Internet Marketing ABC's for Newbies

INTERNET MARKETING ABC's FOR NEWBIES

Publisher: www.internetgoldenbay.com

INTERNET MARKETING ABC'S FOR NEWBIES

**Congratulations – You Get FREE Giveaway
Rights To This Entire Ebook**
You have full giveaway rights to this ebook. You may give away or include this
as a bonus in any product and membership site.

This e-Book is brought to you by http://www.internetgoldenbay.com

For more free internet marketing e-Books Go to

http://www.internetgoldenbay.com

And Start Downloading.

Also get

Get the free facebook Marketing e-book

http://www.internetgoldenbay.com/fbbulls_eye.html

Table of Contents

Introduction

This e-book is designed for Internet marketing newbies who just discovered internet marketing and does not know where to begin. Or anybody who's been using the Internet for some time but have never made a sale with his/her Online marketing efforts.

If you are that person congratulations, at the end of this e-book you will be equipped with the knowledge to get started in building your internet marketing business by following the methods and strategies used in this course. You will also learn how to choose products to promote as an affiliate.

What causes Newbie's failure and Overwhelm?

The number one reason why internet marketing Newbie's fail and quit in the early stages of their internet marking career or should I call it a hobbie….lol.

They fail because there is a lot of internet marking courses and tools out there available at their reach. And some of them buy any internet marketing product that comes their way, as a result they get very confused and very overwhelmed.

Don't get me wrong, there is nothing wrong in buying internet marketing learning products if you got experience and know exactly what you are doing.

There are thousands of internet marketing products available on the internet today and hundreds added daily, and some of those products are very good and some of them are useless just to get your money and fill up these B.S marketer's pockets

 Now my concern is if you are a newbie with no experiences at all and with a very small budget how are you going to know which products are good and which products are bad.

How are you going to know and understand the internet marketing triggers used on sales letters to lure you into the trap for slaughter.

My Advice to you is

GO BACK TO BASICS OF INTERNET MARKETING TECHNIQUES AND STRATEGIES TO BUILD ON THE EXPERIENCE BEFORE GOING OUT IN THE JUNGLE.

And before buying any internet marketing product (course or push button Software) make you sure visit warrior forum and research that product before buying it, read honest reviews about the product from other internet marketers.

If you are not a member of the warrior forum register now

 http://www.warriorforum.com

I know I just made a lot of people very angry by what I said.

Getting Started

The Principles of Successful Online Business

Getting started on internet Marketing requires only three things

1. Product

2. Website

3. Traffic

Product

If you don't have products of your own to Promote and sell online don't worry I got you covered. The best place I recommend for getting started is ClickBank.

What is ClickBank?

- ClickBank is an online marketplace with over 50, 000 digital products – yeh you heard me 'OVER 50, 000 DIGITAL PRODUCTS AVAILABLE TO YOU TO PROMOTE AND EARN UP TO 75% COMMISSION'.

- What's special about ClickBank is the fact that they allow anyone to become an affiliate and choose any of their 50, 000 digital products to promote without paying any joining fees as an affiliate.

- They don't care about your educational background, I mean anybody can become a clickbank affiliate as long as your country is in the list of ClickBank's approved countries. They don't discriminate based on race, sex, religion, nationality, disability, sexual orientation or age.

- Their Products are bought every 3 seconds in the whole world.

- ClickBank's products are digital, vendors or product creators creates products and then put them in the ClickBank marketplace for affiliates to promote and earn up to 75% in commission, this means that you actually make more money than the vendor or the person who created the product…. awesome isn't it?

- Clickbank pays via a check every two weeks, and ClickBank Guarantees to pay you and pay you on time EVERYTIME…. No BS…

- Signing up with clickbank is very easy and you don't have to wait days or even weeks before you can get accepted, signing up is instant and you can start promoting products immediately.

- You can promote as many products as you want.

Affiliate Marketing

If you probably don't know what an affiliate is.

An affiliate is someone who promotes a product or service to potential customers, in exchange for commission when a sale happens. As an affiliate you earn by referring clicks, leads, or sales.

Basically you send people to the vendor's site and when they buy something you make money, you act like the middle man.

How Does ClickBank Identify your sales.

Clickbank identifies their affiliates with their Affiliate Link which has the affiliate ID

After you signup as a ClickBank affiliate and start promoting Products on ClickBank, ClickBank will give you your very own unique affiliate link for each product you promote, and after somebody on internet finds your affiliate link and follow it to the vendor's site and buy a product, ClickBank will know by your affiliate link that you are the one who referred that customer to buying the product and they will reward you for that sale based on the vendor's commission.

The best part of being an affiliate is the fact that you don't have to worry about creating a product and customer service.

The products you promote on clickbank can be an e-book, software, Membership sites and many more other digital products.

This is How the ClickBank order form looks like

The affiliate id at the bottom of the ClickBank's order form tells clickbank which affiliate made the sale so clickbank can pay commission to that affiliate immediately after a successful purchase.

Sign up with ClickBank by visiting the link below.

 http://www.clickbank.com

For more information on clickbank and getting started on clickbank visit

http://www.clickbank.com/help

By now I believe the stress of Creating a product to promote have been reduced, you will later learn how to Choose winning Products

This is how the ClickBank Marketplace looks like

You will learn more about clickbank in a tutorial called "Clickbank Basics"

Website

- A website is where you showcase the benefits of what you are selling.

- It's where you put your ClickBank's affiliate link, linking your visitors to the product you are promoting.

- Where you Place your Sales letter and do SEO (Search Engine Optimization)

    You'll learn about SEO later.

Traffic

Traffic is the key factor of your online business's success. Traffic is people visiting your website. For your online business to be successful you must have people coming to your website and checking the products or services you sell/promote.

So without traffic unfortunately there will be no success for your online business.

n.b You don't just find a product to promote from clickbank and set up a website, fill it up with your affiliate links and expect your website to just show like 'bingo' on search engines (Google, yahoo, etc), there is a bit of work to be done for your site to be ranked on search engines and appear on the first page of google's SERP (Search engine Results Page).

After having these three things it's now that you can start calling yourself an online business owner but you are not done yet because your business needs to make money to be called a business.

Let's Get back to the Basics

Getting back to the basics means investing a little bit of time into your learning process by

- Learning How to Build Simple Web pages
- Learning SEO to gain high rankings on search engines
- Learning How to drive Free traffic to your web sites
- How to use Article Marketing
- How to build Back links
- How to Promote your products using Social Networks (eg.. facebook)
- Most importantly how to build a mailing list.

I suggest you spend three to four months applying the methods mentioned above before you purchase any of the automation tools or courses available on the internet.

After understanding the basics you will be able to know which tools you need to buy to advance your learning process and automate your business, because you will be in the position to understand the areas you lack in.

Once you understand the basic tools, or the basic strategies you will be able to get people into your site and getting them to click the buy button and that spells out success for your online business.

SEO (Search Engine Optimization)

There are a lot of search engines on the Web but Google is a dominant player, I know yahoo is kicking it lately but Google is the number one search engine that can either break or make your online business because it's the most commonly used.

So I will base the SEO on Google

Google Basics

When you open Google and do a search on any topic or keyword Google pulls out a list of search results of web sites according to the order of its rankings from all over the web. Basically Google's programs searches from a list of its indexed pages to determine the most relevant search results to be returned to you.

For Google to return the search results about a site, Google has to know three things about the page.

- Google must Know about the site

- Google Must be able to index your site

- The site must have a Good Content

How Google finds and Knows about Sites

For Google to know about a site, the site must be crawled by Google programs called Googlebots, Google Spiders or Robots. And this process is called **Crawling or Spidering** and it's a way by which Google discovers new and updated pages to be added to Google index.

Google discovers sites by following links from page to page.

Indexing

A Google Spider processes each of the pages it crawls to compile a massive index of all the words it sees and their location on each page, that is information included in key content tags and attributes such title tags, meta tags, header tags links and many more…..

 When a Search is performed Google searches its index for matching pages and returns the most relevant results based on a lot of factors one of which is PageRank.

PageRank is determined by a number of incoming links from other pages.

e.g.…. Links from other sites to your site adds to your site's page rank. For your site to rank well its important to make sure Google can crawl and index your site correctly.

Now I think u had enough about Google Basics let's go back to our main topic SEO

Google keeps on changing the search rules or algorithm so it is important to keep updated with their changes.

Their latest algorithm change with delisted many sites is called Google Panda

Make sure to learn more about Google panda.

Learn more about Google's latest Changes here http://goo.gl/iz9fM

Google delisted a lot of sites on their latest algorithm change so there is no stability in the search engines, doing SEO the right way and keeping update with Google's changes is Key.

My advice to you is never stop Optimizing because your competition wont and take deliberate steps in a logical progressive order to get your site listed on search engines.

Do not Over Optimize

Do not try to get high rankings by over optimizing because Google spiders can also filter over optimized web pages and excessive use of keywords.

Keywords

Keywords are the phrases or words people search for on search engines or words on your Web site that matches the search term

Primary and Secondary Keywords

Primary Keywords

These are the types of keywords that a page must be primarily optimized for and they must appear in the Title tag, Meta tag, headings, Content text, and anchor text.

Choose Primary keywords with less than 35 000 competing pages on Google using Phrase match.

Secondary Keywords.

Secondary Keywords are used in conjunction with Primary Keywords. Basically they are used to capture secondary traffic.

Use Secondary Keywords with less 50 000 Competing pages on Google using phrase match.

There is another group of Keywords that can fall under both Primary and secondary groups and they are called

……

…..

…..

Buyer Keywords.

It is very important for an Internet marker to be able notice and distinguish **Buyer keywords** from all the rest, and a good application of these Keywords is critical.

An example of these keywords would be…

When a person searches for **Real estate**…. It is probable that he/she is just doing a research about real estate and has no intentions of buying… I mean that's a broad search.

But when someone searches for   **Real Estate in Miami …** Now this one is looking into buying real estate in Miami, he/she is ready to part ways with money.

Keywords Research Tools

There are three Keywords research tools I recommend

WordTracker   https://freekeywords.wordtracker.com/

Google Adwords http://goo.gl/IXA2h

Both above tools can be used for free

Market Samurai http://www.marketsamurai.com/

Market samurai is not free but they allow you to use it on a trial basis for 7 days, so you can test it for 7 days and if you are happy with it you might end up buying it.

I'll show you how to use all the above tools in the tutorials when we build a marketing campaign from start to finish.

Get the tutorials and learn how to put all these pieces together

Go to http://www.internetgoldenbay.com and subscribe to the mailing list and instantly download part 2 and 3 of this course for free plus many more other free e-books from top respectable internet marketers.

Key Content Tags And Attributes

Key Content Tags and Attributes play a role in getting high rankings for your site. Now let's look at these attributes and how to use them…

"I know this looks like it's a lot of work but honestly it isn't and don't worry you will get used to it…. Remember here you are learning how to drive free traffic to your sites and make money in the process"

The first attribute we are going to look at is

Title Tags

Lets 1st look at what a title tag is. Below I did a search on Google about "Dog training tips" note that I inserted my search keyword dog training tips in **"quotes"** the reason for this is because I only want to see competing pages (this is called phrase match)

We are going to work with the site I circled red, so lets us now get inside this site.
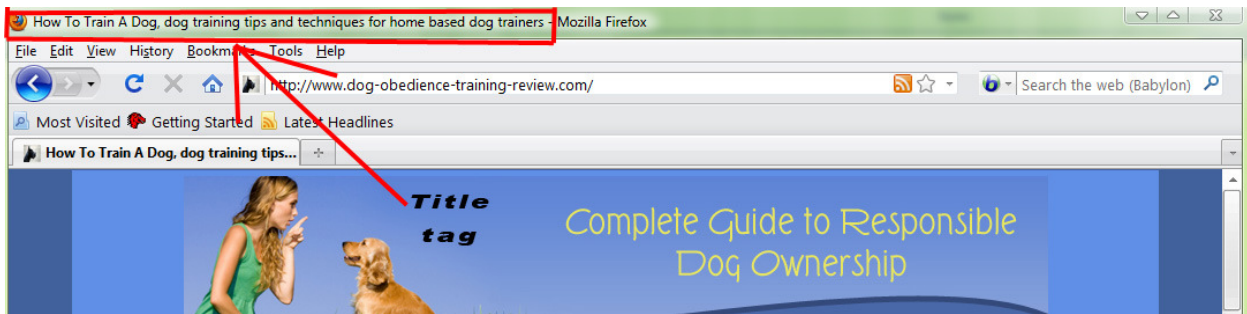
A title tag tells Google what the site is all about so a poorly written title tag will impact the site's ranking. Looking at the above Google search you will notice that a title tags plays a very important role in the Google search results page… because it tells the person performing a search what the site is all about before they even get inside it.

Key Factors To Consider When writing Title Tags

Use the primary and secondary keywords to make a title. A good combination will be to put the primary keyword at the beginning followed by a secondary keyword at the end.

e.g (Primary Keyword – Secondary keyword) or

(Primary Keyword | Secondary Keyword)

As you can see in the 1st example I used the hyphen or dash symbol (-) to separate them and the pipe (|) symbol in the 2nd example.

Avoid using titles like **Home..** I mean whose home is this?

Rather use a title like

'home – chest workout – inner chest workout routine- '   if your site is about chest workouts.

If you can look closely into the above title example you can see that we targeted or ranked for three keywords

1. Chest workout
2. Inner Chest workout and
3. Chest workout Routine

Try not to make your title too long because it will get truncated by search engines when a search is performed. Aim for 8 – 10 words or 50 – 80 characters.

Your title must be relevant to the content on the page.

Use a unique title for every web page.

Meta Tags

Meta Description Tag

The Meta description tag is a brief and concise summary of your page's content and Search engines use the Meta description when getting a summary of a site on its results page if it contains the search query.

Use both Primary and Secondary Keywords in the Meta description but appear natural and make sense to the reader.

The length must be between 25 and 30 words and 160 – 180 characters including spaces.

Meta Keywords tag

Meta Keywords tags are not a major factor search engines consider when ranking sites just put your Primary and Secondary Keywords there with a few variations.

Length 7 – 10 relevant keywords, more than this will appear as keyword stuffing.

Make sure you have different Meta keywords tags and Meta description tags on each page you optimize.

Heading Tags (H1, H2, H3)

Use one H1 heading tag per page.

You can choose to use one primary keyword in your H1 tag if you want because the H1 tag is not SEO focused as your Title tag.

Focus on writing great headlines for articles and blog posts first which will in turn draw people to want to read more.

Image Tags and Alt Tags

Giving your images keywords rich names will add up as an advantage for you.

You can name your logo, background images and all other images that are not

Part of SEO with names like (img1, img2, img3) or (1.jpeg, 2.jpeg, 3.jpeg) because Google will ignore these names.

Alt tags

Length 70 -80 characters

Must be a literal description of the image

Diversity

Use your primary keywords and several related keywords liberally throughout your content text but don't overdo it. Make sure that your content text is readable, sounds natural and makes sense to the human reader otherwise it will be regarded as spam.

Relevancy

Put relevant information on a relevant pages because Google will reward you for relevancy.

Make sure that people led to your site by search engines find relevant information that will make them stick around, read more , and keep them coming back to your site because Google monitor the time visitors spend on your site.

Anchor Text

Do not use link text like (click here or go here)

e.g. click here** to get started

Rather use keyword rich Anchor text like

 chest workout program to get started

My advice to you is to just focus on delivering value to your readers and don't stress too much about SEO.

Article Marketing

Article Marketing is using articles to promote your website on online article directories with focused keywords and links linking back to your website.

It works well because articles offer information and information is the number one thing people look for on the internet not to mention that Google loves articles and that makes it a highly effective search engine optimization technique.

When writing and submitting articles do not submit the same article to multiple article directories because most search engines filter **duplicate content** to prevent the same content from appearing multiple times in searches.

As a new internet marketer you can use article directories to receive traffic via organic searches due to the directory's search engine authority.

I personally love Article marketing because it is a useful tool to new internet marketers and does not require a big budget or no budget at all.

Article marketing is a must if you want to succeed on internet marketing.

It is very crucial to learn how to write articles.

How to write articles

Use a catchy Keyword for a title of your article but try to sound natural and the title must make sense to human reader.

Most Article directories prefer 300 – 800 words in the body of your articles.

Incorporate relevant keywords in the article but do not over use them excessively. Ezine article directory will warn you if you overloaded keywords but not all directories do.

Optimize your article to have a keyword density of between 1% and 3%

Use keywords in the anchor text.

The article content must relate to the title.

Get somebody else to read your article and refine it based on their feedback.

Automated Writing and Submission of Articles

If writing articles bores you or it's just not one of your strong points don't worry there's a software that you can use which will make article writing and submission easy

This software is **called Mass Article Control** and it is The Article Marketing Secret **Weapon** it allows you to Create An Army Of High-Quality Article Traffic Funnels For Your Website In Seconds.

This software comes with the **Mass Article Submitter** which will submit All Of Your Killer Articles To The Top Online Article Directories Automatically.

But Keep in mind, when using Mass Article Contol to spin articles change over 70% of the article so it does not appear as Duplicate content.

If you want to know more about Mass Article Control or buy it follow the link below.

http://goo.gl/IngHY

28

Online Article Directories .

You can submit your articles to the directories below

http://www.ezinearticles.com/
http://www.articles-hub.com
http://www.articlesfactory.com
http://www.goarticles.com
http://www.articletrader.com
http://www.articlealley.com
http://www.articlesphere.com
http://www.ideamarketers.com
http://www.articlesbase.com
http://www.easyarticles.com
http://www.allthewebsites.org
http://www.promotionworld.com
http://www.webpronews.com
http://www.searchguild.com
http://www.articlegarden.com
http://www.articledepot.co.uk
http://www.selfgrowth.com
http://www.free-articles-zone.com
http://sbinformation.about.com
http://www.articlepros.com
http://www.articlecube.com
http://www.linkgrinder.com
http://www.kokkada.com
http://www.articleteller.com
http://biz-whiz.com
http://www.businessknowhow.com
http://www.businessnation.com
http://neoarticle.com
http://www.amazines.com

Link Popularity / Building Links / Back links

Link Popularity plays an important role in search engine rankings and it works hand in glove with the previously discussed Article Marketing.

You get high rankings on search engines by the number of links pointing to your site, Basically Google sees a link from another website to your website as a credit and if another website thinks your page is worth linking to, Google will crawl your side and notice that.

How to build Back links?

You can build back links in several ways

- Article Marketing – incorporating links in your articles pointing your main site.
- Find Blogs discussing the same topic and add your comment and remember you must add value and put a link to your website after comment.

  For example

  If you are commenting on a chest workout Blog topic and someone posted a comment about struggling to build their inner chest muscles - you can say

  Inner chest muscles can be difficult to isolate and workout try doing 4 sets of 8 – 10 reps of close range barbell bench press following each set with lighter dumbbell flys. Check out the chest workout program on this link - http://www.chest-workout101.com/chest-workout-program

How to Indentify Potentially Profitable Markets

Before choosing any niche market you must first ask the market what it wants, Do not just choose a niche based on the larger scale profit or go for a niche or market which you are familiar with or interest on thinking you'll make a killing or a home run.

You need to do your numbers before investing your time and money on any niche.

How to ask the market what it wants

You can let the market tell you exactly what it wants by visiting a web site called amazon.com and check out the 100 top selling books and choose any one of those top 100 books.

Determine if your Chosen Niche is Profitable

To determine if your chosen niche has a good customer base you must first visit your local magazine store, bookshop or library to check if there are lots of books and magazines written for that niche.

If you find out that there are plenty of books written for that particular niche it means there's hungry customers in that niche, because magazine and book publishers wont just print and publish material unless there's demand.

The second option will be to will be to look on the online media

Go back to amazon.com with the niche you chose from their top 100 selling books If for example you chose a book about losing weight from amazon's top 100 selling books, the next step will be to do a search on amazon about "losing weight" from the books category and see how many books have been written for niche' and remember the more the books, the more the customer base.

You can also use MagsDirect.com as an internet based alternative to making a trip out to the newsagents.

Now after finding a niche that has a presence online and it also has a customer base, now before we go any further we need to make sure that there are a range of products available for our niche that we can sell as affiliates

Where to look for affiliate products?

http://pepperjam.com

http://e-junkie.com

http://cj.com

https://affiliate-program.amazon.com

http://clickbank.com

Getting to "know" your Market

It is very important to know the Market's demographics as to what gender they are, where do they live and what age they are. It gives you an idea of who your customers are and what more products they might be interested in.

http://www.quantcast.com

Make use of Quantcast to know more about your customers.

In the tutorials I show you how put all of this together, and how to use all of the resources mentioned in this e-book. So follow the link below to lay your hands on the free practical tutorials.

http://www.internetgoldenbay.com/

after visiting the link above look for the opt in form and send us your email address so we can send you part II of this eBook which shows you practically how to find profitable niche markets.

List Building

Your Mailing list is THE most important aspect of becoming successful online. Finding ways to drive large amounts of traffic to your mailing list must be a top priority – you need to write more articles and content to lead visitors to your opt-in page. The more effort you put into developing your email list, the more potential customers you will have.

A mailing list gives you the advantage to keep on promoting offers to the people in your list but don't just send people in your list ad's all the time spice it up with information that they can use. Don't be like most marketers who only send ads to their list that can be very irritating ADD YOUR OWN TWIST.

People do not just purchase on their first visit to a website and also people feel comfortable buying from people they know and can trust now a mailing list gives you the advantage of building a relationship with you subscribers.

Don't be too worried when people unsubscribe from your list, one thing for sure is that people are going to unsubscribe every time you send them offers, rather be happy when they do because your mailing list will be refined and you will only be left with people who really want to hear from you.

Take time to build your mailing list legitimacy and never ever ever buy a list. If you purchase a mailing list and start mailing it you will hardly make money from that list because the people on that doesn't know you and that will be regarded as spam and spamming people is an illegal practice.

Tips for Building a Mailing list

Tip#1: Do not lock them in.

Use reputable Auto responders that provide a way for your subscribers to unsubscribe from your list if they no longer want to receive information from you. Do not lock them in your mailing list if you provide a mechanism to unsubscribe it shows you are legitimate, ethical and can be trusted. Don't be too desperate it is a good practice to use a double opt in.

A double opt in is useful because some people might use other people 's email addresses to subscribe to your mailing list in order to get free offers.

Tip#2: Make it easy and don't ask too much information.

Create an easy to use form and place it in the prominent area where your visitors can see it. Use a good title for your subscription box and have a link to your subscription box on every page of your website.

Do not ask for too much information like first name, last name, age, gender, phone e.t.c – Simply ask for an email address that's the only thing you need in order to communicate with them and maybe a first name too.

Tip#3 Guarantee and Respect Their Privacy.

People hesitate to give out their email address online for their privacy sake, they are afraid of being spammed or their email being sold to dishonest markers who will then send them pornographic content or Viagra information.

Place a prominent privacy notice near your subscription form stating that you respect their privacy and will not sell or disclose their information.

Tip#4 Integrate a free offer

Give them a reason for subscribing to your newsletter by integrating a freebie in return for their email. People love freebies a free gift can be an e-book or valuable information they can use. Be honest and don't promise people a free gift and do otherwise after they subscribe to your list.

If you don't know how to write an e-book don't worry there are lots of sites providing free content that you can send around. For example if you are selling a health and fitness product just type "weight loss free e-book or weight loss free newsletter" you will be amazed with the free content out there.

Tip#5 Create Viral Marketing

Viral marketing is possibly one of THE MOST POWERFUL traffic and profit generation method available to you on the web today. Basically what you do here is you create something of good value give it away for free, make it very easy to get and to distribute to other people who needs it and most importantly incorporate links to your site or offers.

Tip#6 Build a Relationship with your subscribers

Interact with your list by email, send them quality information they can use in a form of a newsletter or just plain text messages, have them ask questions about the subject and if you have knowledge about the topic answer their question or do a research if you don't have the answers by doing this you'll earn their trust.

Send them one email a day or three a day, whatever suits you best but don't spend too long without sending them any communication.
Research more affiliate products in their market or niche and send them those offers, that's what a mailing list is for, to generate income. Be relevant if your list is about weight loss don't send them information about online casinos.

List Building Resources

Internet Marketers use Auto Responders to build mailing lists, an auto responder service is the key to list building and email marketing.

Auto responders makes it easy to communicate with your mailing list by allowing you to create the whole three months messages, them set up the time and date each message must be sent out without your involvement. What you do is just create a message, set the date and you are done.

Some of the most handy and powerful auto responder services available today are

Get Response >>> http://www.getresponse.com/
Aweber   >>> http://www.aweber.com/
Icontact   >>> http://www.icontact.com/

FaceBook Marketing

You can also use Facebook to Build a mailing list by creating facebook fan pages and putting in your opt in form sending people to your mailing list

To learn more about facebook marketing get our free e-book called
Facebook Bullseye

Facebook has become the best marketing tool with over 600 million subscribers but facebook marketing and creating Facebook fan pages requires skill and you can get all of that in the e-book **Facebook Bullseye**

Get it now for free
http://www.internetgoldenbay.com/fbbulls_eye.html

FB Bullseye, reveals the **exact tactics and strategies** used by successful Facebook marketers every single day to drive **unlimited, premium traffic** to their websites all on **complete auto pilot!**