

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

OCTOBER 2015

The Value of Internet Marketing in New Age Computing Era

P.12

Hope Smith



Johnathan Jacobs



The Entrepreneur:

Tom Valentine,
Secret Escapes

p.13

Tom Valentine

2015 **Guys** in the WEDDING BIZ

p.49



Phil Usher and
Chris Escott

Effectively Employing Top Social Platforms to Leverage Internet Marketing



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Disguise Marvel's Avengers
Witch Black White
Hemlock, Theatrical Adult



California Costumes Robin
Hood Adult Costume,
Overalls, Medium



Secret Wishes Batman Suit
Secret Wishes Adult
Catwoman, Black, Medium



Disguise Marvel's Avengers
New Thor Avengers
Classic, Medium Adult



Disguise Marvel's Doctor
Strange Adult
Showering Green, Classic



Disguise Marvel's Wonder
Woman 3 Captain America
Classic, Medium Costume



Secret Wishes Batman
Hood Adult Costume,
Overalls, Medium



Batman Dark Knight Rises
Child Costume, Medium
Child Batman Costume



Disguise Disney's Frozen
Blue Elsa Girls Costume,
4-6X



California Costumes Snow
White Costume, White, 10-12
Years, 3-4 Large



Disguise Disney's Frozen
Blue Snow Queen Girls
Classic Girls Costume



Star Wars Child's Darth
Vader Costume, Small
10-12 Years, 3-4 Large



Secret Wishes Women's
Secret Wishes Little
Costume, White, J Small



California Costumes Teen
Secret Wishes Little
Costume, White, J Small



Secret Wishes Women's DC
Costume, Wonder Woman,
Classic Costume, Red/White



California Costumes Teen
Secret Wishes Little
Costume, White, J Small



California Costumes Teen
Secret Wishes Little
Costume, White, J Small

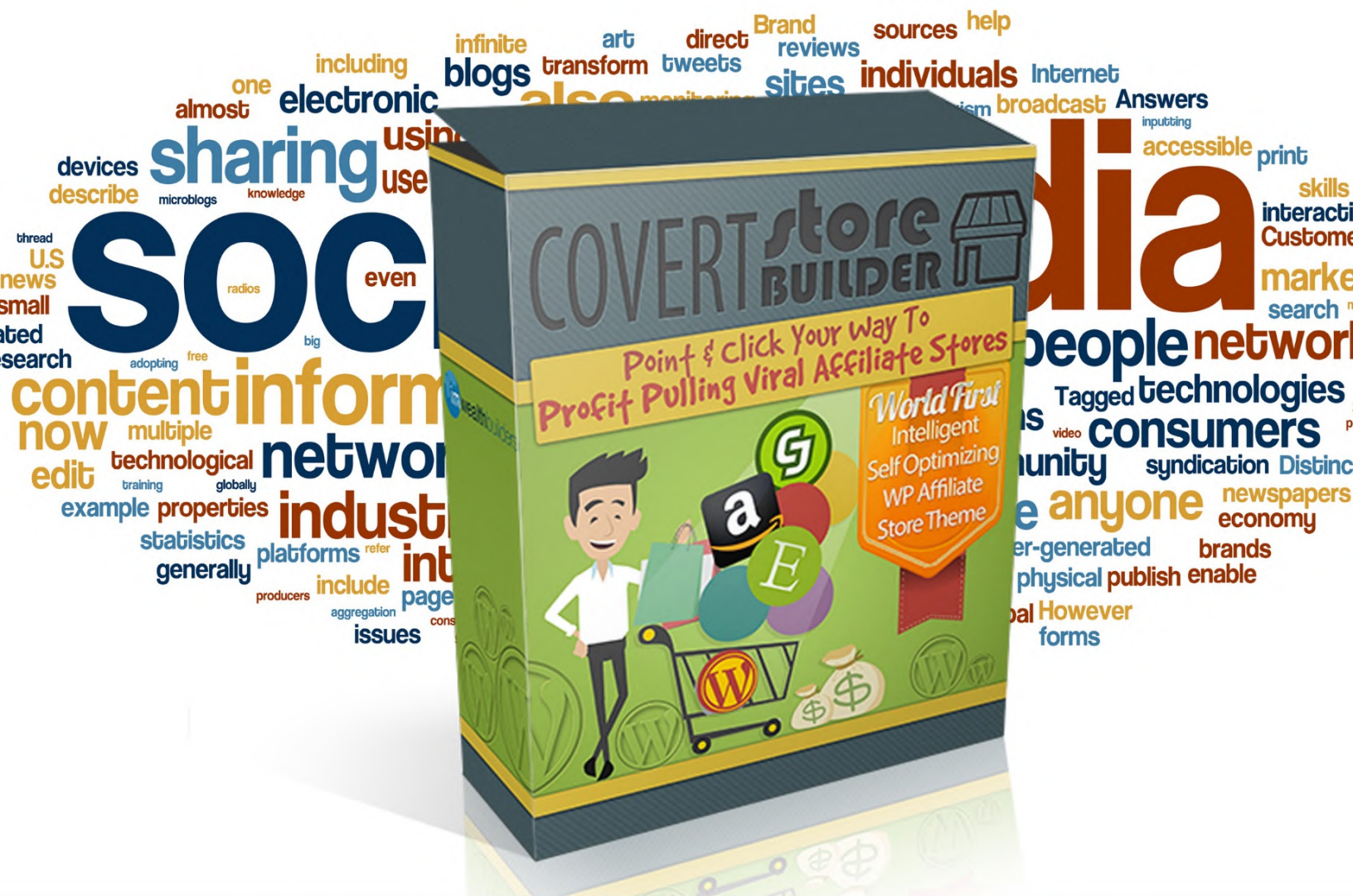
Page 1 of 500 



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MWM contents

[OCTOBER 2015]

Regular Columns

- 6 **Editor's Letter**
Welcome to the October edition.
- 7 **MWM Inbox**
Got something to say?
Tell us what you think.
- 8 **What's On**
Seminars, Expos and
- 10 **MWM News**
Stuff you should know about.
- 13 **MWM Success Story**
The Entrepreneur: Tom Valentine, Secret Escapes
- 16 **Subscribe**
Subscribe for free.
- 17 **Ask the Expert**
Interview with Annie Cushing
@AnnieCushing from Annielytics.com
- 25 **MWM Gadgets and Toys**
- 28 **Advertise in MWM**
Be seen by potential customers.
- 29 **MWM Tools**
Books, Courses, Software etc.
- 31 **MWM Videos**
Watch useful videos on internet marketing etc



13 Tom Valentine



34 Benjamin Spiegel

- 34 **MWM Q&A**
Interview with Benjamin Spiegel, Director of Search Operations at Catalyst Online/GroupM
- 37 **MWM Useful Links**
- 39 **MWM Marketplace**
Buy & Sell domains and websites.
- 41 **Featured Products & Contributors**
The people and products that helped make this edition.
- 49 **MWM Back Story**
Weddingbuzz is the Latest Startup Looking to Simplify the Wedding Planning Process

MWM contents

[OCTOBER 2015]

Features

12 The Value of Internet Marketing in New Age Computing Era

By: Hope Smith

22 Internet Marketing as a Means of Budget Advertising

By: Lee Fleming

23 How to Take Advantage of Internet Marketing for Customer Acquisition and Conversion in Two Simple Steps

By: Lee Fleming

26 Internet Marketing through Mobile as a Key Focus Area in Today's Mobile Community

By: Melody Bowman

32 Blogging and Social Media for Internet Marketing – Top Tips by Marketing Experts

By: Hope Smith

38 Effectively Employing Top Social Platforms to Leverage Internet Marketing

By: Johnathan Jacobs

42 Contributors

44 How Exactly Does Internet Marketing Work in a Fast paced, Competitive World Wide Web

By: Johnathan Jacobs



23 How to Take Advantage of Internet Marketing for Customer Acquisition and Conversion in Two Simple Steps



46 Advantages and Disadvantages of Internet Marketing for Competitive Business Owners

46 Advantages and Disadvantages of Internet Marketing for Competitive Business Owners

By: Kristi Hodges

47 The Pros and Cons of Internet Marketing from the Perspective of Potential Consumers

By: Melody Bowman



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

The Value of Internet Marketing in New Age Computing Era By: Hope Smith **Internet Marketing as a Means of Budget Advertising** By: Lee Fleming **How to Take Advantage of Internet Marketing for Customer Acquisition and Conversion in Two Simple Steps** By: Lee Fleming **Internet Marketing through Mobile as a Key Focus Area in Today's Mobile Community** By: Melody Bowman **Blogging and Social Media for Internet Marketing – Top Tips by Marketing Experts** By: Hope Smith **Effectively Employing Top Social Platforms to Leverage Internet Marketing** By: Johnathan Jacobs **How Exactly Does Internet Marketing Work in a Fast paced, Competitive World Wide Web** By: Johnathan Jacobs **Advantages and Disadvantages of Internet Marketing for Competitive Business Owners** By: Kristi Hodges **The Pros and Cons of Internet Marketing from the Perspective of Potential Consumers** By: Melody Bowman **MWM Success Story** - The Entrepreneur: Tom Valentine, Secret Escapes **MWM Ask the Expert** - Interview with Annie Cushing @AnnieCushing from Annielytics.com **MWM Q&A** - Interview with Benjamin Spiegel, Director of Search Operations at Catalyst Online/GroupM - **MWM Back Story** - **Weddingbuzz** is the Latest Startup Looking to Simplify the Wedding Planning Process

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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Making Web Money Online Marketing Magazine

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Contributors

Various experts in their fields

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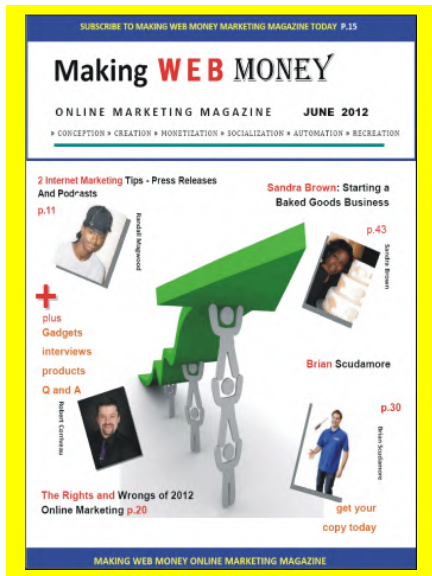
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Tell me what you like and don't like about Making Web Money Digital Marketing magazine.

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

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

harry@harrycrowder.com

Press Release Software



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: Up until the 14th of September, 1995, domain registration was free.

MWM what's on



360 Degree View of Brand

We understand that Brand Marketing is more than just Advertising and Media. Don't get us wrong – we cover those. But we also cover a wide range of topics including Strategy, Innovation, Content, Insights, Customer Behavior, Leadership, Metrics, and more.



Canada's Premier Inbound Marketing Conference is one day only with industry leaders and marketing experts from all around North America who will come together to share their secrets. Expect to see keynotes, panels, and worksheets concentrating on search, social advertising, content marketing, growth hacking, landing pages, sales, email marketing, conversion optimization, and more.

what's on



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Quotable:

"The digital revolution is far more significant than the invention of writing or even of printing."

~Douglas Engelbart

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

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

To Your Blog!



SNAPCHAT NOW DRAWS 4 BILLION VIDEO VIEWS DAILY

The social messaging and media app enters Facebook territory, doubling its video views in three months.



Snapchat has joined an exclusive club: 4 billion video views daily.

The social media messaging app is showing strong momentum, doubling its daily video views in three months. The milestone was reported first this week by the International Business Times and confirmed Thursday by the Los Angeles Times.

The total daily views puts Snapchat in Facebook's territory. Facebook reported in April that video on Facebook was getting more than 4 billion views a day. Facebook's stat has drawn criticism from the video creators because Facebook counts a view after someone watches a minimum of three seconds of autoplay in the News Feed. YouTube, which reached the 4 billion daily views threshold in 2012, has stopped reporting that metric, instead focusing on watch time as its top measure of engagement.

Snapchat video views are counted on click — see our chart of how the social platforms count views — but since they play full screen and are only a maximum of 10 seconds long, it seems likely that people are paying attention.

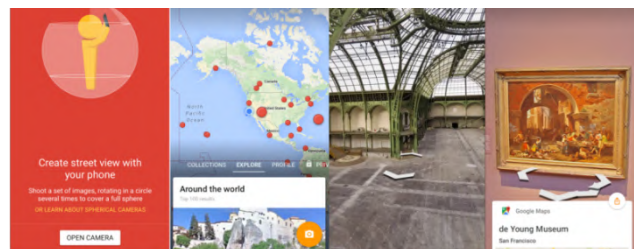
The IBT reported that the video views in question about being counted only on Snapchat's "Live Stories" feature, a curated selection of videos and photos from and during major events such as the MTV Video Music Awards. Snapchat inserts advertising within the feature; this week CoverGirl, Taco Bell and Verizon had ads within the VMA Live Story.

Snapchat is playing catch-up in the effort to make money, making the case to advertisers that its product is an especially good way to reach younger people. The company reports that 100 million people use the app daily.

GOOGLE LAUNCHES STAND-ALONE STREET VIEW APP FOR IOS AND ANDROID

Google's Street View has been somewhat challenged in the transition to a mobile-centric world. It's available through the Google Maps and Google Earth apps, but it hasn't really been well showcased on the small screen — until today's launch of the stand-alone Street View app for Android and iOS.

The new app allows users to search for or browse locations and then explore those places using Street View photography. Existing somewhere between the high utility of Google Maps and the mostly novel experience of Google Earth, this app is both fun and useful.



Most impressively, it also allows users to easily create their own "Street View" images by guiding them through the relatively simple process of following an orange ball. Users simply access their smartphone cameras (or third-party "spherical cameras") and center the orange ball on the screen within a circle. The app indicates how many more pictures must be taken and where to take them until a 360 "street view" (or interior view) photo sphere is created.

Pictures can be shared publicly or privately.

While lots of people will be creating new Street View imagery of their bedrooms or vacations, the new app also has immediate practical applications for business owners and marketers. The use cases are obvious for real estate agents and restaurants, among other SMB categories seeking to add the imagery to their websites or social profiles.

This expansion of Street View comes not long after Microsoft decided to discontinue its originally very innovative, similar Photosynth app.



Quotable: "It's hardware that makes a machine fast. It's software that makes a fast machine slow." ~Craig Bruce



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THE VALUE OF INTERNET

MARKETING IN NEW AGE COMPUTING ERA

By: Hope Smith

The rise of DOT COM companies after the sprawling sweep through of the Internet in modern age media has become more than a parallel advertising medium in conjunction to traditional advertising on radio, news papers, magazines and television. Even though companies continue to drive their sales through traditional media channels even today, effective sales strategies almost always rely on Internet Marketing to capture their market share.

The effect that Internet Marketing has created cannot be undermined due to its influential nature on the end user. The fact that consumers today rely on e-commerce for making their final purchase or for deciding on what to buy with the help of Internet promotions and reviews is more of a lifestyle rather than a mere choice. In this scenario, companies can make their presence felt only through setting up clear marketing goals that penetrate the online space through Internet Marketing.

The web and search engines, e-commerce websites, promotional and information fetching websites, exclusive online advertising websites, affiliate marketing platforms, are all engaged in marking them on the top of the search engine directories. They in turn serve as vehicles for companies to market their product effectively. Due to undue pressure from competition, companies are in a position to take advantage of the best Internet marketing platform that would drive their sales up by as much as two hundred percent.

In order to be effective, a company's sales strategy in Internet Marketing must encompass email marketing and social media marketing, in addition to web marketing.

In order to be effective, a company's sales strategy in Internet Marketing must encompass e-mail marketing and social media marketing, in addition to web marketing. While affiliate and promotional websites serve as good starting points for gaining customer interest and driving to company websites, E-mail marketing presents a more focused approach to reach targeted, prospective customers and social media channels serve as good reminder vehicles to retain customer focus and eventually raise the percentage of conversions.



MWM success story

THE ENTREPRENEUR: TOM VALENTINE, SECRET ESCAPES

Co-founder: Tom Valentine

Company: Secret Escapes

Website:

www.secretescapes.com

Description in one line:

Secret Escapes is a free-to-join members-only website and app, specialising in best-in-market flash sales for luxury travel.

Previous companies:

Product & marketing director at E-Trader Group, product lead at Quiet Riots Ltd, programme director at Seatwave, strategy and business development manager at eBay

Turnover: £66m (2013)

12 month target: Working towards £1bn by 2019



"I'm looking for areas where we're particularly strong (or weak) in supply, as well as making sure we're pointing the right members to the right deals."

Quotable:

“

"Home computers are being called upon to perform many new functions, including the consumption of homework formerly eaten by the dog." ~Doug Larson

Describe your business model and what makes your business unique:

- Secret Escapes sells heavily discounted four and five-star hotel stays and holidays, and persuades its members to take trips they wouldn't have taken otherwise. Nine out of 10 of our customers tell us they weren't planning their trip until they opened our email.
- We offer up to 70% off to our members by working with hotels to sell their remaining rooms at cheaper prices, creating income where there would otherwise have been none
- The reason why it works is because hotels – even the best ones – don't want empty beds.

What is your greatest business achievement?

Growing the UK business and expanding into Germany, Sweden, Poland, Denmark, Norway and the US.

What numbers do you look at every day in your business?

We're very much a trading business, so I look at sales in each of our markets every morning. I'm looking for areas where we're particularly strong (or weak) in supply, as well as making sure we're pointing the right members to the right deals. I keep a close eye on the performance of our marketing campaigns, and the progress of our internal teams through our quarterly project roadmap.

To what extent does your business trade internationally and what are your plans?

Secret Escapes is very much an international business. It provides holidays and hotels globally as a result we are always speaking to holiday suppliers and hotel owners in all four corners of the world, to make sure we supply our members with a range of travel experiences. We have over 10 million members and they are primarily spread across the UK, Germany, the Nordics and America.

Describe your growth funding path:

We've always been very clear that we wanted to fund the business to be a well-known consumer brand. We took a seed round and Series A in 2011, both led by Octopus Investments and Atlas Ventures. In 2012 we took a Series B to take the business international – led by Index Ventures.

What technology has made the biggest difference to your business?

Over 70% of our traffic comes via mobile, and we've found that customers logging on to check their emails and relax over a list of our beautiful hotels is a big part of our success. The move to experiencing the internet on mobile has been huge for us.

Where would you like your business to be in three years?

We're the market leader and profitable in the UK, we're looking to stay focused on this model and repeat our successful growth in the remainder of Europe, the U.S. and eventually Asia.
Growth challenges

What is the hardest thing you have ever done in business?

The first months of the business were certainly very stressful – we had a view on what numbers we needed to see early on to validate our theories about the business. Keeping focused on the numbers definitely helped prioritise what to work on during those months when pretty much everything on the site needed significant attention.

What was your biggest business mistake?

Hindsight is frustratingly perfect, but in almost every case where we've looked back on a project and realised we haven't done our best work, we've wished we'd tested a small version of the project before diving in with both feet.

Piece of Red Tape that hampers growth most?

Whilst I appreciate it's politically contentious, we'd be able to hire and grow faster if the Visa sponsorship process to bring people into the business from outside the EU was streamlined.

.....

IN ALMOST EVERY CASE WHERE WE'VE LOOKED BACK ON A PROJECT AND REALISED WE HAVEN'T DONE OUR BEST WORK, WE'VE WISHED WE'D TESTED A SMALL VERSION OF THE PROJECT BEFORE DIVING IN WITH BOTH FEET.

.....

secret escapes

What is the most common serious mistake you see entrepreneurs make?

This is obviously a personal style opinion, but I certainly feel that our early months were made significantly easier because we'd spent a lot of time building a model that told us where the key statistics in the business needed to be every month. So, I definitely advise others to model out the metrics of a new business before investing in building it.

How will your market look in three years?

Both the luxury end of the market, where we operate, and the practical three star market are growing very fast at the moment. The same customer will book a hugely engaging luxury break and a very good value three star base for exploring a city in the same year. As a consequence, the middle of the market (which is more expensive than a basic three star, but is not a luxury experience) is going to feel a lot of pressure in the next three years.

What is the single most important piece of advice you would offer to a less experienced entrepreneur?

Don't buy voice over IP phones – they almost never work. And make sure to have a back-up solution for your office internet, it'll definitely be worth it.

Personal growth

Biggest luxury:

I've currently banned myself from replacing consumer electronics I manage to leave on planes, but in recent times replacing them has been a big cost in my life.

Executive education or learn it on the job?

I would have to say both! We're an execution business and it's been absolutely great seeing how a couple of years' experience at Secret Escapes has allowed many of the team to progress within the business at a huge rate. On the other hand, there's definitely a value to formal programmes, I've recently started working with a coach and am finding it really valuable.

What would make you a better leader?

As the business matures I'm finding that it's becoming more and more important to focus on managing the team over executing specific projects and there are certainly times when I don't manage to let go and delegate to the team. It wasn't that long ago that my job was almost entirely individual contribution and I certainly have the tendency these days to get my hands dirty on a task when I should really leave it to the team, who are invariably better qualified!

"Don't buy voice over IP phones – they almost never work. And make sure to have a back-up solution for your office internet, it'll definitely be worth it."





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MWM ask the expert

Interview with **Annie Cushing** @AnnieCushing from **Annielytics.com**

By: Christy Kunjumon



Annie Cushing is one of world's most trusted Google Analytics experts. She is an independent SEO and web analytics consultant. This super-smart woman makes data collection and analysis sound simple and fun. She has a unique gift for presenting data in beautiful ways. Follow her @anniecushing to get all her updates and insights

I thank Annie for agreeing for this interview and spending her valuable time and for sharing these wonderful tips.

ANNIELYTICS

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know:

? 70% of virus writers work under contract for
organized crime syndicates.

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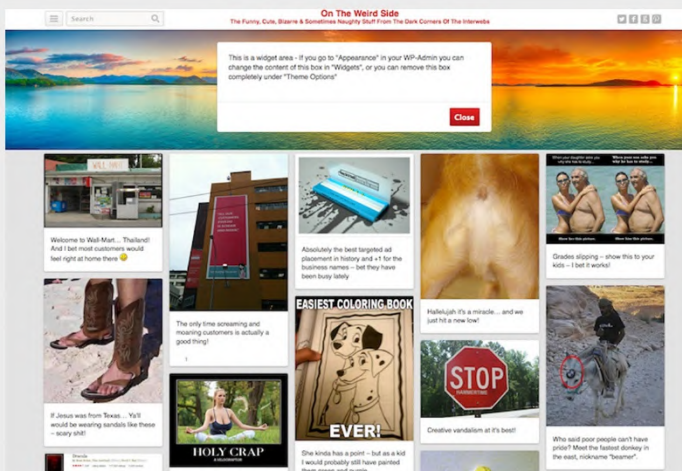
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SUPER EASY
For you To Profit From
Your Free Traffic!



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



MWM ask the expert

Q. How did you pick up your impressive statistical reasoning skills?

A. Hundreds of hours of reading every book I could find and watching every video on data and Excel I could track down.

Q. Give us more insight into 'Interests', 'Affinity Categories', and 'In-Market Segments' found under 'Audience.' *(Google analytics). How can we benefit? Please provide examples if possible.

A. These are optional dimensions. The word on the streets right now is the data is pretty unreliable. I suspect it might be more reliable with ecommerce sites, but I don't have data to back that hunch up.

Q. What is the best method to track canonical URLs through GA?

A. Remove as many query parameters as you can from your URLs using under Admin > [Choose view] > View Settings > Exclude URL Query Parameters. You should use the same logic you use for canonical URLs: If a parameter doesn't determine unique content, exclude it. The URL Parameters report in Google Webmaster Tools (Crawl > URL Parameters) is a good resource to find parameters. Filtering these out doesn't filter out the traffic; it merely consolidates your pages in content reports.

Q. Are there any tips which you can share with us to help us understand attribution modeling?

A. This resource from Google is the best you can reference to understand how to best utilize attribution modeling.

Q. What things should we test for landing page optimization and what metrics we should use for analysis?

A. Make sure your landing pages are attracting the right keywords, using GWT's Top Pages report (under Search Traffic > Search Queries). Also, monitor average page load times, bounce rates, and revenue like a hawk.

Q. Care to share any tips to increase AdWords ROI using Google Analytics?

A. Compare the keywords you're bidding on to the matched search queries (what people actually searched for). I find some of the biggest leaks here. One client (a college) was unknowingly getting a third of their traffic from porn terms. Also run your destination pages through a crawler like Screaming Frog. You'd be amazed by how many businesses spend money sending traffic to 404 pages.

Q. How effectively we can track social media ROI and what are your key performance indicators?

A. Google's added a ton of insight to Google Analytics in its spate of social reports. But they are utterly useless if you're analyzing bad data. So the first step is to read this guide I wrote on campaign tagging and pay special attention to the Fixing Your Default Channel Grouping section.

Q. Lastly, what is the newest challenge in technical analytics? Will Universal Analytics really change the present scenario of tracking?

A. I believe the biggest challenge is resolving the disconnect between last-click attribution data and multi-channel funnel data. Because they measure the contribution of direct traffic so differently (with last-click giving credit for a conversion to the last campaign visit before the conversion and MCF giving the credit to direct), there's no way for marketers to marry this essential data.

Someone from Google needs to enter the tunnel of chaos and standardize how direct traffic is credited with regard to conversions, so we can all scream, cry, write ranty blog posts with crazy conspiracy theories (as we marketers are known to do) and then move on with fully integrated data.

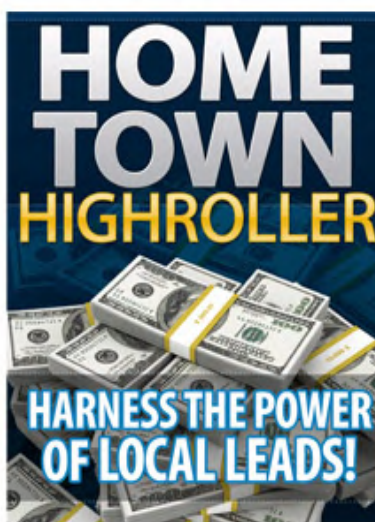
Thanks for your time Annie. Your answers will definitely help internet marketers and analytics savvy people.

*Make sure your landing pages are attracting the **right keywords**, using GWT's Top Pages report (under Search Traffic > Search Queries).*



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

Feature Article

INTERNET MARKETING AS A MEANS OF BUDGET ADVERTISING

By: Lee Fleming

Contrary to traditional trends where business was mostly a result of product based sales, new age businesses have a tendency to invest their efforts in deploying services that customers need most, or low-budget manufacturing that add value and therefore tend to drift towards marketing strategies that are low cost and highly successful.

In this context, Internet Marketing serves as a revolutionary technology platform for effective budget advertising. Many a time, print ads, television and radio promotions seem almost inaccessible to small companies relying on tight marketing budgets. In this scenario, which is quite commonplace today, companies rely on Facebook advertising, Google AdWords, StumbleUpon and innumerable other social media and internet advertising channels that offer paid advertising services in exchange for driving considerable amount of traffic to their websites. This also comes at a fraction of the cost to the company and fits well so they can achieve a favorable financial bottom line

Internet Marketing serves as a revolutionary technology platform for effective budget advertising. Many a time, print ads, television and radio promotions seem almost inaccessible to small companies relying on tight marketing budgets.

In order to really create customer retention and loyalty as part of the budget marketing strategy in the realm on Internet advertising, creating a steady stream of product or service reviews online for the product or service offered by the company is equally essential to driving website traffic. In fact it is mandatory to close the deal and make successful sales and revenue. Internet Marketing channels that support this kind of promotional activity include parent websites like Ezine Articles and Article Base that allow creation of free articles on any topic, which in turn can be linked back to the product or service website. Besides this, companies are engaged in offering their products and services for free to chosen customers who will blog for them, with positive reviews that create credibility in the market and foster customer retention. In effect, a broad strategy like this not just creates greater market penetration, but also customer loyalty.





How to Take Advantage of Internet Marketing for Customer Acquisition and Conversion in Two Simple Steps

By: Lee Fleming

Internet Marketing could be quite overwhelming even for seasoned marketers, since it differs in several ways from traditional approaches to advertising and promotion. Even though the goals are entirely similar, that is to say, customer acquisition, retention, sale volumes and brand promotion, the tactics and methodology used in case of online promotion is very different from using print, television and radio as advertising media.

First Step to Internet Marketing: Customer, Brand and Marketability

As a first step to customer acquisition, it is essential to develop a good understanding of the customer, including forming a customer archetype or conducting relevant surveys that might be helpful in forming a viable marketing strategy. On another front, creating a strategy to develop a brand image and finalizing the look and feel of the brand including logo and promotion is the key to getting the word out about your product or service. Once the customer and the brand is well understood and promotable respectively, half the battle is won and a marketing strategy is able to flow steadily towards increasing sale volume.

Second Step to Internet Marketing: Free and Paid Traffic Acquisition, SEO and Conversion

One of the primary functions of Internet Marketing, which directly relates to its potential to influence customers positively, lies in its ability to drive traffic to the target product or service website, depending on how much the business owner is able to invest towards this marketing goal. Free and paid traffic acquisition can be accomplished through different channels like Pay Per Click (PPC) marketing and Search Engine Marketing (SEM), which accomplish goals through online advertisements in the right context and channel. The other method is to directly leverage the product or service so that it features in a high rank bracket through search engine optimization.

Therefore Internet Marketing is more of a skill that has to be acquired or outsourced that will enable business owners to easily increase their product or service visibility, make it more accessible and increase conversions manifold.

FREE AND PAID TRAFFIC ACQUISITION CAN BE ACCOMPLISHED THROUGH DIFFERENT CHANNELS LIKE PAY PER CLICK (PPC) MARKETING AND SEARCH ENGINE

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*!

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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...

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MWM gadgets & toys

SAMSUNG'S NEW SLEEP TRACKER LIBERATES YOUR WRIST BY HIDING UNDER YOUR MATTRESS

Sleep tracking gadgets and apps can be invaluable, health-boosting tools. The trouble is that you need to remember to use them, which often involves wearing a wristable to bed. Samsung's new Sleepsense tracker helps fix this problem by hiding the tracker under your mattress.

It appears to be just that simple. Put the little puck under your mattress, pair it with your phone, and go to sleep. It's not clear whether the device is smart enough to turn itself on or whether you need to actually activate it, but either way, getting the sleep tracker out of asight is a smart idea.



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

OWN-MAILBOX OFFERS A PERSONAL 100% CONFIDENTIAL

If you would rather keep your email a little more private and not let larger companies that offer free email services be able to scan your mailbox.

A new device called Own-Mailbox created by Revolutek that offers a 100 percent confidential mailboxes via a personal email server, may be worth more investigation.

The Own-Mailbox project is currently over on the Kickstarter crowd funding website looking to raise enough pledges to make the jump from concept to production.



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

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YOU CAN NOW CONTROL LIGHTBULBS WITH THE SWISH OF A FINGER

Ring ZERO is a wearable input device that allows the user to control smartphones, home appliances, and more simply by gesturing. Actions include: Playing music, Sending tweets, Taking photos, Turning TV, lights, A/C, and other home appliances on/off (requires a hub) Simply pair the Ring with your smartphone and start gesturing! Actions can be executed whether your smartphone is in your pocket, bag, or out of sight (as far away as 15 meters). Compatible with iOS 8 or higher and Android 4.4 or higher Battery life: 12 hours in active mode, 3 days in eco mode Charge time: 2 hours Connection: Bluetooth Smart FCC certified



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

NEW APPLE TV RELEASED - BETTER THAN EVER BEFORE



Apple intends to make more headway into your living room this time around, where the Cupertino firm has rolled out a brand new generation of Apple TV. Those who own the current Apple TV, you would know that it supports Full HD resolution since three years plus back, and the all-new Apple TV is going to deliver a whole lot more than just a visual performance. In fact, Apple is set on delivering a revolutionary experience to the living room that will be based on apps which have been specially built for the television. These very apps on Apple TV will allow you to choose what to watch and when you watch it – all at your convenience, of course. To sweeten the deal, the new Apple TV's remote boasts of Siri, letting you search with your voice for TV shows as well as movies across multiple content providers simultaneously.

Needless to say, the all-new Apple TV was built from the ground up with a new generation of high-performance hardware, and there is also the all-new tvOS operating system that will obviously be based on Apple's iOS. In other words, iOS developers out there can create innovative new apps and games specifically for Apple TV in a jiffy, while making sure they are delivered straight to users through the new Apple TV App Store.

The new Siri Remote will simplify how you select, scroll and navigate through your favorite content, and at the same time, bring unique interactivity to the new Apple TV thanks to a glass touch surface which can handle both small, accurate movements as well as big, sweeping ones. The inclusion of touch to Apple TV results in a natural, connected experience, never mind that the TV screen happens to be on the other side of the room. Other hardware bits and pieces in the mix include a built-in accelerometer and gyroscope. The new Apple TV will arrive later this October in 2 models – 32GB and 64GB, which will retail for \$149 and \$199, respectively.

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

Did you
know



When you're all grown up and working and you use a computer each day, your hands would have travelled 12.6 miles (about 20km) per day!

INTERNET MARKETING THROUGH MOBILE AS A KEY FOCUS AREA IN TODAY'S MOBILE COMMUNITY

By: Melody Bowman

Once the target customer needs and the marketing strategy is well understood, it is important to focus on the responsiveness of the mobile website and ensure that the user experience is as favorable as possible.



Statistics and numbers suggest that the majority of people shopping online for products and services, do so using smart phones and mobile devices, and these figures are expected to rise by more than ten percent in the coming years. Internet Marketing focused at the mobile platform is one of the key areas that businesses need to focus on, so as to drive sales and create a steady revenue stream.

User Experience as a Key Factor in the Success of Internet Marketing for Mobile Devices

When it comes to Internet Marketing for mobile devices, users prefer up to date and real time information that updates automatically with minimal stress on their mobile device. This makes their shopping experience spontaneous, and a mobile website with a fabulous user experience has a very high degree of influence on the target customer. Therefore, interactive, user friendly mobile applications targeted at making the shopping experience a meaningful one are the need of the day for the modern business owner.

Investing in the Right Marketing Strategy Towards Internet Marketing through Mobile

It is important to realize the difference between mobile websites and mobile applications, when planning your business marketing strategy for mobile. Internet marketing through mobile websites can be very different from mobile applications, in terms of focus and goals. In addition, it is also important for users to rely on survey information and metrics about how many users are visiting the mobile website. Once the target customer needs and the marketing strategy is well understood, it is important to focus on the responsiveness of the mobile website and ensure that the user experience is as favorable as possible. Towards this end, business owners must obviously realize that visitors to mobile websites convert into customers through a pathway that is both short and accessible.

When these needs of mobile websites are met, conversions will happen naturally, through a priority based approach to communicating and converting customers.



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

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

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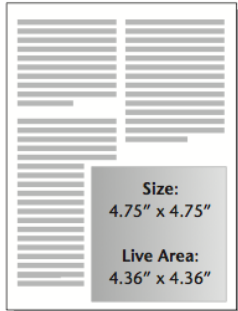


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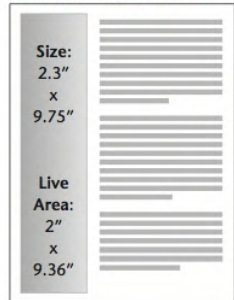
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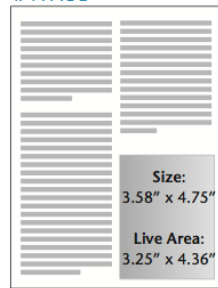
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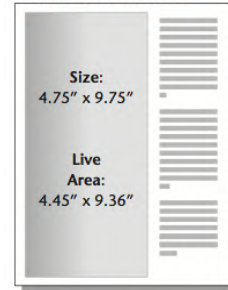
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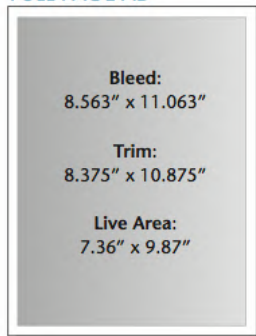
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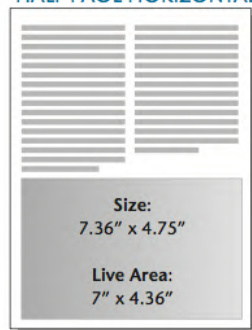
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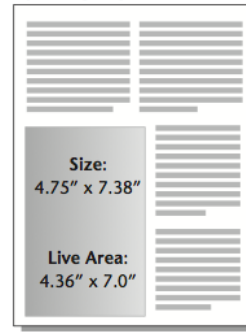
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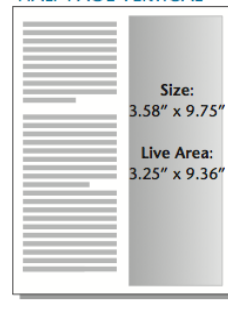
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Acquire Qualified Facebook Fans

Most stores have far fewer fans than they truly deserve. It's because they've neglected the one place their fans usually visit, their own website.

Get-a-Fan converts up to 5% your visitors into Facebook fans, without them ever leaving your website. Each fan has an incredible lifetime value of \$136.

In-line opt in for email newsletter adds qualified email subscribers along with Facebook fans.

Increase overall sales conversion

Additionally, visitors who become fans also convert to sales at an up to 5-7X higher rate. This can drive overall sales conversion up by as much as 20%.

A 5 minute investment can reap long term rewards

Integration is completely automated for Shopify stores. Setting up a campaign takes less than 5 minutes. You will continue to acquire fans and increase conversion without any additional intervention on your part.



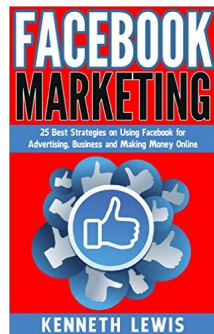
ROBIN is a fast, smart, hassle-free customer service app that seamlessly integrates support e-mail, live chat, proactive chat, eCommerce data, metrics & much more.

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- E-mail forwarding
- Twitter integration
- Phone registration
- Conversation history
- Internal chat
- Intelligent routing & inbox
- Intelligent suggested answers
- Customer satisfaction ratings
- Time & service level management
- Sentiment analysis
- Widget text customisation
- E-mail templates
- iPhone & iPad apps
- Real-time notifications

[Facebook: Facebook Marketing: 25 Best Strategies on Using Facebook for Advertising, Business and Making Money Online](#) By: Kenneth Lewis



By purchasing this book, you will learn how to make your content successful on Facebook, how to use the specific business tools Facebook provides and how to use Facebook to intelligently market your brand.

Even those relatively up-to-date with the ways that the rest of the internet can be used to market still need to learn to take the next step and utilize Facebook's full potential.

Here is only a SMALL Preview of the Many Things You'll Learn...

- How to Produce Content to Increase Your Sales
- 6 Easy Steps to Produce Content that will Increase Your Sales
- Best Techniques to Get Your Ideas Spread by the Share and Like System
- Top Methods to Optimize Your Posts to Keep Customers Following You
- Every Trick to Get People to Willingly Spread Your Content
- Proven Ways to Increase Your Facebook Popularity
- How to Make Your Facebook Marketing more Effective and Efficient
- How to Keep Your Facebook Presence and Force Long-Term
- 4 Best Tips to Increase Your Business' Success
- Much, much more!



Did you know:

The first White House website was launched during the Clinton-Gore administration on October 21, 1994. Coincidentally, the site www.whitehouse.com linked to a pornography web site.

*Halloween is coming ...
some of my sites where
you can get costumes
and decorations ..*

BOO



Go To These Websites

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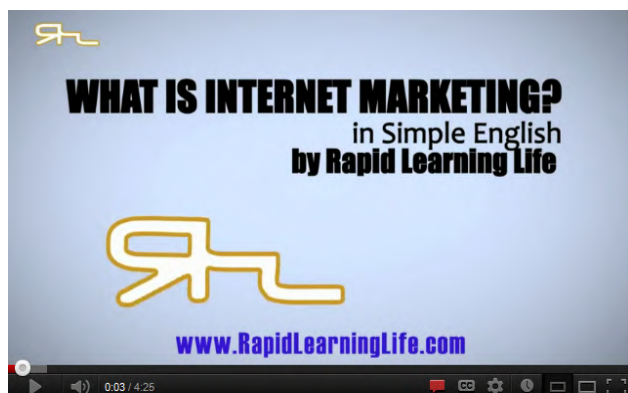
[Halloween Costumes for Couples Store](#)

[Outdoor Halloween Decorations Store](#)

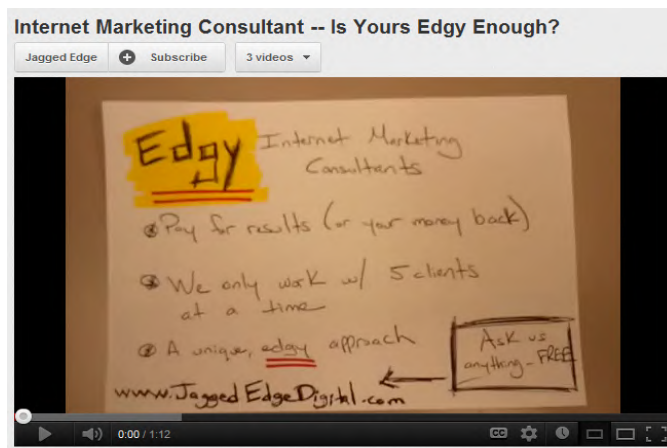
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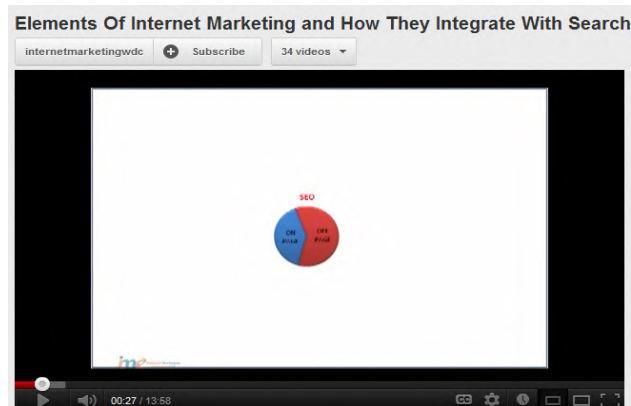
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Feature Article

BLOGGING AND SOCIAL MEDIA FOR INTERNET MARKETING - TOP TIPS BY MARKETING EXPERTS

By: Hope Smith

While print advertising can be straight forward and an easily deployable method when marketing your product or service, it can get expensive. Besides, with the number of consumers relying on the internet to identify and purchase products or services they require most, and their volume on the rise consistently, businesses are finding it very important to penetrate the Internet space, as a strategy to increase their sales. This means that competition is tough and expert advice from key players in the marketing arena is an indispensable tool to make way into the burgeoning world of business growth through Internet Marketing.

Two very important tools recommended by experts to gain leverage over competition is the judicious use of blogging and social media.

What Experts have to say About Blogging for Successful Internet Marketing

According to Maren Hogan of Red Branch Media, small businesses are most likely to benefit from blogging. This can be done without the use of hard selling on the blog itself, rather by giving expert advice in the field related to the product or service intended to be promoted. In effect, it gives a consistent message of expertise in the field, creates credibility for the business and convinces customers into buying the product or service.

Susan Payton of Egg Marketing and Communications also stresses the value of useful information from blogging and how impactful it can be to drive conversions.



What Experts Have to Say About Social Media for Successful Internet Marketing

Mike Volpe as the Chief Marketing officer at HubSpot opines that social media can work wonders when it comes to producing leads, in comparison to outdoor campaigns, telemarketing or marketing through emails.

Both blogging and social media can be great tools to establishing a community around the product, through interaction via comments or content sharing. This can later serve as ground work for a full fledged campaign.

Both blogging and social media can be great tools to establishing a community around the product, through interaction via comments or content sharing.



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MWM Q&A

INTERVIEW WITH BENJAMIN SPIEGEL, DIRECTOR OF SEARCH OPERATIONS AT CATALYST ONLINE/GROUPM

By: Nick Stamoulis

Recently I had the chance to interview Benjamin Spiegel, the Director of Search Operations at Catalyst Online/GroupM. Benjamin defines the organic search process, creates the agency's SEO offerings, develops campaign strategies, and oversees talented teams of SEO managers and directors. He is a frequent writer for ClickZ, Marking Land, Search Engine Land and more.

QUESTION: HOW DO YOU MANAGE MULTIPLE SEARCH TEAMS FOR MULTIPLE CLIENTS WITHOUT THINGS SLIPPING THROUGH THE CRACKS?

Answer from Benjamin Spiegel: First of all, I am fortunate to work with some amazing people here. Our search directors have an average tenure of over 7 years which makes them accustomed to managing multiple campaigns and client teams. This makes my job easier! Secondly, Catalyst has an established process to ensure nothing slips through the cracks. This begins with our project management team. They keep us organized and focused, and help us operate as efficiently as possible. Our account directors do a lot of the "heavy lifting" on the client side. They update the search teams with the newest brand goals and product information, and ensure that we are aligned and work with our brands' overall goals in mind. In a nutshell, the way I'm able to do this is by having great teams!

QUESTION: WHAT ARE SOME OF THE BIGGEST DIFFERENCES BETWEEN AN SEO PROGRAM FOR A FORTUNE COMPANY VERSUS A SMALL BUSINESS?

Answer from Benjamin Spiegel: I have worked with both types of companies and it is really two different worlds. The biggest difference is the level of complexity. Fortune companies tend to invest in many additional channels, such as Broadcast, Radio, and Out-of-Home, etc., and they also work with several agencies (creative, technical, PPC, Display, SEO, Social, PR etc.). This can make integrated efforts more challenging, especially when you factor in navigating agency relationships, and all the additional reviews and approvals necessary. For example, with smaller brands, you design a page, you optimize it, you publish it, and then you tweet about it. But in the enterprise world, we would be talking about multiple SOWs, inter-agency meetings, and a ton of legal and finance approvals.



QUESTION: ARE THERE ANY UNIQUE SEO CHALLENGES THAT LARGE BUSINESSES HAVE TO OVERCOME?

Answer from Benjamin Spiegel: Yes, the communication barrier between brand and search. Most brand managers at Fortune 500 companies do not understand search, and most SEOs do not speak brand. SEOs try to tell brands about title tags, click through rates, and the organic fold. But brand marketers are thinking about gross rating points, MMM, and shelf placement.

SEOs need to realize that search is only a very small percentage of a Fortune 500 brand's budget today. That means they need to do a lot of evangelizing and explain the value of search from a marketing perspective. They also need to understand how larger brands work, plan, and operate. For instance, they might be confused when a brand manager acknowledges that a link is broken, but claims he doesn't have budget this quarter to fix it – all the while spending millions on TV.

QUESTION: WHAT DO YOU SAY TO SITE OWNERS THAT STILL FOCUS SOLELY ON THEIR TOP 10 KEYWORDS? HOW DO YOU CONVINCE CLIENTS THAT RANK ISN'T THE ONLY THING THAT MATTERS?

Answer from Benjamin Spiegel: As digital is evolving so quickly, brands need to use more holistic metrics, especially given the recent changes in Google's Secure Search. Fortunately, we are in a great position to help brands define their KPIs. This is done by making sure that their business goals are aligned with their digital goals. However, brands insist on focusing on their Top 10 lists. In these cases, we try to get them to look at themes instead of the terms, and use other more efficient metrics.

QUESTION: WHAT ARE SOME OF THE BEST WAYS A MARKETING TEAM CAN SHOW SEO ROI TO THEIR C-SUITE?

Answer from Benjamin Spiegel: Deliver Insights. I have never seen any other discipline that creates as much data driven consumer insights as search does. Search data is one of the most honest and raw formats that can predict the future. When used correctly, it can definitely influence senior management.

Do the Math. Use a mathematical approach is to show SEM savings. For example, if you are driving 200,000 visits for your brand, you could showcase the organic savings by presenting Organic Traffic * avg. CPC.

QUESTION: HOW DO YOU THINK TRADITIONAL LINK BUILDING WILL EVOLVE OVER THE NEXT FEW YEARS?

Answer from Benjamin Spiegel: While I think it differs between regions, linking as it used to exist is gone. Today it's all about quality vs. quantity. So even if 1,000 blog comments are negative, a nice link from CNN will still have some impact. That being said, when playing in the Fortune 500 space, you really do not want to touch linking anymore. Today we execute holistic, cross-channel strategies. The future will be more about an integrated digital ecosystem, and PR working with social and search to identify and engage influencers.

QUESTION: WILL SOCIAL SIGNALS AND AUTHOR AUTHORITY USURP TRADITIONAL LINKS WHEN IT COMES TO BUILDING YOUR SITE'S ORGANIC PRESENCE?

Answer from Benjamin Spiegel: Yes! I recently wrote an article at Marketing Land on winning the content war, where I mentioned that there are 40 million different ways to make chicken soup. The question then is, should the one with the most links on the root domain (about.com) rank, or should it be the one with the most social engagement, shares and voice?

QUESTION: DO YOU THINK FACEBOOK ADS AND SPONSORED TWEETS ARE WORTH THE COST?

Answer from Benjamin Spiegel: Do you think an Out-of-Home campaign is worth the cost? I think it depends on the brand / campaign goals. From my perspective, I think it's wrong to do social just to do social. I think there needs to be a holistic planning process involved and a social media strategy with measurable KPIs in order to support a successful execution. Given all of that, yes, it's totally worth it! Social provides some of the best audience targeting available, and I have been part of some campaigns with amazing results!

QUESTION: CONTENT IS MORE IMPORTANT THAN EVER FOR LONG-TERM SEO SUCCESS. BUT WITH EVERYONE PRODUCING CONTENT HOW CAN A SMALL BUSINESS EFFECTIVELY COMPETE WITH THE BIG BRANDS OF THEIR INDUSTRY FOR ORGANIC SEARCH SPACE AND READERSHIP?

Answer from Benjamin Spiegel: This is an interesting topic and I have been working on an article about it for a while. But in general, there are 3 options for success:

1.) Define a long tail/local content strategy: You might not be able to win on "Roof Repair," but you surely have a chance to win on "Roof Repair in Bedford, MA." Or while you might not be able to win on "Grass stain removal" there is a higher likelihood of winning on "Grass stain removal for white jeans."

2.) Display targeting: Let's say you are trying to win on a certain query and all of the top sites are publishers (food.com, about.com etc.) All of these publishing sites earn their living from ad revenue. So while you might not be able to be #1 for chicken soup recipe, there is a good chance that you would be able to place a display ad on one of those pages, and gain additional exposure to potential customers.

3.) Social Amplification: Google's current algorithm is relying heavily on social signals, and going forward I only see that increasing. So even if about.com has more chicken soup recipes than you, your recipe could perform better if it is more heavily shared, liked and recommended, etc.

QUESTION: HOW MUCH OF AN IMPACT HAS MOBILE HAD ON THE WORLD OF SEO (OR WILL HAVE)?

Answer from Benjamin Spiegel: My 4-year-old daughter constantly tries to interact with my computer screen via touch. She can navigate an iPad like a champion, but the concept of a mouse is totally foreign to her.

I think the transition into mobile has, and will continue to, cause a lot of "conflict" in the SEO community. But even when you look at Google, they are still experimenting with the ways they handle mobile content. Yesterday it was m.brand.com. Today it's responsive design. Next week m.brand.com will be back in the search results pages (not literally)....

I think mobile is still very infantile and that we can expect a lot to happen in the mobile space in the next few years, and even months. On the highest level, I believe that mobile is going to change the way we interact with digital content and the way we search. We are already seeing that come together with search based on location, voice, and/or camera.

"I THINK THE TRANSITION INTO MOBILE HAS, AND WILL CONTINUE TO, CAUSE A LOT OF 'CONFLICT' IN THE SEO COMMUNITY."

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Feature Article .

EFFECTIVELY EMPLOYING TOP SOCIAL PLATFORMS TO LEVERAGE INTERNET MARKETING



By: Johnathan Jacobs

Whether your marketing intent is to gain new customers or retain existing ones, to create brand identity or direct business growth, using social media platforms can serve as powerful tools to leverage your Internet Marketing efforts.

Using Facebook as an Internet Marketing Vehicle

Facebook is one of the most popular social media platforms in the Internet Marketing industry today. This is simply because of the large number of users engaged in the Facebook community. Owing to this fact, business owners stand a good chance of creating successful customer relationships through interaction from fan pages.

Facebook advertising is another aspect of paid advertising, with targeted visibility, even on mobile devices and in reference to customer archetype. This creates greater visibility for niche customers of the business product or service.

Using Pinterest as an Internet Marketing Vehicle

Pinterest is another social media platform that has gained a lot of popularity among women and promoting your product or service on Pinterest can drive a huge amount of traffic to your website. Generally, women between the ages 20 and 70 utilize Pinterest for collecting information related to their areas of interest and as an Internet Marketing strategy, companies can research about their target market quite easily and promote products accordingly.

When it comes to using Facebook and Pinterest for promoting businesses, and their products or services, more and more business marketers are realizing how seamlessly integrated social media platforms can behave at times. Even though these platforms have gained higher popularity than their social media counterparts, a thorough understanding of the consumer interests and where they frequent is important to create promotions that reap results. In addition to Facebook and Pinterest, Google Plus, Twitter or Linked In could also be your optimal choice of platform for successful Internet Marketing.

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Quotable:

“

“Never let a computer know you're in a hurry.”

~Author Unknown

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.

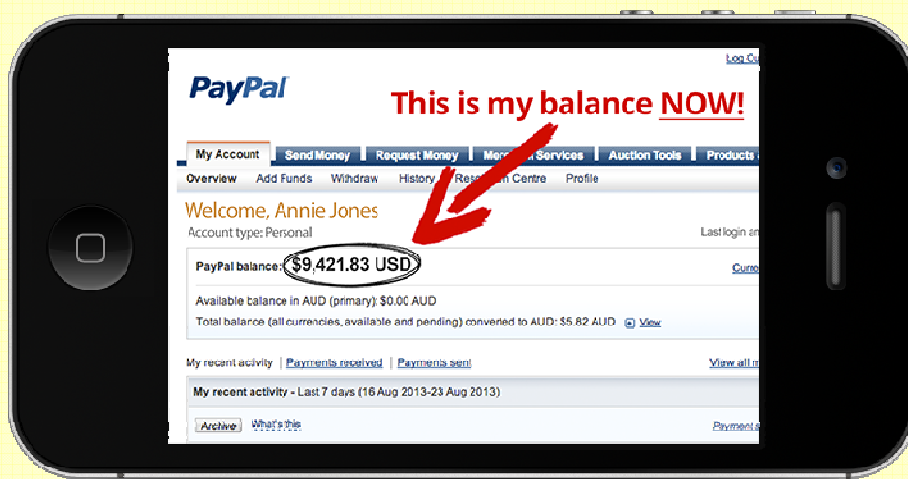
I love this time though because I know that once the stress of getting them to the school gate is over, I get to go home and start 'work'. That might sound a little strange because not a lot of people love their work, and I used to be the same, but my life has changed so drastically in the last 12 months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



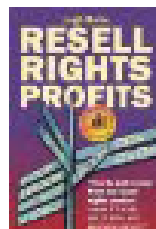
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MWM featured products

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.



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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

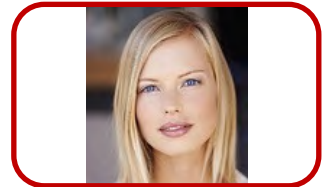
Gina Baldassarre

Gina is a reporter at Startup Daily. She loves history books and country music.



Melody Bowman

Melody Bowman is a very skilled Internet marketer. She has over 6 years of experience in the field and she continues to improve.



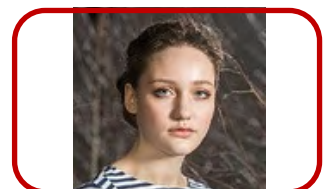
Lee Fleming

Lee Fleming is all about customer retention and conversion. While he enjoys Internet marketing, he also makes sure that his clients get high quality results without breaking the bank.



Kristi Hodges

Kristi Hodges has been an online marketer since the year 2010. She helps business owners boost their reputation through social media and other marketing tools.



MWM contributors

Johnathan Jacobs

Johnathan Jacobs is an expert on keyword analysis, social media marketing and PPC. When he's not busy in front of the computer, he likes to work out.



Christy Kunjumon

Christy Kunjumon has over 4 years of Internet Marketing experience. He prefers to focus on Analytics, CRO, SMM, Local SEO and Link Earning. Search has become more localized and personalized over time and this is exciting to him.



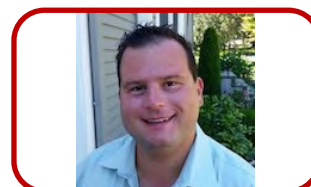
Hope Smith

Hope Smith is a blogger and at the same time, she helps many businesses succeed through her web marketing expertise. Fashion, real estate and event management companies are just some of her clients.



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.



HOW EXACTLY DOES INTERNET MARKETING WORK IN A FAST PACED, COMPETITIVE WORLD WIDE WEB

By: Johnathan Jacobs



One must understand that customers who surf the internet have an extremely short attention span when visiting any site and in terms of Internet Marketing, that means a professional marketer has anywhere between three and five seconds to convince the customer to explore more information on their website, thereby gaining customer retention.

Whether you are professional business owner trying to get a market share, a novice first time small scale enterprise trying to promote brand image, or a professional trying to land more clients in your domain of expertise, you can never overlook the power of internet marketing in terms of promotion to a very huge customer base.

When used through professional insight, this highly competitive customer search space can turn into a funnel for your consistent cash flows. The key is to understand the way Internet Marketing works in the present day world.

Huge Customer Base that is Extremely Competitive and with Short Attention Spans

In order to gain control over the World Wide Web and use the power of the Internet to your professional advantage, one must understand that customers who surf the internet have an extremely short attention span when visiting any site and in terms of Internet Marketing, that means a professional marketer has anywhere between three and five seconds to convince the customer to explore more information on their website, thereby gaining customer retention. This means that Internet Marketing needs competitive goals for potential conversions

Social Media Can Make or Mar Your Internet Marketing Strategy

Given the number of people involved in using the internet, their interests and interpretations of marketing messages vary widely throughout the internet space. In order for your Internet Marketing strategy to be successful, your social media messages must be extremely clear and unbiased, while also keeping people's sentiments in mind.

Gaining Website Traffic through Internet Marketing is not the End Goal

In order to gain a competitive edge through Internet Marketing, and subsequent conversions, the usability and user experience of your web or mobile website should be the prime concern. The battle for the market share does not end by merely driving traffic to your website. Whenever customers are able to identify themselves with your website, they are more likely to make a buy decision.

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Make a point of checking them ALL out!

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- **Get Fit and Keep Yourself in Shape**
- **Ways You Can Really Loose Weight**
- [Ways to Help You Stop Smoking](#)
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- [Best Computer Hardware Store](#)
- [Ipod Music Sources](#)
- [Jewelry Deal Store](#)
- [Toy Reviews Today](#)
- [The Twitter Effect 2.0](#)

By: Kristi Hodges

Internet Marketing offers several advantages:

- However, Internet Marketing suffers from some disadvantages as well:

- SINCE INTERNET MARKETING REQUIRES LOT OF EFFORT, MANPOWER IS A KEY REQUIREMENT AND THAT COULD ADD UP TO COMPANY COSTS.**

-

THE PROS AND CONS OF INTERNET MARKETING FROM THE PERSPECTIVE OF POTENTIAL CONSUMERS

By: Melody Bowman

Comparison between similar products is readily available through Internet Marketing product reviews and e-commerce sites allow customers to make immediate purchases.



Customers in today's world are habituated to online shopping, be it from their mobile devices or desktop computers and laptops. With companies investing in creating websites, mobile sites and applications targeted at the Internet Marketing of products and services they wish to offer, customers are often overwhelmed with the choices that are made available to them. From another perspective, this competition creates a favorable environment for the consumers, who have a wide choice at fairly reasonable prices.

Internet Marketing has a number of advantages from the consumer perspective:

- Customers can purchase the goods and services that they desire at any time they like and according to their convenience, due to the availability of the website, mobile site or application and therefore, products contained in it.
- Customers are given numerous options in their product or service of interest. Comparison between similar products is readily available through Internet Marketing product reviews and e-commerce sites allow customers to make immediate purchases.

However, some disadvantages, mainly related to cyber threat and theft still exist, even though promotions through Internet Marketing might seem flawless on the surface:

- Customers who are driven to e-commerce website through Internet Marketing might land themselves into malicious, fake website that steal important security information such as credit cards or passwords.
- Sometimes, customers might face a trust issue when relying on information churned from Internet Marketing alone, and never really prefer e-commerce transactions over traditional shopping. This is sometimes related to the fact that sellers are unable to build a rapport with customers
- Although Internet Marketing might work well for some products such as electronics, where brand and function is known, it might not work as much for others, where customers base their buy decision only after they touch or feel the product themselves.

In conclusion, Internet Marketing is an interesting option for consumers to explore and owing to scarcity of time and multiple assurances from e-commerce websites fostering credibility, customers are more likely to opt in.



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Page 1 of 524 1 2 3 4 5 10 20 30 Last »

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MWM back story

WEDDINGBUZZ IS THE LATEST STARTUP LOOKING TO SIMPLIFY THE WEDDING PLANNING PROCESS

By: Gina Baldassarre



From picking and securing a venue to deciding on colour schemes and organising seating charts, planning a wedding has traditionally been an arduous – and expensive – process. But Central Coast startup Weddingbuzz doesn't think it has to be.

Inspired by the frustration he experienced planning his own wedding, Phil Usher co-founded **Weddingbuzz** with his brother-in-law Chris Escott. Aiming to be a one stop shop for anyone planning a wedding, the platform connects them with businesses that provide wedding-related services. But rather than acting as a Yellow Pages-like platform, Weddingbuzz works by having businesses list priced packages, such as eight hours of photography, cars, a set of dance lessons, and even honeymoon packages.



The first real light bulb moment, Usher said, came when he tried to hire a car for his wedding and was given a quote of \$800 for four hours, and had no idea how to find out whether this price was expensive or not without contacting another three or four suppliers. The other was his wedding celebrant telling him she had placed an ad worth \$1,500 in a local publication which promised to generate at least ten leads; after six months, she had had none.

Both experiences made Usher think there had to be a better way for both sides of the marketplace to get things done.

“I got frustrated and how tedious and complicated the process was. Knowing that Chris had a bit of an entrepreneurial streak I had pitched the idea to him. He liked the idea and actually said he had thought of something similar after his own wedding a few years before. He then got to work on building the site,” Usher said.

The pair funded the business “like every great startup – with a credit card and [our] savings,” with Escott’s web design skills meaning they were able to save on the development of the site.

The platform allows for those planning a wedding to search for vendors based on location, price, theme, and ratings. They can confirm a vendor’s availability, then pay a 30 percent deposit to secure a package, with a 14 day money back guarantee that allows for a couple to meet the vendor. It’s free for a vendor to list on the platform, with a commission paid once someone has made a purchase.



“I got frustrated and how tedious and complicated the process was. Knowing that Chris had a bit of an entrepreneurial streak I had pitched the idea to him.”

“We originally started with a model where businesses paid a subscription fee so we could test the market. We love working with small businesses so we have changed to a model where we only take a fee when their services have been booked. The harder we work, the more business our clients will get. It’s a win-win relationship. And it doesn’t require a massive upfront commitment like the current industry standard,” Usher said.

Usher said Weddingbuzz is in the middle of raising a funding round, having had an “exciting” response from angels and VCs.

“For us it’s about who brings the smart money. We want our investors to bring their knowledge and strategic input to the table.”



There are over 100 businesses on the platform so far, offering between one to 10 packages each. However, with most based around NSW and Victoria, Weddingbuzz has work to do to bring more businesses on board around the country to ensure it’s a national platform. It also faces competition from similar platforms like Weddingbids, which asks businesses to ‘bid’ on jobs posted by users by providing tailored quotes for their services, and Veilability, which focuses on helping couples find and book venues.

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