

Start Up Guide Brought To You By <http://wisenet-global.com>

Introduction

Have you ever thought of starting your own Internet business? Would you like to work when you want and from the comfort of your own home? Are you tired of your current job and feel you need to make a move? There has never been a better time than RIGHT NOW to start your own business. With the Internet still in its infancy and millions of new people joining every day, now is the time to get started. Getting a business on the Internet is easy all you need are the right tools and a little guidance. It's time to stop making your boss rich and start eaping the incredible profits that are being made every day on the Internet.

But let me stop with the sales speech nonsense and get down to business.

Find a product to sell- We provide you with the highest quality, bestselling products with resell rights and ready to sell websites.

Design your sales pages - All of our products come with professionally designed websites. All you have to do is add your order link at the bottom of the page.

Setup credit card processing on your website - Accepting credit cards online is neither complicated nor expensive. Many companies allow you to accept credit cards on your website, and in exchange they deduct a small amount from each sale to cover their fees.

Find a website host and upload your sales pages – This startup guide will provide you step by step instructions on how to upload your websites and will also show you where to find a website host for free or very little money, and how to get your own .com domain name.

Promote your website & products – This startup guide will show you how to promote and advertise your products, using both free and paid methods. It would literally take you months to create just a single product and a single website to sell that product with. But now you don't have to waste your time and money creating products and websites that may end up failing because of their low quality and value.

Online Business Doing What?

If you are wondering what to do in the internet you have a valid question. There are so many scams out there promising thousands of

dollars every day, it is difficult for somebody to decide the product and the strategy that he needs to follow for a legitimate online business. I will try to describe to you what I do and how I do it and let's you, as I said before, decide for yourself.

My wife and I decided to have a website as a means of entertainment among friends. Soon we added some products again to distribute/sell them among friends. Then we started to get some clicks from other visitors and we expanded our site to a full business website. By the way our site is <http://www.wisenet-global.com>. If you still wondering about what kind of products we sell "Electronic Books" (eBooks).

What is an eBook?

An ebook is an electronic book that can be downloaded to your computer. It is very simple and easy to purchase and download ebooks. After you purchase and pay for the eBook, you will be directed to a page with direction to download it to your own computer. After the product is downloaded to your computer you do not have to be connected to the internet to read it or print it.

Benefits of eBooks

1. Ebooks are delivered almost instantaneously. You can purchase, download and start reading them within minutes. You don't have to go shopping to buy them. When you find the eBook with the information that you need, download it and start reading it.
2. Ebooks take up less space or better yet they need no space to store them. You can store hundreds and thousands of ebooks in your computer.
3. Ebooks can show links, for easy access to more information and related websites.
4. Ebooks are searchable. You can easily search for any information in an ebook, instead of turning page after page.
5. Ebooks can be interactive and contain audio, video and animations, which can enhance the message that the author is trying to convey.
6. Ebooks are delivered through the Internet, there are no packing and shipping expenses.
7. Ebooks can be printable, so that if you wish to read an ebook in the traditional way, you can very inexpensively print it with your home printer or at any printing shop.
8. Fonts in ebooks can be resized, making it easier to read for people with disabilities.

9. Ebooks are very easy to to sell and distribute.
10. It is very simple and easy to purchase and download an ebook. You can purchase an ebook 24 hours a day, every day of the year, from the comfort of your own house.

How to Purchase eBooks.

When you are looking for ebooks, you want to buy ebooks with helpful and useful information. Stay away from the ebooks with a lot of ads and links to the author's other business. The eBooks that you purchased should be specific and analytical around the area of their title. Read the description and the sales page very careful before you purchase the eBooks.

We recommend that you purchase ebooks with resell rights so your customers have an additional reason to purchase from you. They can then sell the ebooks themselves!

Once you purchase the ebooks, you will either be redirected to a page for downloading it or you will receive an email with the download links. Download all the ebooks to your computer. I recommend opening a folder on your desktop and saving all the ebooks on your desktop until they are put on your site, this makes them handy and easily available.

Once you get the ebook downloaded to your desktop or wherever unzip it and check it over. Most of the times the ebooks will be zipped for faster download. You will need a program called WinZip installed on your computer to unzip the zipped files. You can get it for free at <http://www.winzip.com>. To zip or unzip a zipped file, just right click and then click Open with WinZip (to unzip) and WinZip to zip it back up.

Most ebooks are in pdf format so they are readable on all computers. In order to read a pdf file, though, you will need the Adobe Reader program installed on your computer. This is also available for free at <http://www.adobereader.com>. Now to get the ebooks on your site, you will need to upload them to your host.

Extract the ebook files

To run the individual ebooks/programs you must first extract them on your computer using WinZip. Click on the file that you want to extract and the winzip window will be launched. Click on the 'Extract' button located on the toolbar of the winzip program. A new window will pop up, asking you to specify a location to extract the files to. Choose the location where you want the files to be extracted to such as "desktop" and click the 'Extract' button. The files will be extracted in their folders at your "desktop". Visit the folder where the files were extracted, to run the ebook/program. Make sure to use again the winzip program to zip all the files that make up the ebook folder and put it under the same folder with the other files. We will explain why further down.

PDF Format Files

Most of the ebooks are in PDF format and you will need Adobe Acrobat Reader to read them. It can be downloaded for free at the <http://www.adobe.com/products/acrobat/readstep2.html>. After you download and install Adobe Acrobat Reader on your computer, simply double click on the PDF file you want to read and the file will be automatically opened in Acrobat Reader.

Getting a Website Host:

A hosting company will give you website space, where you'll be able to upload (transfer) your files and host your website. You can either register with a free host or a paid host. Paid hosts generally offer better service than free hosts, but you can get started with a free host at first, and upgrade to a paid host at a later stage.

If you decide to use a paid host, we recommend that you choose iPower Web below, This is the host we are using.

<http://www.ipower.com/join/index.bml?AffID=573777&>

They offer a lot of hosting space & bandwidth (data transfer) and also include many advanced hosting features for about less than \$100 a year.

Getting a Domain Name:

Domain names (yourname.com) cost about \$10 a year. You can usually purchase a domain name from the hosting company that you use, since most companies offer both of these services. More information will be available on your hosting company's website.

Signing up with a Credit Card Processing company:

A credit card processing company will allow you to accept credit card payments on your website. Though accepting credit cards is optional, it is highly recommended. Setting up credit card processing on your website is very easy and can even be done completely free. By the way PayPal is the company that we are using. These companies will deduct a small fee from each transaction they process on your behalf, and deposit the rest in your account.

Paypal: Creating an account with Paypal is free. The amount they deduct from each sale ranges from 1.9% + \$0.30 to 2.9% + \$0.30. The money are available to you instantly once you make a sale. You can withdraw them to your bank account or spend them online (purchasing products from other sellers that accept paypal). For step by step instructions on how to get started with Paypal visit their website at <https://www.paypal.com/us/mrb/pal=4LZ3UK4LWUJSJ>.

Uploading you files to your Sever Host

After you edit your sales pages you will need to transfer them to your website host. This is the final step in order for your site to go online. To transfer the pages you will need an FTP program. You can download an ftp program (called FlashFXP) for free <http://www.flashfxp.com/download.php>.

Note: Most website hosts also offer an option to upload your website files using a browser interface (by logging into your hosting account). If your host offers this service, more information on how to use it will be available on your host's site. Below you'll find step by step

instructions on how to upload your website using Filezilla, an FTP Program, <http://sourceforge.net/projects/filezilla>.

After you download and install Filezilla on your computer you will need to connect to your website host's server in order to upload your website files. To do this, you will need to have the ftp address, username and password for the server. These were given to you when you signed up for your hosting account. Start Filezilla . Click on the "Quick Connect" button, either on the toolbar or on the "Session" menu. A connection window will pop-up.

Enter you server's ftp address, username and password in the corresponding fields and click 'Connect'. After a few seconds it will connect to your server and you'll see the server's contents on the right side of the program. Your website files must usually be placed in the 'public_html' directory on your server (your website host will tell you about this). If this is the case, double click on the 'public_html' directory to enter it.

On the left side of Filezilla you see the contents of your local computer. Navigate to the folder that contains the sales pages on your desktop and select all the pages, images and folders that you want to upload. Then, while the files are selected, right click on them and select 'Upload' from the popup menu. The files will now begin being transferred to your server. Depending on the speed of your internet connection, this may take a few seconds. You can watch the transfer progress in the status box at the bottom right of the screen. After the transfer completes you'll be able to visit and view your website by entering its address (www.yourdomain.com) in your browser.

Getting an order link

Before you begin editing the sales pages, you should create an order link. An order link from Pay Pal points to a page where the customer can enter his/her personal and billing details in order to purchase your product. Order links usually point to a location on the credit card processing company's server. To create an order link, signup with a credit card processing company (as described above), log into your account and follow the instructions on how to setup your order link.

Paypal:

Paypal order buttons consist of html code. You can obtain your Paypal order code from within your paypal account, and will look similar to the code found below. More information on how to obtain your Paypal order code is available on the [Paypal site](#).

```
<form name="_xclick" action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_xclick">
<input type="hidden" name="business" value="you@your-domain.com">
<input type="hidden" name="currency_code" value="USD">
<input type="hidden" name="item_name" value="Title of eBook">
<input type="hidden" name="amount" value="Price of eBook">
<input type="image"
src="http://www.paypal.com/en_US/i/btn/x-click-but01.gif"
border="0" name="submit" alt="Make payments with PayPal - it's fast, free and secure!">
</form>
```

Editing eBook folders

The ready-made-sale pages uploaded to your server might need some editing. First you might want to change the price, second you need to include your own email address and third you need to enter the html code from Pay Pal into the sale page. You could have done these changes at your desktop before you uploaded the files to your server if you wanted to use your own html editor. But since most of the hosting companies allow you to see and edit the files using their own editor I thought it would be easier to edit the files inside your server's environment.

1. You need to edit the Thank-You letter to your customer where he/she gets directions to download his/her eBook purchased from you. The Thank-You page should contain a link to download the product(s) and any other information that you want the customer to see. This Thank-You file should be placed

under the same folder where the sales page and the graphics are. The Thank-You letter would automatically be sent to your customer when he/she clicks the "Back to the merchant" button from within Pay Pal's window after the payment is completed. Inside the letter you should have a link to a zip file that contains all the files for the particular ebook and this zip file should be placed under the same folder with the sales page, the Thank-You letter and the graphics. So when your customer clicks on the link he/she automatically goes to the zip file for download.

2. Edit the sales page for pricing and include your email address.
3. You need to insert the Pay Pal's HTML code into your sales page. This code will generate the Pay Pal "pay" button or shopping cart. How do you do that? You select the code from Pay Pal's window and paste it into your Notepad. Then open the sales page in your server directory, select the HTML editor from the server's menu and while you are looking at the source code of your sales page select the location where you want the Pay Pal's button to be placed. Cut and paste the HTML code from your notepad into your sales page under the source code view.

Website Promotion

We reached to the most critical step of making money on the internet, marketing. You might have a very nice website with good products but if you have no traffic going in and out of your site there will be no income coming in. So, marketing your site is as important, if not more important, as developing your website. The most important thing to remember is that you want to encourage visitors to visit your web site and to make sure they will want to return again. 'Visitors' means not just human web surfers, but also the search engines and directories. But keep this in mind no matter how much you promote your site, will be the look of the site that will keep visitors there and hopefully make them buy your products or services. But of course the more they come in the better your chances of making money.

Web Page Size

Surfers do not like having to wait an eternity for a web page to load. Search engine spiders may not fully index a page bigger than 150k in size. Remember that the size of a page does not simply depend on the actual HTML file itself, but includes everything on the page such as images, banners etc. If you have a lot of images on your pages, then either reduce the number of them, or use a program such as Macromedia Fireworks to optimize them for the web. If the page has a big file size because there is a massive amount of text in it, then you should consider splitting the text into smaller, more manageable pieces and putting them on several pages and linking one to another. SEO Chat has a tool called "Page Size Lookup" which can tell you the size of your web page; you can check it out at <http://www.seochat.com/seo-tools/page-size/>

How do search engine and directories work?

Search engines use highly sophisticated software to search the web for new pages. It then automatically creates and updates their indexes. Whenever they find an active hyperlink, they will follow it and add that to the index and so on. These 'crawling' programs are generally referred to as 'spiders'. Normally, all this is totally automatic, but sometimes human intervention is involved. The spider will return periodically to the pages and check for updated content. Often there will be a delay between you uploading your page, and the spider finding it.

The primary difference between a search engine and a search directory is that a directory is compiled by a real person. Frequently the site owner will submit a short description of the site together with its URL to the directory compiler to be considered for inclusion. Directories are arranged into categories to make it easier to find what you are looking for. When you submit your site to a directory, you choose the category you want your site to be featured in. A reviewer then checks to ensure that your site is in the most suitable category. Another difference between a search engine and a directory is that whereas a search engine could list every individual page in your web site, a directory will generally only contain a single entry covering your entire site.

Pick a Good Title for your Web Page

When you write a web page, there is always a <title> tag. This goes between the < head></head> section of your web page. The <title> tag is what is shown at the top of your web page when it is displayed in a web browser. Search engines, however, often use the <title> tag as the title of the listing in the results.

The <title> tag looks like this

```
<title>The name of my Web Page </title>
```

Not only is it good practice to make your <title> tag have a good description of the content of the page, but if you can manage to work into it some of your keywords, so much the better

What are meta tags?

Meta tags are a special type of HTML code that goes into the section of a web page. Site visitors do not normally see them, but search engine spiders do. Just as some HTML tags have an attribute with a value, so too do meta tags.

As far as optimizing your web page for search engines is concerned, the most important meta tags are keywords and description. The syntax for the keyword < meta > tag is as follows:

Below is an example of Meta Tags:

```
<head>
```

```
<title>Put your title in here </title>
```

```
<meta name=description content="Put your description in here">
```

```
<meta name=keywords content="Put your keywords in here">
```

```
</head>
```

Consider your URL

Since we are discussing matters that will influence how a page appears, it is worth considering the actual URL of the page itself. Since the URL that appears in your browser reflects the file path for the page, it makes good sense to have the file name reflect the navigation of the site.

- * Choose a meaningful title for your page.
- * Ensure that your keywords appear in the body of your page.
- * Don't repeat your keywords too often – some search engine will disregard your pages.
- * Keep your keywords as near the top of the page as possible.

Keywords

It cannot be stressed too strongly that search engines and/or directories are by far the most important way of getting your site noticed. To do this, you have to properly prepare the site and submit your URL to them. Keywords are important: Choose the right keywords

Think what your web site is all about. If you had to describe your site in one word, then that word is your first keyword. Then think about other words to describe your site. Make a list of them, with the most important at the top of the list and so on. You want a list of between 20 to 30 words or may be more. Since these keywords will be used in a variety of ways, it is important that you take some time selecting them.

Keywords are important because they are possibly the most important thing that a search engine uses to determine whether a page is included in the search results. Even although different search engines use keywords in different ways, most experts agree that the frequency and position of your keywords is an important factor.

- * Select keywords to describe your site.
- * Choose 20 – 30 keywords.
- * Take your time picking keywords – they are extremely important.

Where to Submit your Site

You should now have your web site ready to submit to search portals. There are free automated programs available that will submit your pages to a selection of search engines. There are some drawbacks to using them though. Some search engines will not accept automated submissions, so you have to do it manually. Most search engines will accept manual submission of your site to them. Google, far and away the most popular search engine, allows you to do this for free. You can also submit your site to Yahoo free, Yahoo is useful because several other search portals use Yahoo's database.

After Google, probably the most important place to submit your site to is The Open Directory Project (<http://www.dmoz.org/>). This is the largest human-maintained directory of the Web. Because it allows virtually anyone to access its resources, many search portals such as AOL, Netscape and HotBot take advantage of this and include their data into their own systems. This means that once you are included on the ODP database, you are also included in many others.

Free Promotions

Ad Swapping

This is one of the easier ways of getting your web site promoted. What it involves basically is that you display an advertising banner, button or text link on your web site, and other sites do the same for your ads. The simplest way of swapping banner ads is to join an existing banner swapping network.

Banner Advertising

Banner networks work because you are provided with a few lines of HTML code to be included on your web pages, usually near the top. The HTML creates banners from other sites on your pages. When a visitor clicks on them, they are re-directed to their web site. At the same time, you provide the network organizer with your own banner to display elsewhere.

There are many banner ad networks available, so choose with caution. Try to find one that will direct traffic to your site, by displaying your ad on related sites. In order for the network to make money, they will perhaps ask you to display 2 banners in return for displaying yours once. No network will promise a 1:1 ratio, so don't consider paying for extra banners until you have proved to yourself that they are generating enough visitors to your site. Although most networks will promise not to display ads for pornographic or other unsuitable sites, in reality you have no control over them.

Web Rings

These are networks of similarly themed sites which create links from one to another to form a chain. You will display a web link icon and a list of at least some of the other sites in the ring. If you are just launching your web site it is probably best to try to join an established ring. There are possible flaws in joining a web ring. You will need to allow space on your pages to display the ring logo. Visitors might think that you are part of an organization, and if some of the sites are badly built, you might be associated with the rest of them. You will have no control over which sites join the ring, and link to you and vice versa.

Article Submission Sites

An article submission site, and there are roughly 250 of them, are an effective way of promoting your own goods and services as well as generating traffic to your web site. Their purpose is to provide webmasters, e-book editors and e-zine publishers with free content for their own publications. The articles are usually arranged into different categories, and the site is normally searchable.

Articles from the experts about website marketing

How To Maximize Your PPC Campaign by: David Bell

Do you have any idea how much money you are throwing away on your Pay-per-click (PPC) advertising? Do you know which keywords are converting into orders? Do you know your advertising (conversion) cost per order?

If your answer to any of the above questions is no, then you're probably throwing away from 20% to 80% of your budget every month. This is money that you can save by tracking the conversions

and associated costs of each keyword. The good news - there are several tools available that can help you track your cost, right down to the keyword. Most PPC advertisers can now significantly reduce their cost per acquisition. In some cases you could throw some of that money back in and increase the number of closes as well. The key is refining your campaign by focusing only on the words that convert into orders.

Tracking Conversions:

Several companies have now developed the technology to track the conversions and associated costs of each keyword. Some of these companies include:

www.keywordmax.com, www.gotoast.com and www.google.com (for their own PPC advertising). By knowing which words convert into orders, you can eliminate the rest and save those wasted dollars. In addition, there are other words that cost too much for their conversions, again wasted money. Take the money you are saving and direct it only to the words that deliver... or, you can send half of it to me. This methodology yields a refined campaign where each word is justified by resulting in orders. It typically takes a few months to gather enough data to analyze. However, during that time it will become very evident which words are delivering the best. After a few months you can analyze the entire campaign and make major changes. These changes will yield a significant improvement in your cost and quantity of acquisitions.

Get rid of it:

We are inundated with statistics. There is the CTR (click through rate), Clicks per day, conversion ratios, CPC (cost per click) ... just to name a few. Forget them ... don't ever look at them again... they're all (almost) worthless. If you're like most of us, we spend several hours a month analyzing the statistics and trying to come to a reasonable conclusion, only to be more confused. There's only one statistic that has any real meaning... What is your cost per order? That's it! Do you really care how many clicks you got for a specific keyword? Who cares? If that keyword doesn't deliver an order... GET RID OF IT! Don't get enamored with how cool it is to be in the #1 position if that word doesn't deliver orders... GET RID OF IT!

Keywords are King:

I typically launch campaigns with hundreds of keywords. Since your orders are directly related to people clicking on certain keywords, it's essential to have many relevant keywords. It's amazing how many

"order producing words", I found using keyword mining tools. You cannot imagine all of the combinations that people use... many of which become your best words. Consequently, the more relevant keywords you have, the more orders. There are several tools available to help you mine for keywords including Google, Overture, and Wordtracker.

Many of you will be surprised to find the old 20/80 rule also holds true here. 20% of your keywords deliver 80% or more of the orders. I've seen campaigns where 5% deliver 100% of the orders. Can you imagine how much money is being thrown away? By the time you're finished eliminating the words that don't deliver, you will be down to just a handful. Finding new productive words is the key to scaling your campaign.

Start Saving NOW!

By using the above methodology, you can now create new campaigns or refine existing ones and find out within 30 days if the campaign is delivering. The process includes; finding hundreds of keywords, placing the words on Google and/or Overture, and tracking each click. Within 30 days you'll be able to:

- (1) Analyze the words that convert
- (2) Know the conversion cost of each word
- (3) Begin to save thousands of dollars

I hope this helps in your future marketing decisions.

David Bell - <http://www.wspromotion.com/>

The Secrets of Adwords Success by: Lee Munson

Are you looking to make money through adwords but just seem to keep on spending without seeing the rewards? Read on.....

Google's Adwords service has brought success to many businesses by providing them with a large amount of highly targeted traffic from as little as 2 cents per visitor. However, there is probably an equal number of webmasters who have paid for adwords and seen little benefit or have indeed made substantial losses. If the latter applies to you, then the following may be of some benefit -

1. Design

First of all, decide how the layout of your ad will appear. Secondly, you should consider what you want to be included in the title and what keywords or details you wish to present to potential visitors to your

site. Ensure that your text will encourage only targeted visitors to your site in order to avoid the expense of wasted clicks. Read through all the Google TOS and guidelines before placing your ad or else you risk having it disabled which can lead to charges.

A fair proportion of internet surfers are still very experienced and click on adwords without even realizing what it is. Therefore it is a good tip to list prices in your text, so that you can put off clicks from those who would have no intention of purchasing your product or service in the first place.

2. Brainstorm

Before beginning a campaign it is advisable to write down as many keywords and phrases as you can think of. The most popular terms are likely to have been bid up to a high price, making all your click-throughs expensive. Think about what your prospective customers would type if they were looking for what you were offering. When you have thought of as many words as you can, glance over your list and rearrange what you have into new, useable phrases. Some will be way off target and discarded instantly, amongst the others choose the one that sounds best and you should have a great sales pitch that won't break the bank.

3. Optimize

Do not go along with google's suggested cost per click. This is always far higher than necessary. Many advertisers do not understand that their click through rate affects their position to the same degree as how much they pay per click. For example, if you pay 5 cents per click for the phrase "page rank" and your competition pays 10 cents and achieves a click through rate of 0.5%, then in order to surpass this person in position you will only need to double your click through rate, to anything above 1%, whilst still only paying half of what they are. Generally speaking, I would always recommend paying half of the google suggested figure for your clicks, the exception being if your business is in a highly competitive field in terms of adwords marketing use. Now that you have your keywords and pricing in place, you should set your daily budget relatively low for a short time, allowing you to see how successfully this campaign is running, without risking too much money. Leave your campaign to run for a few days, and take good care to note which keywords are leading to sales or enquiries.

4. Experiment

You should continually monitor the performance of your keywords and Ad groups and try to change tiny details from time to time, perhaps one word here and there occasionally. Changing even one word can

have an affect on the success of your campaign, either positively or negatively. If you find google disabling your ads because you are failing to obtain enough clicks then go back to brainstorming and generate another set of keywords and phrases which may work better for you. Even if adwords are working supremely well for you, constant monitoring is important. If other people realize you are generating high profits then it is likely they will start to tap into your market. Continue to experiment with your campaigns to ensure you stay at the forefront of your field.

Lee Munson - www.info-sales.co.uk

How to Dominate Google Adwords from Day 1 by: Anik Singal

Whether you're promoting an affiliate program or your own product, using pay per click traffic is almost necessary.

Wait, let me re-phrase that - pay per click traffic is almost necessary to TEST. Let's be frank, this form of traffic does NOT work for all niches and businesses.

Also, succeeding with pay per click traffic is not as easy as just putting up an ad and sending traffic to your main site.

There are lots of elements involved such as your ad, your competition, the landing page, and how much you're paying. Obviously, to discuss all these elements, we'd need to write a book - however, this particular article is going to make you an expert on how to pay less than all your competition and out rank them at the same time. Google has a unique system of ranking their ads that allows you to be on the top even if you're paying the least per click.

How?

Just make sure you have the highest click-through rate on your ad...

There are two main things you need to do to make sure you can get to the top while paying the least.

1. Have a killer start - don't be cheap, spend the most in the beginning.
2. Consistently test your ads to improve your click through rate.

#1 - Killer Start. One of the biggest mistakes people make when they launch a PPC campaign is that they get cheap in the beginning and try to start slow.

That's all wrong.

You need to spend the most in the beginning. Go in with a bang...here are two reasons why.

1. If the strategy just isn't going to work, find out early and get out - don't waste precious time.
2. More importantly, spend the most on PER click in the beginning.

Why?

If you spend the most on "per click" in the beginning, that's the only way you can convince Google to put you on the top. You have no click through record, so you have to make up for that by spending more. By spending the most in the beginning, you'll get your ad on the front page and get quick exposure. This way you'll quickly build up your click-through record and can immediately start decreasing your "cost per click" without losing your spot.

Now, if you had started with a low cost per click, you'd end up on some page far down, never really get any exposure and could potentially take weeks/months before you build up any kind of click through rate. So, first lesson, start fast - go in with a higher "per-click" budget. Get in strong and you'll see the best results.

#2 - Test, Test!

The next best way to increase your ad rankings and decrease your "per-click" costs is to always test new ads. Google allows you to run two ads at the same time for the same keywords, they will automatically rotate your ads, one after the other. This way you can slowly tweak the headlines, the ad, the domain name - everything and find what works best. Always do this and you'll slowly see your click through rates increase - as your click through rises, you can decrease your "cost per click" without losing your spot in the ad. So, bottom line, even if you're in a niche with a lot of competition - you can still dominate. Go in strong, try to get your ad some quick exposure to build a clickthrough rate fast. Then, quickly start decreasing your per click costs. Just a quick word of caution, if you use this strategy, make sure to actively monitor your adwords account. ALSO, make sure you set your daily limit to something you can afford losing. You'd be surprised how quickly Google can eat up your money! Alright, now you're equipped with some advanced tips on how to quickly take over a niche in Google.

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Understanding Google AdWords by: S. Housley

Unlike many search engines Google, to its credit, clearly denotes search listings that are paid placement. In fact, Google AdWords appear in a separate section down the left side of the screen. Google AdWords provide an inexpensive advertising venue for businesses to advertise products or services to a targeted audience. Advertisers have the ability to control their budget, target their advertising based on keywords. Advertisers are also free to determine the ad contents. Google AdWords allow for nearly instant traffic, which can be turned on and off. Traffic results can be measured, providing information on what is successful, what isn't and what needs to be changed. AdWords can be found that work by running a test campaign.

Benefits to AdWords:

Advertisers bid on keywords, the more an advertiser is willing to pay the higher the likelihood the ad will appear higher in position in the list of ads served. Google, invariably wanting to make the most from advertisers, determines placement based on a combination of click through rate, bid amount and budget. Of course, in order to maximize revenue and please searchers Google does have guidelines for ads served and all ads must receive a minimum percentage click through or they are removed.

AdWord Guidelines:

Clearly and accurately describe the website, this is to the advertiser and searchers benefit. Ultimately, the more qualified the visitor who clicks the ad, the higher the likelihood the clicker will convert into a sale. By providing clear and accurate information, searchers who click the ad are qualified leads, which tend to convert more consistently than unqualified leads. The most effective advertising communicates a clear message to a targeted audience. Avoid excessive capitalization, superlatives and lavish exclamation marks in the ad. By doing this you are not only serving the visitor you are filtering unwanted clicks from nonbuyers. Due to space limitations your ad message will need to be concise. Select keywords that are relevant to your product, service or content. Call to action phrases are not allowed (i.e. you cannot use phrases like "click here" in your ad copy.) There are also no pop-ups.

Steps for AdWord Campaign:

- 1.) Open an account
- 2.) Target language and country - This is very important because if your product or service can not be exported you do not want to pay to advertise in those countries for which your product or service can not be sold.

3.) Create Ad Group - design an ad, select keywords, determine maximum cost per click that you are willing to spend and define bid amounts.

The title tag is generally the most important part of the ad be sure to use a short phrase that gets the attention of your target audience. An underutilized feature at Google allows you to put a question mark in the title, the term searched on automatically replaces the question mark in the title of your ad. Define max click - Google will suggest a cost per click, but the recommendation does not need to be adhered to. Arguments have been heard that #1 position does not always mean increased sales; sometimes a second position will filter useless clicks and provide targeted traffic with a higher conversion ration. The rule of thumb is positions 1-3 garner the most traffic and best results. Increasing either your maximum cost-per-click or the ads click through rate will generally improve the ad's position. Use keyword variations to reach more prospects. A variety or spellings and derivatives of keywords will increase the chances of your ads being served. Be sure to use common misspellings and plurals in your keyword list.

Broad match - is targeting keywords in a loosely defined manner. Ads appear based on keywords that have been queried by search users. For instance, if the keywords you are planning on broad matching are "mountain bikes" and users search for the terms "bikes that can climb a mountain", your ad will appear; as opposed to exact match, which requires that the keywords selections must exactly match the query. Phrase match - is indicated when quotations are used in the phrase. A keyword phrase set to phrase match will only appear when the exact phrase is searched on. For example "mountain bikes" will appear when searchers search for "brand name mountain bikes".

Exact match - is when the keyword or phrase is entered with brackets. The phrase will only serve ads when the entered search phrase is identical to the keyword phrase. "Mountain bikes" will only appear when searchers search for "mountain bikes" Negative keyword - is helpful in filtering unrelated phrases. A dash is entered before the filtering phrase. "Mountain bike -races will not appear if mountain bike races are searched on. Landing Page - is important because this not only helps with tracking, but also provides a focused and specific landing page for searchers. Information can be related to the actual search, while also increasing the conversion ratios for sales. A focused landing page with

content related and using the same terminology as the actual search, will show the searcher that your solution is relevant to their needs.

4.) Define budget - in order to maximize exposure Google recommends a daily budget for each campaign. Google's suggested

budget is helpful in receiving consistent traffic throughout the advertising campaign. Keep in mind this is only Google's recommendation; ultimately it is up to you to determine a budget that is affordable and suitable. Google supplies tracking tools that assist webmasters in determining their return on investment based on keyword searches and phrases. While the technology is not perfect and cannot track phone and purchase orders, it should give advertisers a sense of what phrases and keywords are converting well in their advertising campaign. While Google AdWords should not be your only advertising campaign, but should be a significant part of your campaign. Google AdWords can certainly help send those important targeted searchers to your website. Get started with Google AdWords at <http://www.google.com/ads/>
About The Author - Sharon Housley <http://www.notepage.net>

7 Explosive Strategies to Maximize -Your Google AdWords Campaigns by: Fabian Lim

If you ever used Google AdWords to advertise your product or service online, you'd have experienced the sheer power of this online advertising medium. In fact, more and more online marketers, both large organizations and 'one-man' companies alike, use Google AdWords for a variety of purposes, including but not limited to:

- Increase website exposure
- Sell existing products and services
- Launch new products and services
- Drive traffic to website to capture e-mail leads and build prospect list
- Test various marketing strategies e.g. web copy effectiveness, product and services pricing etc.

Research primary and secondary keywords for Search Engine Optimization strategy
Research consumer and business wants and needs.

Market and sell own and/or affiliate products and much much more...
However, as with any pay-per-click service, a poorly designed Google AdWords campaign will NOT bring you the results your desire. Worst still, a poorly implemented Google AdWords campaign can even 'break your wallet'! So, how does one develop an effective Google AdWords campaign?

Here are 7 useful strategies you can use to maximize your Google AdWords campaign:

Strategy #1 - Identify a large number (preferably 300 above) of low-cost but highly targeted keywords/keyword phrases. It is important to understand that Google AdWords is a pay-per-click system and you only pay when a prospect clicks on your AdWords ad - regardless of the number of impressions.

And you can use this knowledge to your advantage by developing a huge keyword list for each campaign.

Here are some tools you can use to generate keywords and key phrases:

Google AdWords Keyword Suggestions tool:

<http://adwords.google.com/select/KeywordSandbox>

Good Keywords:

<http://GoodKeywords.com>

7Search.com's Keyword Suggestion Tool:

http://conversion.7search.com/scripts/advertiser_tools/keywordsuggestion.aspx

WordTracker:

<http://WordTracker.com>

Misspelled Keywords:

<http://SearchSpell.com>

Strategy #2 - Develop various ad headlines and descriptions and split-test them to identify the most effective ad. Actually, Google AdWords does this for you automatically i.e. it displays the ad that receives a higher click-through more frequently. Here's a quick and dirty way to develop a killer ad headline and description - model other Google AdWords ads! Notice I said 'model' and NOT 'copy'. All you need to do is type in relevant keywords in the Google search box and review the AdWords ads that show up. Ask yourself which AdWords ad attracts your attention and note down how the headline and description are written.

Here's a Copywriting 101 Tip - Your headline and description should mention the BIGGEST benefit of your product or service.

Strategy #3 - Use the 'Keyword Matching' option to better target your ads Unlike conventional pay-per-click models, AdWords ads are ranked based the following formula: Cost-Per-Click (CPC) X Click-Through Rate (CTR) Keyword matching helps you achieve a higher Click-Through-Rate (CTR) for your ads and therefore, a higher ad ranking - without increasing the Cost-Per-Click (CPC) of your campaign. For example, a phrase match keyword like "popup generator" will show up for the search query "best popup generator" but will not display for the search query "popup a generator" - so using the 'Phrase Match' option will minimize 'untargeted' impressions and result in Click-Through-Rate (CTR) improvements.

Strategy #4 - Limit the ad impressions to certain countries and/or regions once you've received customer data from the initial sales generated For example, if most of your customers are from the USA, you may wish to focus your advertising revenue on the US market and target your ads to only US customers. This strategy will also help you to achieve a higher Click-Through-Rate (CTR) for your ads.

Strategy #5 - Add a subscriber sign-up box on ALL the websites you're promoting. This will allow you to build your subscriber list at the same time! Place your subscriber sign-up box at the top left or right side of your webpage to increase subscriber sign-up rate.

Strategy #6 - Add a DHTML (Dynamic Hyper Text Markup Language) pop-up on your websites Here's a 5-STAR SECRET Google doesn't want you to know: You CAN use pop-ups on your landing page (i.e. the page a prospect sees when he/she clicks on your AdWords ad) as long as the pop-up does not result in the OPENING OF A NEW WINDOW! A DHTML pop-up is technically not a pop-up - it is really a 'floating menu', made to look and act like a pop-up!

You can find out more about 'PopupMaster Pro', a 'new-generation' pop-up software (that also beats pop-up blockers) here: <http://PopupMaster.net> Installing a DHTML pop-up on your websites WILL dramatically increase your sales and subscriber sign-ups!

Strategy #7 - Monitor and manage your campaigns You'll be able to access valuable information and find out which keywords have the highest impressions, which keywords generate the highest click-throughs etc. once your campaign is live. And you should use this information to tweak your headline, description and cost-perclick accordingly - to maximize your campaign effectiveness. Use the various strategies described above and monitor the effectiveness

of each of them. It will help you maximize your Google AdWords campaigns and reduce your campaign costs.

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10 Highly Effective Ways to Increase Website Traffic and Promote Your Website for Free by: Chileshe Mwape

There are many ways to promote your website for free online. Here are 10 highly effective strategies you can use right now.

1. Write articles or free reports for other webmasters to publish and put your website address in the by-line. If you write good content, your articles will be published and many readers who like your article will go on to visit your website.
2. Arrange a Joint Venture partnership with List owners and Webmasters.
3. Add your ad or website address to your email signature. This way, every time you send an email, you'll be promoting your website.
4. Exchange Links with Other Webmasters. This is another effective strategy for generating targeted traffic to your website for free. It involves contacting other webmasters for a possible link exchange partnership.
5. Add a blog to your site and Ping weblogs.com and other search engines. Pinging your blogs to the search engines is the fastest way to get the search engine robots to visit your blog and attract new visitors to your web site.
6. Submit your blog address to blog search sites and directories. You can submit your blog's URL to websites such as Technorati, Daypop, Blogdex and Popdex. For a complete list of websites where you can submit your URL, go to <http://www.guidetorss.com/>
7. Create RSS feeds for your site and submit the feed URLs to the major RSS feed directories online. A good place to start is <http://www.guidetorss.com/> which provides a list of the top RSS directories.
8. Be an active commenter. Try to leave comments on the blogs that you regularly visit. Most comment systems also provide a way for you to leave a link back to your blog or website which begs a visit at the very least.
9. If you plan to have anything printed up, put your web address on it. You can print your URL on business cards, stickers, leaflets, etc.

10. Add your web address to your forum profile signature. Every time you post or respond to questions your ad will be displayed. If you post good content in forums, people who read your threads will also check out your website.

About The Author- Chileshe Mwape. Submit articles for free at <http://www.goingplatinum.co.uk>.

Email Marketing Tips by: David Chew

I am going to talk about how to improve your emails open rate. Everyday, count how many emails you receive and did you open all of them? I guess your answer is 'NO'. We all become more selective, we choose what we want to read based on the sender and the email title. So, your challenge is to get your email recipient to open your email. Your job does not stop there by sending your email to your recipient inbox. If your emails do not get opened, all your efforts in preparing and sending the emails become wasted. Here are some tips where you can apply immediately to improve the likelihood that your emails will be opened by your recipients.

(1) Make your title compelling

The email title is the most important part of your email because it determines whether your emails get opened or not. So, put some efforts to come up a good title. The title is your headlines.

(2) Your 'From' line must be recognizable with either:

your name

your web site name

your ezine name

Do not use email address that carries no identity. I normally delete all these no identify emails. For example, 675no@yahoo.com, fhfhfhfh@yahoo.com or cutegirl@hotmail.com

(3) If possible, use personalization

Use your recipient name in the headline. This creates attention and provoke relationship between you and your recipients. For example: David, your weekly marketing thoughts and tips newsletter.

Kevin, discover how we can help you to build a residue income at home.

(4) Do not write a hype subject line

I made a lot of mistakes in the beginning of my Internet career even though it is true and not hype. This is true when the claims are too far from facts. Ask yourself, do you open emails with following headings:

Earn \$5000 in one month, Risk Free You can become millionaire by following our system Earn up to \$80000 without selling Without further thinking, I just press the 'Delete' key.

(5) Make your first paragraph attractive

Once your recipients open your email, the next thing they will see is your first paragraph. Make it compelling, motivating and make them want to continue reading. These are strategies you may use immediately to increase the response rate.

About The Author - David Chew <http://www.quick-retirement.com>

A Guide To Automated Email Marketing by: Michael Southon

You've probably heard the expression, 'the money is in the list'. It's become a bit of a cliché - but it's the key to successful web marketing. About 95% of visitors will not buy on their first visit to your website - in fact, most of your customers will have to see your message 7 times before they buy.

Many people starting out on the Internet believe that their main marketing tool is their website. In fact, your main marketing tool is your mailing list. A website is just a way of building your mailing list - by collecting the email addresses of your visitors. Here are some examples of how to use mailing lists as part of your marketing strategy.

You could send:

- a customized newsletter to your subscribers
- sequential autoresponders to prospects
- your Articles to Ezine publishers
- offers for other products to your customers

However, managing your mailing lists can quickly become an organizational nightmare if you don't have an Automated Email Marketing Tool. An AEMT is a program that merges personal data into a form letter, schedules follow-up emails, and handles subscribes and unsubscribes automatically. Server Side or Client Side?

The first thing you'll need to decide is whether to use a Server Side or Client Side program.

A Server Side program is a script that sits on your server, whereas a Client Side program is an application that sits on your PC.

In general, Client Side programs are capable of much more advanced email management than Server Side programs.

But Server Side programs do have some advantages:

With a Server Side program, people who join your Newsletter receive an instant 'Welcome Message'

Server Side programs include an unsubscribe link at the bottom of your Newsletter. The reader just clicks on that link and the cgi program removes them from your mailing list.

With Server Side programs, you don't need to be connected to the Internet while your Newsletter is being mailed out. You just click a button on a web page and you can then go offline - the mailing is being performed by your server.

Here are some tools for automating your email marketing:

Subscribe Me Pro (Server Side)

This is a popular program amongst Newsletter publishers - it mails out your Newsletter and provides automatic subscribe/unsubscribe functions. Subscribe Me Pro gives automatic mail-back confirmation when people subscribe or unsubscribe and you can include automatic Add or Remove links in each e-mail, so users can add or remove themselves.

<http://www.siteinteractive.com/subpro/>

Auto Response Plus (Server Side)

This program gives you unlimited follow-up autoresponders. It allows full personalization of subject lines, headers, footers, ads - every part of every follow-up message can be personalized.

Auto Response Plus gives you full control over the scheduling of your follow up messages - you can set an interval between messages or schedule them to be sent on certain days of the week.

Although this program is designed primarily for sequential autoresponders, it's also quite capable of mailing out your Newsletter and managing subscribes/unsubscribes.

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

Mailloop (Client Side)

This application includes a newsletter server, web form processor, bulk emailer, customer database management, and autoresponders.

As with other Client Side programs, Mailloop allows you to merge an unlimited number of fields into your e-mail message (for example: first name, last name, e-mail address, product purchased, date of purchase, etc).

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

World Merge (Client Side)

This is another application that allows you to merge personalized data into form letters. Depending on your modem and the quality of your ISP connection, this program will send approximately 8,000 messages per hour. WorldMerge is excellent value - it's about a quarter the price of similar programs.

<http://www.coloradosoft.com/worldmrg/index.htm>

Postmaster (Client Side)

Like other Automated Email Marketing Tools, this program allows you to create a form letter and merge personalized data into each letter. Your letters are addressed to 'Dear Michael' instead of 'Dear Customer'.

Postmaster acts as a List Server, sends out follow-up Autoresponders, and manages your database of contacts.

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

To sum up, in a successful web marketing strategy, your website is merely the first point of contact. You then need to:

build an opt-in email list of potential customers (your website visitors)
use automated email marketing tools that allow you to follow up with your site visitors.

If you aren't building mailing lists and using automated email marketing tools you could be losing up to 90% of your potential sales.

About The Author - Michael Southon <http://www.ezine-writer.com>

9 More Writing Tips for Successful Email Marketing by: Steve Slaunwhite

A few months ago, I wrote a guide entitled: 101 Writing Tips for Successful Email

Marketing. In fact, many COPY TIPS subscribers have a copy. Since that time, I have worked on dozens of successful projects and have discovered some additional tips for boosting response.

1. Ask a question in the Subject line. This almost always gets the email opened. I suspect this is because questions are so much a part of everyday email between friends and colleagues. It's a natural way to begin a conversation. Just be sure your question is honest and straightforward — not cryptic, hyped, or suspicious.
2. Write a letter, not an ad. With the growing use of graphics in email, a lot of marketers are experimenting with formats that look more like an ad than a personal message. The fact is, an "email ad" is more

likely to be deleted on sight than one that appears to be a personal message – even if that message is obviously promotional.

3. Don't be afraid to go long. In the early days of email marketing, short copy was the rule. But this is changing. For some offers at least, longer copy that tells a more complete story is doing better. This is especially true when a transaction is involved, such as a subscription or sign up.

4. Beginning, middle, and end. Most click-thru responses will come from the hyperlink at the top, bottom, and middle of your email message – in that order. A lot of marketers forget the middle hyperlink. Don't. Your response rates will suffer.

5. Show a picture. For graphics-enhanced email, consider including a picture of your product. This will tend to lift response. Of course, if your product is intangible, you'll have to think of an interesting way to present it as an image. But, trust me, it's worth the effort.

6. Link the images. If your email contains pictures and other graphics, be sure to hyperlink them. You'll be surprised how many prospects will click on these to respond.

7. Drop-text images. A drop-text is a text message that appears when your cursor hovers over a graphic. This is common on web pages. In email, this technique works like a picture caption or sidebar that displays as your prospect interacts. Very powerful.

8. Bribes work well. An offer of free shipping, a discount, an invitation, or a free gift is extremely effective in email marketing. For my money (and my clients') information premiums — white papers, guides, checklists, downloads — work best.

9. Add a toll free number. Most prospects will click thru and respond to your offer online. But some prefer to call and speak with someone live. A toll free number will often boost response.

About The Author - Steve Slaunwhite www.steveslaunwhite.com
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Writing Search Engine Friendly Webpages by: Michael Lawrence

In order to tap the huge stream of targeted traffic an internet search engine can provide a website you need to master a few common sense principles when crafting your webpages. You can rest assured no sites receive top search engine rankings by chance in competitive keyword markets. They spend time and money to acquire and maintain their search engine positioning. Targeting your keyword market precisely and applying the principles in this article will help you compete in any

keyword marketplace. When crafting your web pages for the search engines remember that a search engine spider is not human. They only read the html code for your website, they do not actually "see" what your site looks like.

1. Use static html pages not dynamically generated web pages wherever you can. Some dynamically created WebPages are not indexable by the search engines. If they can't index your pages you might as well not exist no matter how useful your website might be.
2. Use your main keywords in meta " title " tag, meta " description " tag, and meta " keywords " tags. This tells the search engines what you feel the webpage is about.
3. Use your keywords in the first line of your web page " body " and within " header " tags throughout your html document. Use " bolding " of keywords where appropriate. Using your keywords within bold and header tags makes them stand out as important. Also having them near the beginning of your web page is also an indicator of importance in the search engine's eyes.
4. Use your keywords in img " alt " and link " title " tags. These tags don't show up as visible text but they can help give a search engine a better idea of what your link is about. Resist the urge to stuff a lot of keywords into these tags but definitely use them to your advantage and place a select few of your most important keywords in there.
5. Don't use a lot of tables in your html. Use css style sheets to store webpage "style" definitions if you can. Storing style information in Css reduces the overall size of your WebPages considerably allowing them to load much faster.
6. Don't use a lot of outbound or affiliate links within your webpage. Keep your web pages focused on providing content first, not making money. Search Engine's don't like WebPages that are just filled with affiliate links and banners. These pages have little or no content and do not score well because of this.
7. Maintain a high "visible text: graphics" ratio on your webpage. This is a similar idea to 6 plus your pages will load faster with less graphics on them.
8. Repeat your major keyword phrases near the end of your webpage in a sentence with the keywords bolded. Optionally place a short sentence in a header tag. After you have created your webpage and applied these principles upload the page to your web host and visit the following URL to analyze your work:

<http://www.webmaster-toolkit.com/web-page-analyser.shtml>

I have chosen this tool because it is very easy to understand and it is free. Use the suggestions this site provides and re-edit your webpage. When you have the page optimized to your satisfaction visit:

<http://www.submitexpress.com>

and submit your webpage URL to the major search engines for Free. Congratulations, you're first "optimized" web page is on the internet and submitted to the major search engines. Get some rest this is only the beginning of your adventure!

About The Author - Michael Lawrence <http://www.cobrasurf.com>

1 Simple SEO Strategy To Get More Visitors To Your Site From Google by: Jean Lam

Did you know that you can dramatically increase the number of visitors that come to your site on a daily basis from Google? And it's not constantly improving your position in Google search engine result pages(SERPs) for your competitive keywords which can take some time after working on your search engine marketing campaigns. I take this example from Google because I've experienced it some time back now. Apart concentrating on getting and maintaining a top 10 ranking in Google, there are lots of easy traffic sources that you haven't exploited yet. We are still talking about search engine traffic here. What's that strategy you ask? The answer might surprise you but it's a technique that works and is pretty legitimate. It's not creating stand alone or doorway pages with practically no content, overly optimized with keywords and a link back to the homepage. Doorway pages work but only if you know how to do it well. And this article will talk a bit about this topic as well.

The strategy is to search for overlooked keyword phrases which are not too competitive and create effective doorway pages related to these keyword phrases. These pages can be promoting a product for instance. Just by adding a few effective doorway pages, I managed to make 9 sales in just a few short weeks and earned \$364.59. Imagine you come up with several keyword phrases that generate a few monthly searches, you now have several pages. So each page targeting a specific keyword phrase is worth traffic and not any type of traffic but it will be targeted. So if you have one page which brings you only 1 visitor per day and you have 50 pages, you can easily receive 50 visitors per day for free. You see the potential now.

Keywords that have about 1000 searches on Yahoo! Search Marketing Solutions previously known as Overture at

<http://inventory.overture.com/d/searchinventory/suggestion> are valuable keywords with lower competition.

If you are using Wordtracker at <http://www.wordtracker.com>, a keyword with only 10 searches per day can get you a good ranking and bring you traffic. If you have already a website which is generating traffic, you can dramatically increase your numbers, simply by adding relevant doorway pages targeting a specific keyword. These pages have content and have your optimized navigation menu on it with their specific keyword phrases. These pages are just an entry to your site nothing more nothing less. They should not be overly optimized with keywords but they must have some optimized content which is readable by your visitors and friendly for the search engines as well. If you have a good website which is crawled by Google's robot called "Googlebot" often, your new pages will get spidered and indexed fast and will start bringing you small loads of targeted traffic. But be careful when adding pages, don't go in a frenzy with this and add hundreds or even thousands of pages all of a sudden. For eg if your site has 50 pages already indexed in Google and ranking well and you add 100 new pages at once, your indexed pages might suffer a temporary drop in rankings. The key here is to add pages on a regular basis say 1 or 2 pages daily until you reach the total number of pages to be added. Why not capitalize on this free source of traffic? The key is to research your keywords well first, work on your content and create these pages afterwards. Your website will grow bigger and bigger with time and it will attract loads of targeted traffic from multiple keyword phrases.

Good luck and happy research and optimizing.

About The Author - Jean Lam <http://www.top-ranking-strategies.com>.

Affiliate Marketing - Part I By: John Benjamin (ProMinds Inc)

"A system of advertising in which site A agrees to feature buttons from site B, and site A gets a commission on any sales generated for site B. It can also be applied to situations in which an advertiser may be looking for marketing information, rather than a cash sale. Popular among startups with very small marketing budgets." This is what you get when you do a search in Google for the definition of Affiliate Marketing.

I still remember, my early days of induction into the world of Internet Marketing, more specifically "Affiliate Marketing."

Till then, I was completely oblivious to this term. For most of us, Affiliate marketing is a term that has different meanings. Let me first move to the other side of the line and say that affiliate marketing is

nothing but unnecessary pop ups, newsletter spam, affiliate tracking code cloaking and much more.

Now from the other side of the line, Affiliate Marketing is a way to market your products online by signing up affiliates who have websites and are willing to advertise your products on their site, in return earning a certain percentage of the commission from the sales they generate. If you take a closer look, for one particular product or a company, you will find server loads of affiliates, marketing the company or a product. Now this is an indicator to itself of the way you market your products on the Internet. To talk about Affiliate Marketing, this one article would not suffice. Hence, I have divided it into a series of articles. Although I am very tempted to first write about "The tools to improve an affiliate's conversions" let me stick to the chronology. Why does a company need an affiliate program? Having defined, affiliate marketing, the next obvious question that arises is, why a company needs affiliates when it can market its products on its own. To answer this, while a company may be very huge in terms of the infrastructure, or has a really successful product, it cannot sit silent and bank on its own strengths. Further to this, a company cannot customize the look and feel of the site to suit the tastes of the local markets. Although there are tools where you can cloak your website, it would involve a lot of complexity in terms of the technical and marketing demands. Hence, arises the need for affiliates. What makes a company look for affiliates? Let's face it. Every website which has a decent hit rate does enjoy a certain niche market. It is mostly for the smaller sites that you see a higher percentage of customer loyalty. There are various reasons to this; one most obvious factor is the service and the personalization provided by the smaller sites. It is sites like these which attract companies to negotiate them into signing up as an affiliate. The mistakes most companies make:

In my experience, working with the affiliate program, one huge error made was that most companies which are into affiliate marketing just design the specs and set it up on their website and wait for webmasters to sign up with them. Now you never know the kind of traffic you would be attracting. This where the 80:20 rule comes in the picture and that is how most of the companies strategize their affiliate marketing efforts.

A more detailed article about this can be found, entitled: "Eliminating the 80:20 rule". Do you think you are ready to sign up as an affiliate? Perhaps, for most of us, this question never seem to arise because of the fact that the commissions offered to an affiliate is huge enough to

blind us from the most basic and simple facts to begin with. Let's face it, if a company offers you a huge commission for selling their products, you can rest assured that it will take you a lot of time and effort to make a single sale. I would not quote any numbers here as the commissions differ from one market sector product to another. A few pointers to keep in mind before signing up as an affiliate:

1. Take stock of the situation. Or as the "Gurus" call it, make a SWOT analysis of your site. This will present your website in a very plain and subtle way. Through this you would know where your website's strength lies in.

2. Scout for the right product for you.

This is common sense, but let me reiterate this fact. Always sign up for products you think will fit in with your website's theme. You would not want to be a web host and sign up as an affiliate, selling another web host who promises to give you a 50% commission. Now that would be very silly to do. The bottom line is that sign up for services that will "Add Value" to the services provided by your website.

3. The Affiliate Terms & Conditions.

This is the saddest part of affiliate marketing. In my experience, I used to come across at least 2 cases of misunderstood affiliates who feel they are cheated out in the deal. Always ensure that you read the terms & conditions carefully and clarify with the company incase you have any further queries.

4. Prepare your site.

Another major problem in affiliate marketing is tracking. Always ensure that you have some tools and logs to monitor the traffic on your site and if possible the outgoing links, clicks, etc. Let's face it, no matter how big a company is, setting up the perfect affiliate tracking tools is something which I have not come across so far. So there will always be a situation where in you will have to lose out on a conversion. Make sure that you have your back covered with the tools so that your case will have credibility. Remember, a company would never want to deny an affiliate, especially if the affiliate is really genuine. Why? I'm sure you know the reasons.

5. Affiliate Networks or Direct Affiliate?

Now that you have all the details with you, the next question is whether to sign up with an affiliate network or to sign up directly as the company's affiliate. There are a few things to consider here. I would not restrain you from signing up with either of the entities as both have their pros and cons.

a) If you are looking at a reasonably good tracking system and hassle free set up, then Affiliate Networks would be the right place for you.

- b) If you are not quite sure of the products you want to sell, but you want to set up some affiliate banners, then affiliate networks is the best place to sign up.
- c) If you think you can handle the terms & condition put forth by the company and if you are fairly adept in setting up a foolproof system on your site then sign up with the company directly. It will also help you negotiate a custom deal which will offer you much higher payouts as compared to signing up with networks.

Keep in mind that affiliate networks are nothing but sites just like yours who sign up as a master affiliate. By setting up their infrastructure, tracking, etc they allow various other people to sign up through them. What happens in this case is that the affiliate networks are the master affiliates, while you become the sub affiliate. So what this means is that the extra commission earned by the networks for the sales you bring, a part of it is used towards providing you with better service. And there are a few networks which also charge you a certain fee for the transactions. But do not think that signing up directly will be a better deal. Because although this will provide you with direct interact with the company and in most cases, with the account manager, you will have to be 100% of your tracking and other problems that might arise so if you are ready to make some serious money and efforts towards marketing a product, then go ahead, there is no better way to do it than through affiliate marketing and no, I am not talking about Google AdSense here.

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Affiliate Marketing - Part II "Giving a facelift" By: John Benjamin (ProMinds Inc)

"20% of your sales force produces 80% of your company revenues" - Vilfredo Pareto, Economist. This is one rule that definitely rules the world of Affiliate marketing. While a company may boast of a high volume of affiliate base it enjoys, the fact lies that only 20% of that base are the actual driving force for the sales of that company. Leaving that cliched statement, lets talk about the more obvious question which is, Why does it hold true and more relevant for affiliate marketing.

The answer to that lies in the fact that most companies always tread the usual road and well, slowly dissolve into the already burgeoning pit of companies that are into affiliate marketing. How often have you seen a company that is proactively involved in the affiliate marketing promotions? Not many right?

One major mistake made by most companies, rather almost every other company is that they do not experiment with new ideas. True affiliate marketing is a vast subject and at some point the company does lose its focus once the affiliate base starts to build up. A few suggestions for companies that are into affiliate marketing.

1. Eliminate the 80:20 Rule.

Lets take an example of a company that would want to launch its affiliate marketing program. The usual way is to do an e-mail campaign coupled with some CPM deals on portals. The end result of this exercise would be to just increase the affiliate base. While the above 2 exercises would be a good way to begin the program, it does point to one gaping loophole. It opens the doors to 80% of junk. By junk, I mean to say sites/webmasters who sign up just for the kick of it. They promote the product with enthusiasm initially and later it dies down. To eliminate the 80:20 rule, companies should focus on building a niche market rather than concentrate on increasing its reach to more affiliates. To begin with, proper research needs to be done with regards to the really good quality sites. These sites are the ones which enjoys a good viewership, good hits, a loyal and a targeted customer base. When a company focuses on sites and has a proactive approach, what they can discover is an entirely different market which is more focused and sales driven. These sites could vary from portals, information sites to personal web pages. Although the downside in this is that you would not be able to see a great increase in your affiliate base. The advantage though is that you just get a step closer to a better balanced ratio of sales versus total workforce.

2. Personalization from the beginning.

I have a question to ask you. Except for the top 50 or 100 performing affiliates, how often would a company contact its other affiliates. I am not talking about "Personalized Auto Generated E-Mails," but a mail that is drafted by a person from the other end? By keep in touch with the affiliates the company can learn a lot and also help the affiliate generate business. Word of mouth marketing is cost effective and can produce amazing results.

3. The psyche of an affiliate.

Most companies write of affiliates who do not generate any sales in the first quarter of signing up. This is a dead situation as both the parties would have lost interested. However, a little retrospection into this will show something else. Most affiliates who sign up do not know the technical details for setting up the banners, etc. Instead of having a generic FAQ page, customization is the keyword here. Companies will

need to monitor the affiliate's path on the site and contact them accordingly. For example a person who signs up as an affiliate and then logs into the system, clicks on the banner links and then logs off. If this happens way too often, (and I'm talking of not more than 2 times) there is something seriously wrong. If a company can take this opportunity and provide support to the affiliate, trust me, you have one person who is going to be all praise for you.

4. Custom deals.

Another most common fact is that companies provide custom commissions only to affiliates who bring in higher volumes of sales. While many people do know that a company would not limit itself to the commission type it displays on the site, the company also needs to approach the affiliate and negotiate a custom deal that will be appropriate for the affiliate. Most often it happens that companies tend to either overquote or underquote the deal. Perhaps a little more research into the market and the affiliate himself would provide a better insight.

5. Special promotions.

Now, I would not call these anything special, far from being called a promotion. For most companies, a special promotion would mean giving the affiliate an extra amount for a set number of sales brought to the company in a specified timeframe. What is the use for having a special promotion when your infrastructure is still the same? It would take anywhere between 2 to 3 quarters before a company can consider offering you a special promotion. Apart from the usual custom of offering extra commissions or increase discounts, it would be a better idea to actually gather information from the affiliate. If a company assigns an account manager for an affiliate, 2 to 3 quarters time is more than sufficient for the account manager to be able to gauge the requirements of their affiliate. Companies will have to move out from the usual and experiment more in terms of the likes and dislikes of the affiliate so that it would fit well into the system and at the same time not lose the focus from the affiliate. While most companies always rely on the same roadmap towards having a successful affiliate program, this sector needs companies to experiment with new ideas and innovative campaigns to give a facelift to the affiliate programs.

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