO helps the website become easy for the users and search engine machines to understand. Today the search engines have become increasingly smart. However they still can't understand and see a webpage like a human does. Search engine optimization can help people understand what each page is about and how it could be helpful to the users. Although SEO has evolved as an intelligent technology it also has its own limitations.

## *Limitations of search engine optimize*

- **Poor link structures:** To access all the website contents it is necessary that the website' link structure is not understandable.
- **Duplicate pages:** Content Management System used by some websites often create duplicate versions of the same page. This is a common problem for search engines which are looking for new contents.
- **Online forms:** Any content contained behind can't be completed by search engines. This gives rise to conditions where these forms remain hidden.
- **Blocked in the code:** If there is any error in a website's crawling directives it may result in blocking search engines entirely.
- **Non-text Content:** Nowadays the engines are getting better at reading non-HTML text. However it is difficult for search engines to resolve rich media format which includes text in Flash files, images, photos, video, audio, and plug-in content etc.
- **Language and internationalization subtitles**
- **Targeting incongruous location:** For instance you are targeting content in Chinese. But majority of people who would access your website would be Polish.
- **Mixed contextual signals:** Some messages do send confusing signals to search engines.

It is essential that the details of search engine friendly web development are correct. The engines cannot by themselves measure the quality of content on web.





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Amazing Automation Plugin Makes Building Niches Sites  
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- \*\* 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 Q&A

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## SEO CONSULTANT INTERVIEW: NATHAN TARRANT OF NTA DIGITAL

By: Adrian Wright



*"Find out who the best are in the industry and follow them. Ignore everyone else otherwise you will find you are running around chasing your tail."*

Continuing with our series of interviews with SEO Consultants, I'm pleased to bring you the latest interview with Nathan Tarrant of NTA Digital, an SEO provider based in Ashford, Kent. So let's get into the questions for Nathan...

**"Computer science is no more about computers than astronomy is about telescopes."**

**~Edsger Dijkstra**

## **Tell us a little about yourself as an introduction to our readers....**

I'm 44, have two adult children, live in the south east of England at the moment (I move around a bit) I'm a serial entrepreneur who is a former business and life coach and trainer, along with being a certified guerrilla marketing coach and business strategist. I've run my own businesses since 1998 and love the freedom it gives. I've been a consultant to stay at home mum's, directors of Fortune 500 companies and delegates of the UN. I love working with people because I love the diversity it brings. I'm a big Liverpool FC fan, I love travel and cheese is my weakness!!

## **How long have you been involved SEO and how did you get started?**

The majority of my working background has been as a growth strategist. Basically I would go into businesses and turn them around from failing to being successful. Sometimes that would involve changing the way management operated, or it may be tweaking the marketing message. I had been doing internet marketing since 1998 and it was always a part of my offering to clients to improve their revenue and brand etc. I started to focus on SEO from a singular point of view in 2006/7 and it's been my main focus ever since.

## **What's the biggest thing you love about SEO and digital marketing?**

I love how it changes so fast. I don't like things staying the same for a long period of time so the fact that it's different today compared to 18 months ago, let alone 5 years ago is what I like. I also love how I am in a lot more control than standard consultancy. My business consultancy back in the 1990's/2000's was so reliant on my clients actually taking action and implementing the strategies I gave them that if they didn't then it was very frustrating. But now I only have to bow to Google and that's not too difficult if you know what you are doing. I also love the buzz I get when I rank a brand new site or recover one that has been hit with a penalty. That's my high.

## **Same question but the reverse, what's the biggest thing you hate about SEO and digital marketing?**

People who think they know what they are doing when the reality is they don't. While on a business forum the other day my attention was grabbed by a particular post concerning SEO. The title said 'I am an SEO expert but I need help understanding on page SEO' the guy was asking for help because by his own admission he did not know nor understand what the basic parameters of on page SEO are. Yet despite the fact he had absolutely no idea what to do, by his own words, he was an 'SEO Expert'.

I have no problem with a person asking for help, I'll be one of the first to jump in and give all the help they need, but to say you're an expert? The impact it causes those of us like you and I who have worked very hard to get where we are, can be damaging. That's what I hate about the industry.

## **There are some who say SEO is dead. What's your response to that?**

Well after I give them a long stare while I count to twenty before saying anything, I usually reply with 'That's because you don't know how to do it'. All the time there are search engines, there will be SEO. Yes Google want people to do AdWords because after all that's how they make a large portion of their revenue. But around 70% of people click on the natural search results and not AdWords, so SEO is a must for anyone who wants an increase in visitors to their website.

## **What does a typical day look like in your office?**

Until recently there was no such thing. As well as having my own SEO consultancy I'm head of digital for one of the UK's largest specialist marketing agencies and each day is so varied. Whether it's clients changing their minds over design of a site, or the mass e-zine they want sending out or Account managers messing up and I have to fight fires, each day is so different. One of the reasons I started my SEO consultancy recently was because I missed the day to day activity of SEO. That buzz of getting a brand new site ranking is great and I wanted it back.

## **Do you have an ideal client? Is there one particular niche you like to work in?**

Because I love variety so much I don't really have a particular niche I want to work in. Where I work we specialise in the construction industry and I find the fact that every client is virtually the same, a bit boring. I would prefer to mix it up with different clients.

Do I have an ideal client? For me it would be one that will work with me by being interested in forming a long term relationship and also trusts me to do my job. Oh and pays on time too!

## **Finally, a fun question to end on...what advice would you give to your 20 year old self just starting out in SEO and digital marketing?**

Find out who the best are in the industry and follow them. Ignore everyone else otherwise you will find you are running around chasing your tail. Focus on the specifics / fundamentals and forget everything else and your business will grow big time.

Thanks for the taking the time out of your schedule for this interview. Where can our readers find you if they want to connect?

I will be more than happy to connect with your readers if they wish. Best way is either on LinkedIn at [www.linkedin.com/in/nathantarrant](http://www.linkedin.com/in/nathantarrant) or Twitter at <https://twitter.com/NTADigital>



## 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.

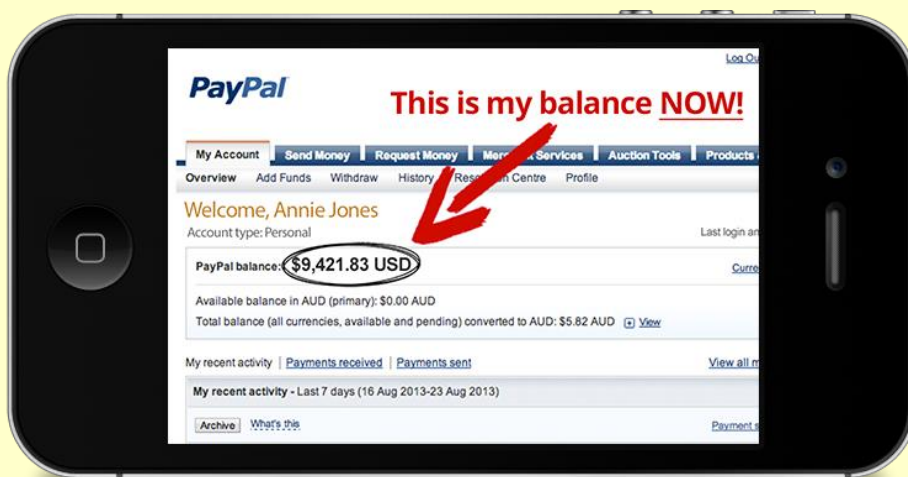
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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



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# MWM useful links

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- ✓ <http://www.todaysinternetmarketingforum.com/>
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- ✓ <http://www.looseapound-aday.com/>
- ✓ <http://www.regeditcleaners.com/>
- ✓ <http://bigbookofhomeremedies1.com>
- ✓ <http://theinternetmarketinghelpblog.com/>
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**Has your WordPress BLOG Has Been HACKED?**  
**You Need WP Security Plugins Security Suite...**  
**I just got it myself** <http://bit.ly/WPSecureSuite>

# Internet hospitality marketing and social media solutions

By: Greg Baker



The companies who have knowledge of the hotel industry work with multiple hotels, resorts and management companies all over the world. Web and mobile sites, social campaigns and cross promotions development are the areas where they expertise and they also provide integrated solutions for promotions in the field of hospitality and clients for tourism.

They take clients to a competitive edge. To connect with people internet marketing strategies are the best way which helps people who visit the site to turn them into guests. For higher visibility and conversions hotel and resorts require integration of web and promotions along with the mobiles. These promotions could be social and local promotions that is offered or put in front of the travelers.

If the content used in the website is creative and engaging it helps in the expansion of the hotel identity and the travel experience of the user. The website does a great deal in communicating with the customers to book. Destination packages are encompassed with website development. So are the local attractions and modules to aim the local search inquiries. This determines the demands of the travelers.

## ***Milestone as an Internet Hospitality market solution***

- A pioneer in this industry for more than 14 years, Milestone masters in hotel marketing and website designs.
- Known to be a Premier Hotel Internet Marketing & Website Design Company, it provides the best marketing solutions.
- They provide synergistic online products. Website design, social media marketing and dynamic SEO strategies are a few to mention. These deliver enhanced visibility, engagement and ROI.
- This company has a deep understanding about the technologies. Companies do need to be successful. They are connected to the web development, search engine technology programming architecture and software design.
- The visions of the company can be communicated with perfection as they are all connected to the mindset technologically.

***If the content used in the website is creative and engaging it helps in the expansion of the hotel identity and the travel experience of the user. The website does a great deal in communicating with the customers to book.***



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### Quotable:

“

“Never trust a computer you can't throw out a window.”

~Steve Wozniak

## Make a point of checking them ALL out!

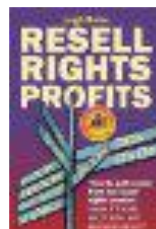
- Brand Name Tennis Equipment
- The Latest Golf Equipment
- [Lawn Mowers In ALL SIZes](#)
- Caring for Your Yard and Garden
- Special Lawn Care Products
- Spring Cleaning Supplies and Tips
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# MWM featured products

## 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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## 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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## Greg Baker

Greg Baker has been a writer for 20 years. And with today's digital age, he underwent SEO training and incorporated his writing skills to help clients maximize their online presence.



## Chelsea Berler

Chelsea Berler, author of *The Curious One*, is the CEO of Solamar a boutique marketing agency in Birmingham, Ala. She is a champion for people who are driven to bring their talent and greatness into the world on their own terms.



## Mildred Castillo

Mildred Castillo has always dreamt of meeting new people every day. With her career as an SEO specialist, she gets to mingle with different kind of people, especially when she does trainings and workshops.



## Johnathan Daniels

Johnathan Daniels is a 20 something dude who enjoys data analysis, keyword research and other things related to Internet marketing. Do not underestimate his age or his looks; he knows what he's doing.



## Leah Garner

Mary Hiers is a full-time freelance web content writer for numerous clients. She is an author at Recruitment Advisor, which is the go-to source for stand-alone job boards & digital publishers to find industry news, insights, and tips for new revenue.



# MWM contributors

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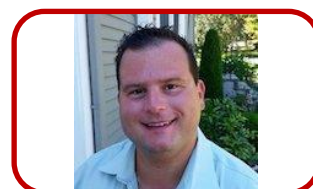
## Carly Okyle

Carly Okyle is an editorial assistant at Entrepreneur.com.



## 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.



## Clarence Willis

Eduardo Rios I has been an Internet marketer for over 10 years. He also conducts trainings all over the globe, helping businessmen in particular to stay ahead of the curve.



## Adrian Wright

Adrian Wright started awestudios to help local businesses use the internet to grow and ultimately achieve more success by being online.

He has always been interested in business and marketing and after spending 15 years in IT roles (software development), he obtained a great blend of skills & experience to help businesses with their internet marketing campaigns.



# IMPORTANCE OF EMAILS FOR INTERNET MARKETING

By: Betsy Wheeler



It is believed that the concept of email marketing is losing its existence over the course of time after the popularity of social media started growing. However proving it false, email remains one of the most effective means of communicating to customers.

Users of a website are potential clients. Emails play a great role in converting those visitors to the website potential clients. It helps to reach out to someone who could be brought back or pulled back to a landing page.

Such a tool can be displayed through which users can be converted to clients. Email acts like a teaser of a content that one would want to create. The blogs are sent out each time they are updated. These could also act as strategic offers to lure clients to buy again. To segment and target emails for internet marketing, email marketing capability review is used to assess current use of it. Ways are introduced through which it can be improved.

The two main advantages of using emails to reach one's clients are

Its non intrusive way to reach out to people.  
People change their email ids very rarely.

*A good sale never is pushy. A good sale is one where the customer is offered something good and which is not pushy.*

## Strategies of email marketing

- **Offers:** Making offers through emails is common in many e-commerce businesses. The basic thought behind this strategy is to inspire people to get what they really want. For eg; giving them a coupon or a discount for the product they have shown interest in. A good sale never is pushy. A good sale is one where the customer is offered something good and which is not pushy.
- **Content:** Software as a service businesses and bloggers often use the marketing strategy of using content email. The emails could be content rich and be used as a tool for people to see the business as a trusted source. This would make the customers buy what any business is selling.



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# INTERNET MARKETING THROUGH SOCIAL MEDIA

By: Johnathan Daniels

Social media marketing is the process through which traffic or attention is gained through social media sites. The name itself suggests social actions which involve participation in mass. Short messages, sharing updates, photos, events and other activities are offered in a social media site.

Search engines and search marketers have a great deal with the social media sites. Since social media is associated to making links that turn up ad search engine optimization efforts. There are many people who use social media sites to find social media content.

A few websites that do social media marketing are Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn, and YouTube, etc. Social media undoubtedly plays important role in the marketing campaign. It is also free sometimes. The only thing that one needs to know is to have a page on all the popular sites like mentioned above and they can engage with their customers and clients. Customers can also be allowed to share the business's page with others. These sites can also be used for advertising and placing ads.

Social media marketing helps people learn about a particular site or any company in a wider context and helps the business find its marketing budget.

## ***Benefits of using social media for online marketing***

- Social media marketing is an excellent way to introduce one's brand to people. To make a business successful it has to be known by people. If people are unknown to the business's website they will not shop. Since social media is today used by majority of people one good way to get a business recognized in the market is through social media. It is a perfect way to promote and attract new customers.
- It is very important a customer to have heard about the brand of product they are going to buy. For the business websites to get themselves noticed as a good seller they have to first legitimize their brand. A social media page can show people how a brand is active and compared to an ordinary website which only establishes that the brand exists.



**To make a successful business it MUST**

**be known**

**by OTHERS**

**If people DON'T KNOW ABOUT YOUR WEBSITE THEY WILL NOT SHOP THERE!**

# TOOLS OF WEBSITE MARKETING

By: Mildred Castillo

*The website should be simple to use. It should be **concise and the details in it should be relevant.** The customers **should not feel that they are wasting their time on it.***



There are many ways how one can understand the best strategies of online marketing. Online marketing is known to be effective since it utilizes a campaign strategy at the lowest possible cost and risk investment. It also helps maximize sales potential and also receives a high profit.

The main benefit of website marketing is its inexpensiveness compared to other mediums. The consumers like to use websites to do their shopping because it provides them a whole world to research and purchase any service or product. They can also shop at any pace they want and at any time of the day according to their convenience.

The campaigns of website marketing are fast in implementation compared to the traditional ones. Website campaigns reach their targeted audience in a short period of time compared to the traditional campaigns.

## *Effective tools for website marketing*

- The domain name of a website matters a lot. The addresses should be unique, simple, short and memorable. The domain name portrays the right image of the company and also intends to offer their target audience.
- The website should be simple to use. It should be concise and the details in it should be relevant. The customers should not feel that they are wasting their time on it.
- Blogs can make the contents of a website rich. Blogs are definitely essential tools for online marketing. These also help in attracting traffic from all major search engines.
- Doing AdSense or Zeuzzo for your website can attract a lot of visitors to your website. Advertising your website on the other websites makes people aware of a company's existence, its brand, service and product.
- Good contents make a good website. Hence it is very important for a website to have good content. A good content would have relevant keywords that a search engine can easily pick up.





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# MWM back story

## HOW A YOUNG FRANCHISEE GOT A TASTE OF SWEET SUCCESS

By: Carly Okyle



*"Even though I already had responsibilities prior to CREAM, any business owner knows that launching a business takes blood, sweat and tears."*

Many college grads can feel a bit lost after graduating, so they work part-time jobs and take a year (or more) to figure out where their passion lies. Not Alexis Garcia. She knew she wanted to be a business owner, and when she discovered the family business CREAM -- a sweets shop based in Berkeley, Calif.-- and the franchising opportunity they offered, she had to dig in. In less than a year, she's opened two stores, and she has plans to expand! Here, she shares a sample of what she's learned.

Name: Alexis Garcia

Franchise owned (location): CREAM in San Francisco and Elk Grove, Calif.

## ***How long have you owned a franchise?***

My first CREAM location opened on August 2, 2014 and my second one opened on November 15, 2014.

## ***Why franchising?***

I wanted to be a business owner but I wanted to get into something that already had a stable base. What attracted me to the franchise model was the fact that there are already policies in place and franchisees receive guidance from the company. I definitely needed all the help I could get, and being part of a franchise like CREAM assured me that I would not be alone in the business.

## ***What were you doing before you became a franchise owner?***

I had just graduated from college a few months before signing with CREAM. I was also working for a marketing firm and part owner of my father's auto body shop.



## ***Why did you choose this particular franchise?***

I chose CREAM because I wanted to be a part of something that I would love and look forward to doing every single day. I have an insane love for desserts and anyone that knows me will tell you that this was the best fit for me. I fell in love with their ice cream sandwiches the moment I tried them and their other menu items made me a regular customer. Everything on the menu is so affordable and anyone, whether they're 2 or 92, could enjoy an amazing customized treat.

What made it even more appealing was the fact that CREAM started as a small family business. There's such a great dynamic among all the staff. That, in addition to their growing cult following, showed just how much CREAM was positively impacting the community. I knew I wanted to be on board.

## ***How much would you estimate you spent before you were officially open for business?***

The cost of my first CREAM store was about \$315,000. This included build out, equipment, furniture and fixtures, grand opening marketing and working capital.



### ***Where did you get most of your advice/do most of your research?***

I received most of my advice from my father. He has been a business owner for as long as I can remember and I value his opinion more than anyone else. I did a lot of research myself. This included anything from tasting the ice cream sandwiches 100 times to watching the business for hours to get a better idea of how they handled day-to-day operations. I also met with the CEO of CREAM, Jimmy Shamieh, many times and he went into detail with any questions that I had until I felt comfortable.

### ***What were the most unexpected challenges of opening your franchise?***

Being so young (I am only 24) has definitely provided the most unexpected challenges. I didn't realize how much I had to shuffle my priorities and change my daily routine. Even though I already had responsibilities prior to CREAM, any business owner knows that launching a business takes blood, sweat and tears. Since I had no previous experience in the restaurant industry, I had to figure a lot of things on my own and make sure that I understand all the ins and outs of the business. The first few weeks were a rude awakening, but I have definitely gotten the hang of things.



***"My advice is to be very aware of the kind of business you are going to get yourself into. Take your time and gather as much research as you can so that there are no surprises"***

### ***What advice do you have for individuals who want to own their own franchise?***

My advice is to be very aware of the kind of business you are going to get yourself into. Take your time and gather as much research as you can so that there are no surprises. The last thing you want is finding yourself not happy with what you're doing every day. Before I signed with CREAM, I knew without a trace of doubt in my mind that this is what I am passionate about and I was willing to give it 100 percent.

As far as money goes, you absolutely need to have a cushion in the first few months to help you get through if needed. Finally, you need to make sure that you like and understand the CEO's plan for your business so that you are on the same page and want the same things.

### ***What's next for you and your business?***

I currently have opened two stores in five months and I plan on having seven total stores. We are in the works for the third location. I love CREAM and I can't imagine being part of any other business.

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