

# Sell on the Internet

by

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[InternetBusinessToolCenter.com](http://InternetBusinessToolCenter.com)

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## ***Sell on the Internet***

**FREE AFFILIATE MARKETING COURSE**

**[InternetBusinessToolCenter.com](http://InternetBusinessToolCenter.com)**

by

[mailto:tjbooks@yahoo.com?subject=FIMC Question](mailto:tjbooks@yahoo.com?subject=FIMC%20Question)

### **ABSTRACT**

This course outlines the basics of Internet Marketing and is not intended to give all of the nuts of bolts of Internet Marketing but to give a beginning marketer a chance to earn money without requiring a large financial outlay of any kind. The emphasis is on Affiliate Marketing where the new marketer learns to sell or “presell” other peoples'- or companies' products on the Internet.

### **Disclaimer**

This product is not a guarantee for success for a new marketer. Because of the varying abilities and energies of the readers and just “dumb luck” some will earn more than others. Some may earn nothing at all. However, a diligent worker should be able to generate income as an Internet Marketer.

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# I: Introduction

## A. Guru Hype

With all the hype from the Internet Gurus, you would think that anybody could be making money with in hours if not minutes on the Internet. You read crap like this:

I made \$36,778.92 in less than 36 hours!

Well maybe the guru did make a lot of money in a short time but he had something that you don't have. That something is a very large mailing list that he sells to. He collects names on his site by offering a free e-book or such, and he sells to those who give him their name and email address.

All emails are answered when he first collects the names. The subscriber to his list is fed hype telling him or her how honest and professional the guru is and that they can trust him for sure to send them only the most valuable money-making tips that will get them a new house in Bermuda, a yacht, a Mercedes® and a pretty new wife.

The reader of the guru's pitch page will tell the reader they will only have to work a few hours a week to get rich and that they can do what they have to do while laying on the beach at Waikiki.

The Guru, an expert at what he does, is what you want to become. All other gurus are your competition.

## B. Guru Types

Most gurus with whom we come in contact are in the category of "Making Money on the Internet." However, a guru is a person with special knowledge in some area of interest.

Here are topics covered by DMOZ.com, The Open Directory Project:

[about dmoz](#) | [dmoz blog](#) | [suggest URL](#) | [help](#) | [link](#) | [editor login](#)

Search

[advanced](#)

### **Arts**

[Movies](#), [Television](#), [Music...](#)

### **Business**

[Jobs](#), [Real Estate](#),  
[Investing...](#)

### **Computers**

[Internet](#), [Software](#),  
[Hardware...](#)

### **Games**

[Video Games](#), [RPGs](#),  
[Gambling...](#)

### **Health**

[Fitness](#), [Medicine](#),  
[Alternative...](#)

### **Home**

[Family](#), [Consumers](#),  
[Cooking...](#)

### **Kids and Teens**

[Arts](#), [School Time](#), [Teen](#)  
[Life...](#)

### **News**

[Media](#), [Newspapers](#),  
[Weather...](#)

### **Recreation**

[Travel](#), [Food](#), [Outdoors](#),  
[Humor...](#)

### **Reference**

[Maps](#), [Education](#),  
[Libraries...](#)

### **Regional**

[US](#), [Canada](#), [UK](#),  
[Europe...](#)

### **Science**

[Biology](#), [Psychology](#),  
[Physics...](#)

### **Shopping**

[Clothing](#), [Food](#), [Gifts...](#)

### **Society**

[People](#), [Religion](#), [Issues...](#)

### **Sports**

[Baseball](#), [Soccer](#),  
[Basketball...](#)

### **World**

[Català](#), [Dansk](#), [Deutsch](#), [Español](#), [Français](#), [Italiano](#), [???](#), [Nederlands](#), [Polski](#),  
[????????](#), [Svenska...](#)

Click on One of the Categories and you will find many sub-categories.

Click on a sub-category and you will be digging even deeper. Repeat this with Amazon.com and eBay.com. Dig down into the sub-categories and see what you can

see.

## **C. Niche Marketing**

What you will end up with is a “niche,” a group of people interested in one thing. If you are or become an expert in a niche, someone who members of the niche feel is an expert, then you can work the niche. You can generate a mailing list of “like thinkers” and you can give them valuable tips and information. This is called “pre-selling” which is the art of warming up your readers so that they will click on your affiliate or product links where the actually selling is done by vendors or by your own pitch page for your product.

As a niche marketer, you may have a website or just a web page for every niche you are working. Look at this diagram:

### ***AREA OF INTEREST***

- Hobbies
- Stamp Collecting
- Foreign Stamps
- Germany
- Stamps Before 1900

Now let's look at your web site:

[www.byronshobbies.com](http://www.byronshobbies.com)

I'll bet you didn't know your name was Byron. Using your name makes your site more special. But wait! Is that what we want?

How about:

[www.byronsenderprises.com](http://www.byronsenderprises.com)?

Actually, this is a pretty good way to start out. You can add as many sub categories

as you want.

[www.byronsinterprises.com/hobbies](http://www.byronsinterprises.com/hobbies)

[www.byronsinterprises.com/hobbies/stampcollecting](http://www.byronsinterprises.com/hobbies/stampcollecting)

[www.byronsinterprises.com/hobbies/stampcollecting/germanstamps](http://www.byronsinterprises.com/hobbies/stampcollecting/germanstamps)

[www.byronsinterprises.com/hobbies/stampcollecting/germanstamps/1800s](http://www.byronsinterprises.com/hobbies/stampcollecting/germanstamps/1800s)

How is your high school German?

O.K. Just to make sure you understand. If your name is Sally then your site could be:

[www.sallyssenterprises.com](http://www.sallyssenterprises.com)

**[D. Internet Marketing Schematic \(click to see schematic or control click\)](#)**

**Read the following articles:**

**<http://www.articlesbase.com/marketing-tips-articles/internet-marketing-part-i-why-new-internet-marketers-fail-2465065.html>**

- 1.** The best marketers are young people who don't mind staying up half the night promoting products.
- 2.** Those with no experience are the best marketers. The reason is that their heads are not full of stupid ideas that don't work. Bad habits are the Internet marketers worst enemy.
- 3.** Those who are making money are those who understand the marketing process and they know how to do the right things that bring traffic to their web site. Those who do not create a website have a tough time making a buck I this business.
- 4.** Successful marketers know that they are running an Internet business. They know that if they were running a bakery on Dunford Street they would have to provide good products and advertise locally to bring in customers. They might have to sell their products to businesses and restaurants. They might have to deliver products to some customers like restaurants or grocery stores. They know they would have to keep track of the cash flow, their expenditures, their profits, etc. They would keep

track of their sales after running newspaper ads to see if they were affective in bringing in customers. Unsuccessful marketers do not run their Internet Activities as a business.

<http://www.articlesbase.com/marketing-tips-articles/internet-marketing-part-ii-the-affiliate-marketers-methods-2465138.html>

### **Here are the steps in affiliate marketing:**

1. An area of expertise is chosen. Perhaps the new marketer has a hobby or vocation in which he or she is an expert or at least knowledgeable. Even a strong interest in a subject can get him started. Even a curiosity about something. He might go to DMOZ and look at the categories, clicking down and down until he finds a niche that he can pursue. He might look at the Amazon categories or eBay categories.
2. After he finds a niche he (or she) is willing to pursue, he looks for a group of people who are interested in that area. He visits forums, contributes to the chatter, learns what those people are doing, what they are seeking. He is looking for an eager bunch of buyers.
3. He identifies the wants and needs of the group he is pursuing. He goes to the Internet and seeks affiliate programs that fit the buyers. He might go to ClickBank and find digital products are easily managed. He might go to Commission Junction or one of the many other sites that handle many products that can be sold by affiliates. He might look directly for companies that have in-house affiliate programs. He wants those programs that have good support for affiliates.
4. He selects some products that he wants to promote. However, sending potential buyers directly to an affiliate link is not advised. You need to pre-sell the potential buyer. Do do this you need a blog or website. There you can give your own input on the product especially if you own it. You can put your testimony on your site. You can heighten the potential buyers interest. From

your site or blog, you can provide a link to the vendors pitch page and you LET THE VENDOR DO THE SELLING. Your job is not to sell but to pre-sell. If the vendor's pitch page is weak, find another vendor or provide more information in your pre-sell.

5. On your blog or web site you put up some code that will let your visitors join your email list. You bribe them into signing one. You give them a free course or an ebook if they will just give you their name and email address so you can deliver it to them. Now you are building a mailing list. Your mailing list is a gold mine because you can keep selling these folks if you build up a good relationship with them by giving good information and selling them good products. This mailing list function is best handled by a service that provides auto responders to answer the mail, deliver the products, etc. Examples are Aweber, GetResponse, AdlandPro, etc.
6. Now you need to get traffic to your website. The common ways are article marketing and PPC. PPC is a risky business but you can run a small ppc test just to see if your keywords actually fit the market you are pursuing.
7. Now you test your test your market with keywords. You use the Google Keyword External (just type that in your browser) to find keywords to promote your product. You use these in the meta files on your websites. You use them to promote your products.
8. Now promote articles and your website and blog on the social networks like Twitter and Facebook carefully following the guidelines of those sites. You may also use U.S.FreeAds. And, of course you use email, having your auto responders sending out messages on a regular basis.

<http://www.articlesbase.com/internet-marketing-articles/internet-marketing-part-iii-details-of-internet-marketing-2465238.html>

***The Center of the schematic is your web site. Surrounding it our 8 methods of driving traffic to your web page. We will now discuss your web site and all of the items leading into it.***

## ***Your Web Site***

I suggest that you have one main web site. You can add what are called mini sites later, choosing new domain names, etc., but if you have a major site then you can add pages to your site to connect to what ever topic you desire.

## ***Choosing A Domain Name***

Many marketers use their own name for their main web site. It might be called YOURNAMEINTERPRISES. Then you have a lot of leeway as to what you put on your site.

You may want to concentrate on a certain areas, excluding non-related areas. Then you can do what I did with my main site, Internet Business Tool Center. Your site might be Jugglers World or Yellow Rose Universe.

Use a .com, .net or .org name (if you are an organization). Forget the other types like .biz (however rules are to be broken and I sold a .biz site for \$1000.00 and it is still up and running).

I register my domains at Godaddy and leave the registrations there. I do not host there at this time because I get free hosting from an information site I am a member of. However, there are many sites to register a domain.

What do you do if your domain name is taken. You can put hyphens in your name or change it slightly. When you try to register a name already taken, suggestion are usually given. You may go from .com to .net, etc.

Don't use free sites. Get your own domain. Free sites are bad news for affiliate marketers.

Having your own domain will save you lots of grief as an affiliate marketer. You can use it in article marketing, PPC, etc., with no conflicts with site guidelines. Also, you don't have to go to TinyURI or other site to cloak it. Nobody is going to still your domain but they might still your affiliate link, so cloak that.

## ***Creating Your Site***

This scares the heck out of beginners. The "easy" way is to have somebody else design your site. Well, I don't recommend it. It will cost you time and lots of money. There are plenty of HTML editors around that will cost you nothing and many of them are WYSIWYG and you do not need to know HTML to design your site. Besides, if you need some HTML you can learn free in a very short time the essentials that you will need. Just google "free html lessons" or "html tutorials."

I suggest that you do not use frames. Frames are taboo at some sites and cumbersome on others. Use Tables to spice up your site.

### ***Hosting Your Site***

If you are just going to have one many-page site, just go to GoDaddy. If you are going to have many sites, then look for cost before you decide your hosting company. Just be careful. Choosing the wrong hosting company can be bad for your marketing health. I suggest some hosting companies on my site.

### ***U.S.FreeAds***

This is a dandy place for beginners to practice making ads that are really just web pages. You can place ads free but most all affiliate marketers pay the small monthly fee to produce enhanced ads. Go to the site and look at some of the ads placed there by affiliate marketers.

### ***Article Sites 1***

There are article sites that permit illustrations and those that do not. However, this should not be your criteria. You want traffic to your articles so you want to use the sites, such as this one, that Google is actually monitoring. There is information on article marketing on my site.

### ***Article Sites 2***

Some sites accept affiliate links and illustrations. Consider these if you need these features. No matter which article site you use, follow the guidelines.

### ***Your Blog***

There are free blog sites but I suggest you add you blog to your website or to a new

domain name. Don't use the free sites is the advice of many marketers. When I look at those making money, they have their own blog domain or site.

### ***PPC Test***

PPC or pay-per-click is a way to advertise your site. However it can be very expensive and risky. However, you can test the keywords you use in your articles to see if there really is a market for a specific keyword or keyword phrase. You may spend \$40-\$50 to find out but there is no use kicking a dead horse. The most successful affiliates use this method. AND, what if you find that those \$40-\$50 brought in \$250.00 in sales with a profit of \$237.00? You would keep that campaign going wouldn't you. That is a safer way to get into the PPC business.

I might say that PPC is very important to Internet marketers. But you must learn how to do it and you must test, test, test until you find an ad and keywords that work. There is specific information on this on my site.

### ***Twitter***

Twitter is a great way to tell people what you are up to. If you write an article, you can send a tweet telling people about it. You will want a lot of followers so follow others. The more you follow, the more that you will be allowed to follow you.

Think about your twitter name. You may want it to convey your niche rather than your name.

### ***Facebook***

This is a very popular site to have a special group of people follow you. You may have more than one account. You have a little more room here than you do with a tweet.

### ***Other Social Sites***

Craigslist is a popular advertising site. YouTube and other social sites are very popular, some of which you can make and show videos. So Don't overlook these sites.

You can see that there are many ways to drive traffic to your website. Article

marketing will cost you nothing. PPC can cost you your shirt but it is a powerful way to find out if your keyword had a market. If the cost is low after a PPC test and the profits exceed the cost, you can keep a test ad running perhaps for a long time.

<http://www.articlesbase.com/internet-marketing-articles/internet-marketing-part-iv-article-and-ppc-marketing-2465297.html>

*In this last part of this series on Internet Marketing we will discuss Article and PPC Marketing methods, the two main methods used by affiliate and other Internet marketers.*

While article marketing is free, it can be ineffective if not done properly. PPC can be very risky but it also can be used as a tool for article marketing for testing keywords. And many PPC marketers are very successful as long as they are eternally vigilant.

## **Article Marketing**

Most all Internet Marketers use article marketing. It cost only time. It can be very effective with the caveat that you must write many articles. But volume does not always work. You need to attract the right audience. In our case, that is a bunch of hungry buyers with money too hot to hold.

Remember these few things:

1. You are giving useful information. You are not trying to sell.
2. You are using keywords that Internet searchers are actually using.
3. You are looking keywords that do not bring up too many sites when place in quotation marks in the Google search bar, e.g. "your keyword or keyword phase."
4. You are looking for about 1000 or more searches each month and you want fewer than 5000 competitive sites to pop up when using the process in Number 3.

5. Write your informative article in your own words. Pretend that you are talking to your friend across the fence.
6. Use short sentences, words that most people understand, keep your sense of humor and don't get too wordy.
7. You don't have to know everything about a subject but do know something about the topic of the article. Keep the topic narrow. Write other articles to cover what you left out.
8. Don't use affiliate links even if they are allowed. Send people to your website.
9. Look for "unlicensed" content on the Internet. Do not copy such content word for word. You must paraphrase it that is to say it in your own words.
10. Use your keyword phrase in the title of your article, the first paragraph, and in the last paragraph. Use it a very few time between those paragraphs.
11. If your article is rejected do what the editors say to fix it. If you can not fix it quickly and you still consider your article useful, put it on another article site.
12. Monitor the statistics for your article. How many readers where there. How many URL clicks did you get. How many sales that you get from the article.

One rule of thumb is that you should get one sale for each article each month. So if you have 100 articles and you get 100 sales during the month at \$30.00 per sale profit, you have made \$3000.00 and you should make it every month.

Now that has never happened to me.

## **PPC Marketing**

There are only three PPC advertising sites worth pursuing. They are Google, Yahoo, and MSN. Forget the rest (if there are any of them left).

Here is the procedure:

1. Sign up for an account giving your particulars and your credit card number. If you have a coupon for free clicks of a certain value, enter code number and the value when asked.

2. Read the instructional materials carefully. If you have a question or if you need help setting up a campaign, contact Customer Service and have an agent give you a hand. If you can call them on the telephone, do that.
3. Decide on what keywords you want to use using the keyword tools provided.
4. Study the cost of each keyword and keyword phrase.
5. Study the prediction of number of clicks per day for a particular language and territory.
6. Decide what you are willing to pay for a particular click.
7. Decide on what you are willing to spend each day.
8. Decide the total you are willing to spend.
9. Set up an ad. Use a particular keyword or phrase. Use your own site URL.
10. Before you start the campaign, click on the competitive ads by putting your keyword or phrase in the search box. See what ads come up. Study those ads and change yours if needed.

Once you start your campaign, keep a very careful eye on the money spend and the orders received. Your profits must exceed the PPC cost or you must change your ad. Keep testing until you are making a profit. Ad new ads and test their effectiveness. STOP if you are not making a profit. You must determine why you are not making money.

First, check your web page. When a person clicks is he getting the information he is looking for? Is he or she getting the information you promised in the ad?

**WARNING:** If he is not, you will be punished by paying higher PPC cost and getting fewer clicks.

Second, look at the vendor's landing page. Is it doing a good sales job. If not, get another vendor or do a much better job of pre-selling on your web page.

How many clicks do you need to make a sale? How much do those clicks cost?

If you get a lot of clicks but no buyers, what does that mean? Are you attracting a bunch of tire kickers? Maybe you must put some negative words in your keyword list. You want buyers. Maybe you don't want those looking for FREE information. Take "free" and make it a negative keyword to eliminate these people.

Like I say, PPC is a risky business. The search engines don't like affiliate marketers so they make them pay through the nose if they are not providing relevant information to their readers. A sales pitch is not relevant information and is not preselling.

## II: Process and Tools

I apologize for the lengthy Introduction but the more you know, the faster you go. (I just invented that.) Now it is time to give you a hand in actually getting started and to give you some tools you can use to make your marketing more effective to the point that you will actually be making some money.

### A. Operating With No Website

Many folks who want to make money on the Internet have little interest in beginning by building a web site. Fortunately for them, they can start earning money with absolutely no cash outlay (which means without cost). Here are some ways to do just that.

#### **Example 1: Clickbank.com**

The method is to:

- a. Go to Clickbank.com Marketplace and choose a product.
- b. Obtain your affiliate link to the product.
- c. Find keywords that fit your market audience, those you want to sell to.
- d. Write an article with the keywords and a link to your product.

#### ***First Step:***

Go to [Clickbank.com](http://Clickbank.com) and click on [Sign Up](#).

Enter the information including a “nickname” which will be included in your links.

### **Second Step:**

Click on [Marketplace](#) and study the categories.

Chose a *category* listed along the left side of the page and study the list of products.

Click on [Advanced Search](#) and study the advanced search options. You want the higher gravity products with %ref over 75%.

### **Third Step:**

Chose a product.

Click on *Promote*. Record your link. Go to [TinyUrl.com](http://TinyUrl.com) and change your link to a tiny URL. Use this more secure url in your marketing. Make sure you record your link URL and the tiny URL on NotePad or such.

Put your tiny URL into the address bar of your browser. Read the pitch page of the vendor looking to see if it is a quality product and that the pitch page is persuasive to a prospective buyer. Look for keywords on the pitch page that you might be able to use. (You can Click on View in your browser bar, then Source. This will show the HTML code for the page. See if there is a Meta File listing keywords. Optional.)

Type [Keyword Tool External](#) in your browser search bar. Type in the Security Code.

Where it says “web site” type in your tiny URL or your regular link, either is fine here.

Type in a keyword in the Keyword box. Place enter and place in another keyword. Add several keywords as desired.

Click on Search. Now look at the list of keywords from the site. You make want to take some of these keywords and search on them with out listing a web site. Look at the keywords that have at least 800 hits each month.

Chose a few of the keywords. In Quotation marks, e.g., “keyword” type them into the Google search bar. Record the number of sites that come up. Chose keywords that

have fewer than 5000 sites, the fewer the better. Keep a list of those keywords.

#### ***Fourth Step:***

Go to an article site that accepts direct links to affiliate sponsored products. You do not have a web page so stay away from [ezinearticles.com](http://ezinearticles.com) and other sites that do accept direct links to products. If you had a web page, [ezinearticles.com](http://ezinearticles.com) would be your first choice. Go to or USFreeAds.com or [Squidoo.com](http://Squidoo.com). I suggest you start with USFreeads.com.

If you choose Squidoo.com, then start a page on the subject of interest only. Then start other Squidoo pages for other subjects of interest. Squidoo is not too happy with money-making opportunities so make sure you are zeroed in on a niche market if you work in that areas.

Write an article using several of your keywords in the article. Make sure your keyword(s) are in the title, the first paragraph and the last paragraph. There should only be 1-3% keywords in the article. Note that you are trying to generate interest to a prospective buyer of your product. But don't try to sell the product in your article. Leave that to the vendor. Instead you want what is called "pre-selling" which is to warm the reader up enough that he will click on your link. (Use the tiny URL link for security.)

Publish your article. This will only take a few minutes with USFreeAds.com. Squidoo takes a bit longer. Hubpages.com also takes direct links. Place your article over there too. I suggest you modify your article for each site.

Write more and more articles. Submit them to a number of article sites of which there are many in the Internet. Just make a Google search.

Keep track of our sells. You should get one sell every 100 times your article is read. One sell per month is very good. So if you write 100 articles and get 50 sells a month at \$30.00 a sell that is \$1500 each month! Don't sell products that give you less than \$20.00 unless they promise sell of other products for which you would also get a commission.

#### **Example 2: <http://www.cj.com/> or other Affiliate Product Sites**

There are many affiliate marketing sites on the Internet. The commissions to sellers

may be low, but not always. A percentage is usually used. So if you sell a \$1000.00 Television and you get 5%, the commission would be \$50.00. Some companies that provide products to affiliate marketing sites are fussy as to whom they take as affiliates. They want only people with websites that have many visitors each month. Forget WalMart® if you are just starting out.

Once you have signed on at an affiliate marketing site, you can get direct links to products, convert them to tiny URLs and place the links in articles accepted by article sites that accept direct links.

## **B. Operating With a Website**

Look at the ***schematic again***. You will not be directly linking to your product or products. Instead your articles and PPC ads will be directed to a page on your website. There you can presell your readers before they click on your product links. Remember that you are not trying to sell. That is the vendors' job. You are giving RELATED INFORMATION to your KEYWORDS.

### ***Example 1:***

You decide to find a product on organic gardening. You go to [ClickBank.com](http://ClickBank.com) and chose a product with the keyword:

Organic Vegetable Gardening (<http://tjbooks.RESCO.hop.clickbank.net/>)

75% Affiliate Payout - Organic Vegetable Gardening Ebook. Even A Novice Can Start An Organic Garden With This Simple Guide. Complete Step By Step Gardening Guide. **Stats:** Future \$: - | Total \$/sale: \$17.98 | Avg %/sale: 75.0% | %/refd: 50.0% | Grav: 0.56 | Cat: Home & Garden : Gardening & Horticulture

Now when a searcher follows this keyword to your web site, then you had better tell him or her something about *organic vegetable gardening*. Did you look at the site? The vendor tells the reader or potential buyer the BENEFITS of her product.

You do not do that.

You talk about Organic Vegetable Gardening in general.

You search the internet for “unlicensed content on organic vegetable gardening.” After you have learned a ton of things of interest to a gardener and **specifically** on **Organic Vegetable Gardening**, you write them on your web page in YOUR OWN WORDS. At the end of your informative article, you place your affiliate link telling the reader that they can obtain information on a good product (or such) by clicking on your affiliate link.

### III. How to Bring Traffic to Your Web Site and to Your Articles, etc.

There are a number of ways to bring traffic to your articles and to your web site directly. Here is a brief summary:

1. **SEO** is optimization of your web site for search engines. The most important criteria for the search engines is CONTENT. **Each page** of your web site should be optimized and submitted to the major search engines. Each page should be focused and named according to a chosen group of keywords or keyword phrases. The density of keywords should be the same as in any other article that you write. Use Meta files on each page. Some spiders don't look at them but others do. Enter your title, your description, and your keywords. Your HTML should look like this:

```
<html>
<head>
<title>ENTER YOUR TITLE HERE</title>
<meta name="created" content="Fri, 18 Jun 2010 13:28:00 GMT" />
<meta name="description" content="ENTER YOUR CONTENT HERE" />
<meta name="keywords" content="ENTER YOUR KEYWORDS HERE
SEPARATING THEM BY COMAS" />
</head>
<body bgcolor="#FFFFFF" text="#000000" link="#0000FF" vlink="#800080"
alink="#FF0000">
WRITE YOUR CONTENT HERE
</body>
</html>
```

2. **Social Networking** is using sites like Twitter, FaceBook, YouTube, CraigsList, and other social networking sites. Study what others are doing on the sites, join lists of like thinkers, gather followers. Don't abuse a social networking site or you will be banned. That is why you should carefully read the guidelines for each site. I know this is a chore but you must protect yourself. When you write an article, then announce it on your social sites. When you update a web page, let people know about it.
3. **Blogging** is a good way to get traffic. You should have more than one blog, each being specific to one niche of operation. There are plenty of free blogging sites but most pros to not use them. They just use a web page of their own. It could be [www.yourenterprises.com/grapegrowingblog](http://www.yourenterprises.com/grapegrowingblog). When you update your blog, announce it on your social networking sites. More important is to ping your blog at pingomatic.com.
4. **PPC** is pay-per-click and can be used in two ways. **One** is to use PPC just **to test to make sure a keyword is effective in bringing traffic**. You run a short campaign, conserving your money, that determines if your keywords bring in traffic. So you go to one of the main PPC sites, Google, MSN and Yahoo and run a test ad. Say you get three hundred hits on a web page and make three sells. If the three sells earn you \$90.00 and it cost you only \$50.00 to get those hits, then you are making a profit of \$40.00. In that case, keep the campaign going until it stops making you a profit. That could be years from now. **The second way** is to focus on PPC and create campaigns that make money. You keep testing keywords and ads, making changes as needed, until you are making a profit. Once you get a campaign going profitably, you can go onto another campaign, repeating the process until you are able to buy that yacht and sail to Bermuda.
5. **Collecting Names and Email Addresses** will allow you to stay in contact with visitors to your site. You can use this list to announce changes in your site, new products, a change in your blog, but most important, to provide good information to your list members and to build their trust in you as an expert in your field of interest. You will need a different list for each of your niches so that you can concentrate on that one important area of interest. When a person first joins one of your lists, you can have auto responders send a series of messages perhaps in the form of a short course. (See Tools below.)

6. **Other Methods of Bringing Traffic to Your Site** are not very effective. **Surfing** for hits is a waste of time. Nobody cares about **banners** anymore so there is no use plunking banners down all over the place to get traffic. **Article Writing** is of course a major method of sending traffic to your site. You can also **place ads in niche magazines** announcing your site. These can be ezines or hard copy magazines. You can trade ads or pay a small fee. AT one time I use to simply post my site URLs in a hard copy magazine as an ad. That brought a lot of visitors. Unfortunately, the owner of the magazine became ill and was no longer available. You can **publish your own ezine** where you will be able to sell ads to other marketers once you get a large subscription lists. **Forums** are a good way to bring traffic to your articles or to your site. Join the forum and contribute good content. You will be able to list your URL. Just don't throw out blatant ads or you will become *persona non grata* which means you will no longer be welcome on that forum.

## IV. Special Tools to Make Your Life Easier

### Building a Website and Hosting a Website

# BUILD A WEBSITE

## Introduction

In Internet Marketing the purpose of your website is to provide relevant content to those searching on the web. By giving decent content, which means the content your reader is looking for, can warm the reader up so that when a product is mentioned, the reader will be open minded toward purchasing the product. See

## Adding Site Content

No matter how good your site is as to content, if it is not visited you will not be influencing the Internet Community. So you must drive traffic to your site. See [SEO](#), [Article Marketing](#) and [PPC Marketing](#)

Just remember that if you don't know the value of a site visitor, paid advertising like PPC is dangerous.

## **Get A Blog**

This is the fastest and easiest way to generate a web site. First, it is FREE. There are no hosting charges or service fees, no fees at all. They give you the templates you need and you can be posting to your blog in minutes. There are few restrictions here so you can use affiliate links to sell other peoples products. Go to [blogspot.com](#) or some other blog site and get started. One rule of thumb: you can have a number of blogs so keep to one subject in a blog. When you post to your blog, then go to [pingomatic.com](#) and link it to the blog directories.

## **You Can Begin Making Money On The Internet Without A Website**

For example, you can choose products from ClickBank or some other site that offers products that can be sold by affiliates, write an article about the product, and send your reader directly to the product pitch page. You could go to [USFreeAds.com](#) and put up ads that send readers there. However, sooner or later you will want a website. Some article sites will not let you use a direct link to a pitch page. You have to send your reader to your site where you must provide relevant information. From there, you can send your reader to the pitch page.

## **Your Main Site(s)**

Even PPC sites have restrictions on sending ad readers directly to a pitch page. So, like I say, you will at some point in time have to create a website.

If you click on View and then Source on your browser, you will see the source code for this page. Note at the top that it says I used CoffeeCup Software to prepare the page. CoffeeCup is free to those who host there. But there are many free editors that will allow you to simply and quickly put

up a website. Don't pay some web monkey lots of money to build your site. Find a friend to help you do it for free. When you are rich and time is precious, then pay that expert to work on your site. I am not rich so I do my own stuff.

Your ISP may let you put up a webpage for free. Check your instructions. You also can go to Google and quickly put up a website. It is free and easy. Here is the URL:  
<https://www.google.com/accounts/ServiceLogin?continue=http%3A%2F%2Fsites.google.com%2F&service=jotspot&passive=true&ul=1> It's good practice and the site functions. That is an easy way to start. I have a site there which I put up just for the fun of it.

Now why did I say, "just for the fun of it? BECAUSE THE SEARCH ENGINES DON'T LIKE FREE SITES. NEITHER TO SEARCHERS ON THE WEB. Don't plan to make one dime from a free site. Nobody is going to be looking at it. Now a blog is different. And a blog is a website.

When you get serious about your site, you can go to a hosting company where you can get a free editor. But you may want to invest in a better editor of which there are a number of good ones. Try this site to choose an editor:  
[http://webdesign.about.com/od/htmleditors/HTML\\_Editors\\_Web\\_Page\\_Authoring\\_Tools.htm](http://webdesign.about.com/od/htmleditors/HTML_Editors_Web_Page_Authoring_Tools.htm)

## What Does it Take to Create A Website Correctly?

Use the [SiteBuildIt Action Guide](#) to learn what is involved in creating a site. It will give you the basics of what is involved. You will see that there are many things to consider. First, you will want to find a niche market. It be an interest that you are passionate about, that you know a lot about, something that people will be looking for. Don't build a marketing site. There are just too many. One guy made up a site about juggling. He wasn't a juggler in a professional sense. He just had a love for juggling. He put up good content and is recommending products and doing great.

You will want to build a website based on content. The stuff that searchers are looking for. If the content is good, the search engines will be able to sell ads that pop up during searches, the ads you see on the right hand (top and bottom) of a search page. Good content will put your site on that first search page which is where you want to be.

You will want to drive traffic to your site by various methods such as article writing, a blog, forums, and if you must, paid advertising. But you want visitors that like you and are open to buying the products you recommend. Good content and lots of good links to your site from other sites will put you in favor with the search engines and you should not have to pay for advertising.

You will want to monetize your site so that you can make some money. That may be as simple as

posting AdSense ads and getting paid by the click. Or, you can be an affiliate of another supplier and recommend, but not sell, his products. And, you can have your own products.

Carefully read the outline in the [SiteBuildIt Action Guide](#) Make sure you watch the videos to get the big picture. It will be worth your time.

## Use Templates to Quickly Build Great Sites

There are many free templates that you can use to build your site. You also can pay a small fee for a possible better template. Some sites like dreamweaver.com give access to their templates for a flat annual fee.

## Learn Some HTML

You may want to learn some HTML code. To do this, just Google "Free HTML Tutorial" and you will find many options.

## Hosting Your Site(s)

When you have your website files ready, you will need a host. I suggest that you use [HostGator](#) for inexpensive hosting of as many sites as you want. They will help you get going.

Now why do I say go with [HostGator](#)? Because you may become a big time net marketer and you may have many sites. If you think that you will not have all that many sites, then go wherever you want. I use GoDaddy because I have been there for many years, but if I knew back when what I know now, I would go with [HostGator](#) to save money.

If you are going to only have a site or two, I suggest GoDaddy.com. Just click on the banner for GoDaddy.

A Warning: Watch out for review sites that review hosting companies. Some of these are wierd. For example, they may continually rotate the ratings so you really don't know the true ratings. They don't care if you use a crummy hosting company. They just want you to buy.

## Uploading Your Files to Your Server

You will need to upload your files to your server. Some editors have such a function built in. Coffeecup's editor does but they also have Coffee Cup Direct FTP which I prefer to use. It allows me to keep track of my folders containing files that I upload.

Like editors, you can get a free program to upload your files. Just search for "free FTP." You will have many options to choose from.

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### FOR MEMBERS OF WEALTHY AFFILIATE

Wealthy Affilate has all you need to make your own websites. The editor is easy to use and there are many templates you have access too. The program is called Site Rubix. Site Rubix is a system that was built specifically for Internet marketers to use to create great looking web pages quickly, easily, and professionally. As you get to know the system you will be able to create high converting webpages in just minutes!

Wealthy Affilate now offers free hosting to members. You can put up 30 sites or so at no cost.

*Note: I now have all of my sites at WA and I have had no problems. It takes a little know how to set up your domains and add your content but WA provides all the information you need to do just that. **If you leave WA, your sites will no longer be active.** You would have to move them elsewhere. But this is the way I think about it: If I just pay my dues, my hosting is free and I save hundreds of dollars in hosting cost and still get all the benefits of WA. [Learn More About Wealthy Affiliate University University!](#)*

## Make Your Site Sell: FREE

This was known as the Internet Bible and sold hundreds of thousands of copies. It is loaded with great information and now you can get your copy at NO CHARGE. Don't think that just because it is free, it is not good. It is very valuable to us in the marketplace. While you are at the site, enjoy the funny vidio about Make Your Site Sell. You'll love it! [CLICK HERE TO GET YOUR FREE COPY OF MAKE YOUR SITE SELL!](#)

John T. Jones, Ph.D. Buhl, Idaho tjbooks@yahoo.com

## Setting Up Auto Responders to Build a Mailing List and Send Emails

### Email MARKETING

Sending emails to your list is the MOST POWERFUL Internet Marketing Method. You need to collect names and email addresses as described before under Collect Names / Email Addresses.

The first step in email marketing is to offer a gift if a reader will sign up for your newsletter or such. One of the best things to give away is a short course. You go to your listing site such as [Aweber](#) or [GetResponse](#) and write 6 or 8 lessons that are delivered in sequence on day after another until all lessons have been sent.

As an alternative you can use software such as [PostMaster](#) to handle your mail and messages. I have used this program over the years and it is very powerful, saves you money, and you can work on your messages even when the your Internet service is down. The technical support is great and you will need it as this is a very technical program.

You also will want to send out a welcome email telling who you are, what you are up to, and what you will be sending in the future.

Now start sending periodic emails giving reliable information that you want to share. Do not make your content one big ad for your product. Just put a link in your signature.

After you know a person well, have their confidence, you can share information on a new product. In a casual way tell about your product and tell them they will get a bonus if they order the product.

You can make big money with a good list. You must have it to make Big Money in this business.

You get emails. See if you like the writer's content. Then do likewise.

I suggest that you add a Newsletter to your regular submittals to your lists. You can sell ads in your newsletter if you like. You can also trade ads with other newsletters or buy them. This can be

very effective in making sells.

Make sure your mailings have useful information. If you focus only on selling, you may not be as effective. Remember that you want to build repore with your customers. You want them to like you and trust you. Never sell a product that you do not own and have tried. Your email should lead your reader to your site where you can do some preselling. Seldome do direct affiliate links work unless you do a very good job of selling in your email. But that can make your email too long and comberson. You will put your readers to sleep.

Don't forget to offer free items that are useful. You can also offer reduced price or a partial refund on the price. You should talk to vendors if you have a large list and you want to make a special offer. You can get a good break doing that which you can pass on to your readers.

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You Can Buy a Mailing List. There are a couple of ways to do this. One is to buy a website that has a list that goes with it. Some marketers make good money doing just this one thing. You also can buy a list of email addresses with names at [\*Wilson's Lists\*](#).

## Generating Keywords

# KEYWORD RESEARCH

Keyword and keyword phrase research is extremely important in Internet Marketing.

## Article Marketing

In Article Marketing, keywords should be in the title and in the text. In the text it should be about one keyword or keyword phrase per hundred words. The article title should be or include a keyword phrase. The keyword phrase placed in quotation marks, "keyword phrase," in the Google

search bar should bring up fewer than 5000 competitive sites. However, the keyword phrase should have a search count over 1000.

## **PPC Marketing**

Another use for keywords in in PPC which was discussed under that topic.

## **Website Creation**

Last but not least, creating websites requires keyword research. Only those keywords that directly relate to site content should be used. Don't use every word in the dictionary in your Meta Keyword file. The criteria is the same for article marketing in that titles and text should have a keyword count. The number of competing sites can be greater than with article marketing but the fewer competitive sites the better. I suggest you use the Free [Affiliate Masters Course](#) to learn exactly how to design your site based on keyword search. They also have a free article on [Long-Tailed Keywords](#).

## **KeyWord Tools**

### **Google Keyword Tool External**

Go to Google and use there [Keyword Tool External](#) to find good keyword phrases. You should use Broad Search and also look at related keywords. Most everybody in the Internet Business Community uses this tool. The exception is that when they are actually setting up PPC campaigns in the Google Advertising System, they use the Google Internal Tool.

### **WordTracker Free Keyword Tool and Professional Keyword Tool**

If you are a real pro, you will want to use the paid services of [WordTracker](#). There you will also find free information (including the Free Search Tool) that can be very useful in marketing. For a fee which is reasonable, you can use there super dooper keyword generating tools. A free trial is available. All the pros use this service. However they subscribe to WordTracker and use the professional tool. I'll have to admit, the paid version of the tool is very powerful but it takes some training to learn how to use it. Like I say, it is for the pros, however, I subscribe myself as needed. You don't have to stay there continually. You can use the service for short periods if you prefer to

save money.[Click Here for More Info!](#)

## **SiteSell SearchIt Keyword Tool**

Another version of a keyword tool is [SearchIt](#). They also have a free article on [Long-Tailed Keywords](#).

<http://longtail.sitesell.com/tjbooks.html> uses the Google and Word Tracker free tools (you choose) and has many features to help you do your keyword research. The instruction for using this tool are on the site or you can read them in Chapter 4 of the [Affiliate Masters Course](#) which also is Free of Charge. In this course you will learn exactly how to do keyword research. I highly recommend you get this free course and that you use the SearchIt Tool. I find it very useful.

## **Wealthy Affiliate's Keyword Tool**

WA recently upgraded and they improved their Keyword Tool. The site says and I quote, "The Wealthy Affiliate keyword tool provides you with the ability to directly query the Google keyword databases and mine for keywords to use in your Internet marketing campaigns. The tool offers the ability to create, manage, and export keyword lists as well and easily integrate with other tools at WA such as the Competition SPY tool and Keyword list builder. This tool is not free. You must be a [Member of WA](#) to use it. I use the tool and it is very good.

### **The Keyword List Builder**

**allows you to save your keyword research and organize it into campaigns. The ability to not only save your keywords, but the associated search data is very powerful and will save any Internet marketer an immense amount of time. The Keyword List Builder offers the option to export your data into .txt files, move a list from campaign to campaign, and re-run your research at any time. Keyword data will not become old as the system keeps the data associated with your keywords up to date.**

### **Competition Spy Tool**

**Spy on Google Ads and learn from your competition as to which keywords are making money, and which are not. There is an old technique called the "Sticky Ad Technique" that we have automated into a quick and easy tool for spying on competition. The idea behind this technique is that the longer an ad is advertised under a specific keywords, the more**

likely it is to be profitable. The Competition Spy tool here at [Wealthy Affiliate](#) allows you to spy on as many keywords as you like and watch the competing ads. The longer the same ad is triggered for a specific keyword, the more likely it is that the advertiser is making money with it. "

### **Microniche Finder**

I like to use [MicroNicheFinder](#). I can not only get the Google Keyword information but I can instantly bring up the inlicensed content I may want to paraphrase in my copy. One advantage is that you buy this keyword tool and always have it on your computer. If your ISP is having problems, you can still do your work. And it is of low cost!

I have set up a page where you can watch several videos showing how MicroNicheFinder can help you in your Internet Marketing. [CLICK HERE!](#)

**The End**

***Have a Problem?*** Contact me and I'll try to give you a hand. [John T. Jones, Ph.D.](#)

