

Internet Marketing Manifesto

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**Click Play To See An Example Of What
You Can Do To Make \$171,168.06 Per Month!**



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How To Choose A Highly Profitable Niche - Even In A Downward Economy

Visualize building a website targeting the wrong niche only to find out after months of search engine optimization and internet marketing that your idea may be too general and rarely holds the interest of your visitors and makes it hard to earn money after spending hundreds of hours of your own time. What a nightmare!

Well this was me a couple of years ago. I created several websites and spent hundreds of hours of my own time and hired programmers to create scripts for credit card processing.

Only to find out I could not make any money. None of my visitors purchased my products and I felt completely lost in the internet jungle. With all the hype of making money on the internet and after spending thousands of dollars buying training material from so called internet guru's I still could not get it right. What did I miss? Does this sound familiar to you?

Finally by trying lots of different ideas I magically hit the correct formula. I built a very popular website on trucks and to date earned over \$70,000 from this. How did I accidentally discover this success? I tried building more websites only to fail again.

Did I just get lucky? Could I duplicate my success again?

Most people underestimate the importance of getting this first step of choosing the correct idea when first starting a website. Only to find out months later that their idea cannot make money. After months of researching I finally discovered the magic formula of long tail marketing i.e profitable niche markets. When you understand this process completely you can duplicate your success every time you build a website and save yourself countless hours of wasted emotion.

Brainstorm some ideas on paper. Find topics that interest you like fashion, gardening or fish to name a few examples. If you can't think of any ideas look at the newspaper, shops in malls, yellow pages, tv or do a search in Google for general ideas. Don't worry about your keyword research yet. At this stage you

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would like to find a unique angle on your chosen idea. You want to give your visitors a compelling reason to visit your website and return. Preferably choose an idea that you already know a lot about. If you choose an idea that you are not familiar with you will be forced to hire professionals on Elance or similar websites to create content for you. Unless you already making significant money I do not recommend doing this. Rather keep your costs low when you first start out and create the content yourself.

Once you found a good idea (examples swordfish, organic gardening, bonsai trees) you need to do your keyword research. The importance here being that you would like to build a website that gets significant free search engine traffic from your chosen keywords but at the same time not too competitive. You can use the Overture Inventory Tool. In my opinion a profitable niche keyword searched 15,000 to 45,000 times a month with virtually no competition rates as the best keyword to use. You can also use the Wordtracker tool to check the competition on the keywords. You can check the amount of ppc adverts on Google and once you discover a keyword with virtually no competition will become your goldmine.

You also need to look for similar keywords related to your theme that you can build your website around. Say for example if you chose truck bed liners as your profitable niche keyword you can also create content on keywords related to this like spray on bed truck liner, pickup truck bed liner, rhino truck bed liner etc...

After choosing your keywords you need to create your content and monetize your traffic using contextual advertising like Google AdSense, affiliate links or by creating and sourcing your own products.

I have just recently discovered a tool that has really supercharged my niche and keyword research efforts. Sometimes I was not getting the results I wanted from Wordtracker. With this advanced keyword research tool it uses data from over 180 different sources, provides you with yearly search trends. Market share of the search engines and allows you to target your keywords with pinpoint accuracy.

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Just remember that you have to target keywords KEI over 10. I always felt my results with Wordtracker were hit and miss. After using this tool I could see exactly why some of the results from Wordtracker were misleading. This tool is for those looking for the ultimate in keyword research. The features are too numerous to mention here. In my opinion this is way better than Wordtracker.

You need to test your completed website with ppc marketing. You can use Google Adwords and do an initial test and send 200 visitors to your website to see if the traffic converts into money. If not you need to improve your sales pages or layout to improve your conversion statistics. Once satisfied with your conversion and that you can monetize your traffic you can start on your search engine optimization process that will take at least 6 months and years of consistent white hat optimisation. After completing this step you will generate cash with free search engine traffic for years to come. You can build your virtual real estate by duplicating this process with other ideas.

Make sure that you follow the steps outlined here. It will save you thousands of hours in wasted emotion and heartache when building a profitable niche.

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How To Master The Basics So That You Can Setup Your Business In Record Time

I am going to go over the basics which will be instrumental in setting up your internet business in a short period of time. I believe that one of the main reasons many internet marketers fail to get going is because they never master these basic skills.

You can sign up for a cheap web hosting account. Once your hosting is setup you need to have a html editor that will allow you to edit and upload your pages to your domain name easily. You can download a powerful free html editor NVU. After you have done the above steps you need to also be able to use a ftp client to update your website on your server. I use the free open source tool WINSXP.

List Building Secrets

I am going to recommend that you read this section several times. The only difference between a successful internet marketer and one that is not so successful is that the professional internet marketer's primary objective is to build an email list that they can market to over and over again. Also they track everything that they do and get rid of advertising that does not perform which usually is 90% of your advertising efforts. When you discover the 10 % of advertising that works you need to focus on that. I use the following tracking tool to track my return on investment on every advertising campaign that I do.

A squeeze page generates leads where the main purpose of the page or site captures a name and email address. Usually no links to other pages like contact or privacy information exist.

Your squeeze page will allow your subscriber to download a gift like a free e-book or report. You need very good sales copy on the page that will make them want to give their name and email address to download your free gift. You can test the effectiveness of your squeeze page by using a tool like Google analytics

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and measure how many visitors actually convert to subscribers. 30% rates as a good figure. Audio and video added to your squeeze page could increase your conversion rate to as high as 50%.

You need to integrate your squeeze page with your mailing list or auto responder. This means you will have to put html in your squeeze page to opt in to your autoresponder. You also need to send your mailing list targeted email offers. So for example if your mailing list targets golf you can send an offer for sample golf balls. You need to mail responsibly otherwise you will lose subscribers as they opt out of your mailing list when you send spam mails.

The squeeze page technique seems very popular. All the top internet marketers use it and they recommend this technique to all their customers. The bigger your list the more money you make. However, one needs to refine the skill of list building as you only make money from subscribers who actually buy.

When I first started out on the internet I could only create squeeze pages that would convert between 5 and 10 percent of my visitors. I really struggled to improve this as you need to have proper graphic design skills. I eventually increased this to between 30 and 40 percent. Now this means that for every 100 visitors I send to my web site I get 35 subscribers. This way better than getting the average 7 subscribers I used to before.

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The Secret Of Choosing A Profitable Affiliate Program

Do you struggle to choose an affiliate program for your website. This picture reminds me of myself after building a website and driving traffic to the website only to find out that I cannot monetize the traffic.

I learnt the steps of creating html pages, optimizing the websites for search engines and driving tons of traffic to the website, but I could not monetize my traffic. I tried numerous things. I put different affiliate links tried positioning the links in different places. I tried different font sizes and popup windows. I thought that the affiliate programs that I tried just did not convert and just did not know what to do next. I could build websites and drive traffic to them but I could not monetize my traffic. I nearly quit and my dreams of becoming an online entrepreneur almost completely shattered.

One day I almost gave up my internet business up when I decided that I would find a way that works and monetize my traffic. I sat and brainstormed ideas. Suddenly the solution appeared in my head. I needed to ask my visitors.

An example of how to do it with the exact steps required follows next. Use an opt in form on your website where you offer your visitor some kind of free newsletter or course or download. On your first or second email to your newsletter subscriber you simply need to ask them what products will suit them best. Send your newsletter subscriber an email like this:

Subject: [[firstname]], Thank You

Hi [[firstname]]

I would like to introduce myself. I run the website [[yourwebsite]].

In the interest of serving my visitor's need better I would like to know your most important concern of affiliate marketing? Can you please take 30 seconds to reply to this email so that I can develop products and services that will help to serve you better.

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Kind Regards [[Yourname]]

After obtaining the necessary information from your email you need to select the affiliate program that you will use on your website. You can use Clickbank and Commission Junction to look for a reputable affiliate program. You need to ensure that a significant portion of their income must come from their affiliates which will mean that the affiliate program converts and it should also pay at least 50% commission so that you can earn decent commissions. Finally try to use a fairly well established company to ensure that it will not easily go out of business and you will not lose your affiliate commissions.

After making your list of top affiliate programs I suggest testing the links on your website and choose the best performing affiliate program. Using these steps you can pick a highly profitable affiliate program that will bring you profits for years to come.

How To Make Money With Google AdSense And Flood Your Bank Account With Instant Cash

When I first started out on Google AdSense I could barely make a few dollars a day. My website received a lot of traffic and believed that I needed to build hundreds or thousands of websites to earn a significant income. The following tips are tried and tested. Use these wisely and you will see your AdSense income significantly increase.

I found the layout the most important consideration to make when designing your website. Get this wrong and leave thousands of dollars on the table. The 336X220 unit performed the best for me because it resembles content on a website. I also found the best area to place your adverts below your top menu bar. This blends in with the website and having this near the top of the page increases the click through rate without making the advertising too obtrusive. If you place your advert near the bottom less people will see it and this will reduce your click through rate.

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I found the color scheme the second most important aspect of Google AdSense. You need to make your adverts look like content. Use a white background on your website and let your adverts also use a white background and blue as the color representing the text link.

This works well as it makes the advert look like content and does not look like an advert. Blue works very well to represent a link because internet users are used to seeing blue as the default color of a link in a html page. Also remember to make the url at the bottom black as well so as not to detract your user's attention from clicking the link text.

Google link units can help you to earn extra money for topics related to your theme. Locate these link units in your menu scheme and blend the colors so that they look part of your navigation system. This makes them not look like an advert and improves the click through rate substantially.

I started optimizing one keyword everyday for the less competitive terms and within a few months doubled the traffic on my website. Basically find keywords with not too much competition and make sure that the content on your page matches. Optimize the Title and Heading and use the keyword 2 to 3 times in your body near the beginning and near the end of your page.

Build fully automated websites that users can upload content. Users' on my website created hundreds and thousands of pages for me saving me hundreds of hours to create content myself. Search engines spidered and indexed these pages. The more content uploaded by users meant more traffic and this meant more money from Google AdSense.

Capture your visitor's email address when they visit your website. This will give you the opportunity to send them emails over and over redirecting to specific AdSense pages and increase your income.

A picture directly positioned above your advert draws attention to it. Exercise caution here and not put any misleading pictures up due to this being against

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Google's terms of service if your user clicks on an advert because it looks related to your picture.

You can use this AdSense code for more accurate content targeting on pages on your website getting untargeted adverts. You need to ensure at least 20% of your content exists in between the tags for Google to interpret the content correctly and show matching adverts.

Place your most important content between the following tags:

```
<!-- google_ad_section_start -->
```

```
<!-- google_ad_section_end -->
```

This will help AdSense to target your adverts to the most important content without getting confused on the unrelated content on your web page. However, make sure you put sufficient important content between the tags otherwise your adverts may not match your content and it can take up to two weeks for this to come into effect so have patience.

Build tens or hundreds of websites and apply the Google AdSense advice here and make thousands or tens of thousands of dollars from your Google AdSense income.

Improved Search Engine Placement Secrets

When you develop your website do you stare into space? Do you keep on reading different forums and search engine ranking newsletters with different tricks to get to the top and wonder what steps you need to take to get it ranked well in search engines? It takes at least six months or more to get good rankings, but well worth the effort in the long run for all the free traffic you will get. Getting rankings in Yahoo and MSN takes much quicker a month to two while getting good rankings in Google can take up to 9 months for a brand new site with the Google sandbox.

Choose a good niche and do your keywords research to choose keywords without too much competition that will get good traffic. You can use the Overture search suggestion tool and the Keyword Discovery tool. Follow these and select your main traffic keyword(2 to 3 words in length recommended) that you will optimize your home page for. You need to draw up a list of keywords preferably 2 to 4 keywords in length that will represent your main content of your website. Design each page of content based on these keywords, but remember to design the content for humans and not for search engines.

Your on page factors account for only about 10% of your search engine rankings. The title carries the most significance in your ranking. Use the key words in the title and keep it short 4 to 7 words and only target one set of key words in each title. The heading carries the next most significance and use your keywords in here. Use your keywords in the body of the web page 2 to 3 times. You can also place keywords once in the comment tags and the alt tags of the image tag.

Your off page factors account for about 90% of your search engine optimization. This mainly consists of getting quality back links to your website and you can use several ways to do this.

Get listed in the two most important directories on the web Yahoo and Open Directory. Google even mentions on their site that a link from these two websites constitutes as a vote of quality as in <http://www.google.com/webmasters/guidelines.html>. This definitely

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helps new websites trying to break out of the Google sandbox.

Second tier directories which are important and will also help your search engine rankings since these still contain a quality directory trusted by search engines. These include Best Of The Web, Business.com, MSN BCentral and Gimpsy.

A few third tier directories that will help your rankings in Yahoo and MSN, but these will not boost your Google search engine rankings. I suggest you submit to a few of these.

You can write your way using articles to the top of search engines. Submit your polished article to the article directories and get good quality back links. Make sure that you place your anchor text in the title of your link for your keywords. You can write a good article with the following tips. Think of an attention grabbing headline, write your introduction and conclusion first, list your main points of your articles with bullet points and expand on these.

Do a search on Google for the top websites for your related niche and get the top 50 websites linking to you excluding your competitors. Topical links will boost your search engine rankings while unrelated links will not help.

Do a newsworthy press release to obtain free publicity and get good quality links pointing to your website. Include your anchor text for your keywords in your link to your website, follow the press release format and avoid sales and promotion. Based on my research PRweb comes highly recommended as a paid option while pr.com, prleap.com and free-press-release.com comes recommended as good free options.

Once you start doing the above activities on a daily basis your search engine rankings will improve. Search engine optimization takes at least 6 months for a new site before you start seeing good results. Usually you see results much quicker in MSN and Yahoo, but Google takes much longer.

Knowing how to optimize for search engine rankings takes effort and often can take from a few months to a year to get good rankings. However the effort is worth it. One of my web sites has received over a million visitors from free

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organic search engine traffic.

Google Adwords Promotion Secrets That Will Explode Your Income

Google Adwords promotion will drive a lot of traffic to your website. However, most people fail running successful Adwords campaigns. Follow these tips and substantially boost your Google Adwords results.

Before your visitor will read the advert you need to create an attention grabbing headline. Ensure there are keywords in the headline as Google highlights this and will bring attention to the headline and improve your click through rate.

After the headline you need to create an advert that appeals to your visitor. Focus on the benefits of your product as this will stir up emotion in your user to click through to your website and refrain from exaggerating your product with unbelievable claims.

You need to split test at least 3 adverts at a time to see which advert performs best. Using this technique I increased the click through rate of an advert from 0.2% to 8.5%.

Try different headlines and different copy. The higher your click through rate the lower you Google ppc costs.

You need to display your url as `www.MyWebSite.com`. Start each new word with a capital and this will significantly improve your click through rate.

You should use the Google tracking tools or you can use some of the more advanced tools from other vendors like Hypertracker. You need to ensure your sales page or lead generation page converts. Work out how much it costs to make a sale. So say for example

you are paying 30 cents a click and you are converting 1 out of every 20 visitors. This means you need to spend 6 dollars before making a sale.

If your site consists mainly of lead generation pages with hardly any content you may experience the "Google Slap" with lower rankings and higher bid prices.

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Google defines this as "A value placed on an individual domain that reflects the quality of the content contained within it." The following tips will help increase your quality score in Google.

Add a contact us and a privacy policy page. Build a sitemap and get a few good quality links pointing into your website. Include more content on your website and you can also start a blog. Google loves blogs and this will raise your Google quality score. Place a link in your blog to your main lead generation pages and vice versa.

With the information here you can successfully use Google Adwords to promote your business and add it to your marketing arsenal.

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Permission-based email marketing tips

When I first started my internet business. I did not capture the email addresses of the hundreds of visitors that I received. Generally speaking you should earn one dollar for each opt-in subscriber. So say for example out of 100 subscriber's one out of ten people purchase ten dollars product which equals a hundred dollars. This depends on your sales letters, related product offers and how you build your relationship with your subscribers. Follow the tips here and build a good permission-based email list.

Usually the visitor will not buy the very first time. They need to see your message at least 7 times to make a decision. Very few people will purchase the first time. Consequently you need to create a sales funnel with lots of prospects.

A very good lead generation page will put a prospect into a funnel. Use good sales copy and you can offer a free report or subscription to a newsletter that offers valuable information. You can take a good look at the lead generation page offered at <http://www.secretaffiliatetips.com> as this serves as a good example.

Any serious marketer needs an auto responder to capture their visitor's email addresses. Only use double opt-in addresses. This means that they need need to confirm their subscription to the list. You also need to ensure that you conform to the Can Spam act and list removal instructions and your contact details i.e. postal address etc... at the bottom. You need to target your offers and newsletters according to the niche. Use unrelated offers and information and you may get subscriber removals. Basically you need to build a relationship with your list. Offer good advice and only sell and recommend quality products. If you violate your user's trust you lose credibility and it will become difficult to make a sale to them.

You should earn at least one dollar for every subscriber. If not then you need to look at how you build your relationships with your subscribers and what products you promote.

Learning how to do email marketing was the biggest learning curve for me. This is where most of your profits are generated. You need to learn how to actually craft emails that make money. I used to craft emails that nobody used to even

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open. When I mastered this skill my profits improved significantly. Every time I sent an email I made money.

Article Marketing Secrets Revealed

Use article marketing to start an internet business especially if you do not have a budget. Most of the methods like pay per click, ezine and banner advertising cost money to drive traffic. The free methods like traffic exchanges, FFA leads and classified advertising produce leads less willing to buy. With article marketing your leads already know you from your articles and this makes them more qualified to buy from you as they would not have clicked through to your website if they did not trust you.

Choose your target market and write about a topic that interests you and that you can give expert advice on. Brainstorm your ideas and find a topic related to your website.

You need to also specifically write for your target audience.

Before writing your article you need to determine your title. You need a headline that grabs attention to get the reader's attention. You also need to use a keyword research tool like Wordtracker to determine the keywords you need in your headline. You need to look for keywords searched often and not too much competition. Once you have determined these keywords you need to incorporate this into your your title. Search engines will index the article on popular directories like Ezine articles.

Write the introduction and conclusion next as this will get your creative juices flowing. You need to bullet all the points you would like to write about next. Expand on these points and write them in full.

You need to proof your article once completed and check for grammar and spelling mistakes. You can sleep on it and check it the next day. You can also let a friend or relative give you feedback on your article. Use a free editor like

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Notetab lite to format your article into 60 characters. You can also use a feature in Notetab lite where you can split and join lines. This allows you to easily remove hard returns which some article directories do not allow

You need to add a summary two to three sentences in length to describe your article. You need to also choose your keywords for your article, write a compelling resource box where you will represent your unique selling proposition and a call to action to visit your website or download a free report.

Submit your articles to the most popular article directories like Ezine articles. and you can submit to the less popular directories to generate backlinks for your website.

Article marketing needs to be done consistently to see traffic. Writing consistently your search engine rankings will improve as more websites publish your articles and you get more backlinks.

I recently started getting really good results with article marketing as I have perfected the system which I have been using. I am getting so many leads from free search engine traffic from my articles that I have stopped advertising using other means. I have written a new ebook that details my 'secret breakthrough method'.

[Secret Article Weapon](#)

The fact that you have downloaded this ebook means you are serious about creating your internet business.

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