

How To Get Started In Web Marketing The Right Way

by

Dan Millington



WebMarketingAlerts.com

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Introduction

My name is Dan Millington. I am 36 years old and I live in Birmingham, England. Last year I was made redundant from my well-paid job in PR and Marketing. The timing couldn't have been worse - the recession meant it was virtually impossible to find another job. That's when I turned to internet marketing and decided to make my living online, which has been a big success. Now I want to share my experience with others to help them earn an income from Web Marketing.

This report will teach you how to get started in Web Marketing and put you on the right track to earning an income online. You will learn:

- **How to decide the structure of your Web Marketing business**
- **How to research and identify money-making niche markets**
- **How to create your own information products to sell for a profit**
- **How to promote your products using sales websites**
- **Two proven methods to drive traffic to your websites**
- **How to get professional SEO (Search Engine Optimization) software for FREE**

When you have read this report you will have the information you need to embark on your own Web Marketing business. Good luck!

Part 1 - Your Business Structure

SEO, PPC, PPA, CPA, SERP, LSI, Google slap, sandbox, the list goes on. Welcome to the world of Web Marketing. It's hardly a wonder that people suffer from information overload. If you find yourself drowning in this labyrinth of paths leading you in a thousand different directions, *you need to realize that success in Web Marketing depends not on doing a lot of things, but just doing a few things right.*

Business or Pleasure?

The first thing you have to settle within yourself is whether you are looking to build a business with Web Marketing or merely engage in it as a hobby. A business means that you intend to make enough money through Web Marketing to at least replace your day job income. If it is a hobby, then you are looking to Web Marketing as a part time activity to supply you with some extra 'pocket money'. This decision is the basis of everything else you do because it determines the amount of time and effort you put into it and also the actual structure of your business or hobby.

Just for Fun

If you intend to make Web Marketing merely a hobby, then you do not need a website, a product, a list, any JV partners, or affiliates. You can do basic affiliate marketing by selling other people's products. You need to sign up with an 'open' affiliate marketing company like [Clickbank](#). An 'open' affiliate marketing system, like Clickbank, is where you do not need your own website and there is no application process required to become an affiliate. Without your own website, you cannot become an affiliate with a 'closed' affiliate systems like [Commission Junction](#) (they have an application process, which requires a website).

In Clickbank, there are thousands of products you can sign up as an affiliate for. You will be given an affiliate link and all you do is get people to click on your link. You can do that by setting up free websites on Web 2.0 platforms like [Squidoo](#) or [HubPages](#), or blogging platforms like [WordPress](#) or [Blogger](#). A website set up with one of these services is your own, but you are limited in some functionality because these are free websites, hosted on the platform's servers. Nevertheless, they are good enough to drive traffic to your affiliate link.

All you do is design your website or blog with some good content related to the affiliate offer you are marketing and insert your affiliate link into your content. Some web 2.0 platforms like [HubPages](#) have strict rules about the number of affiliate links you can have in your content, so just make sure you abide by their rules.

Web Marketing is a numbers game, so the more of these websites and blogs you create to drive traffic to your affiliate link, the higher your chance of earning some income. Sooner or later, someone will click on your links and if they buy the product that you

recommend, you get your commission from it. That's all there is to making some spare cash through Web Marketing.

A Serious Living Online

You may want to start your Web Marketing journey this way. But after some time, if you want to progress further and do Web Marketing as a business, then it becomes another ball game altogether!

“There are many ways to make a living online. But no matter which route you choose, it all begins with market research. You have to find a group of buyers who have a common problem or need. Then all you need to do is sell them things that solve the problem or meet the need.”

Part 2 - Market Research

The starting point for your Web Marketing efforts is market research. It can be divided into two parts - finding a profitable niche and finding long tail keywords within that niche. The good news is that there are many free tools available to do this. Some of the best tools are provided by Google. So the first thing to do is sign up for an account with [Google](#).

Keyword Research

Once you have your Google account, go to Google's Search-based Keyword Tool at www.google.com/sktool. Type in the words 'buy, purchase, order, get' (without quotation marks, but with commas) into the search field:

Website

With words or phrases

Tip: Use commas to separate terms or enter one per line.

[Or see top keywords across all categories](#)


The Keyword Tool will list out 800 words or terms that contain these buying keywords, together with other useful data like level of competition, searches per month, etc. All you have to do is choose the term that you feel is most suitable for yourself, preferably one that has at least 2,500 searches per month.

Next, click on the icon that looks like a magnifying glass next to the search term that you have chosen:

<input type="checkbox"/>	buy cars online		3,500
<input type="checkbox"/>	get rid of cellulite		3,500
<input type="checkbox"/>	best stocks to buy		3,500

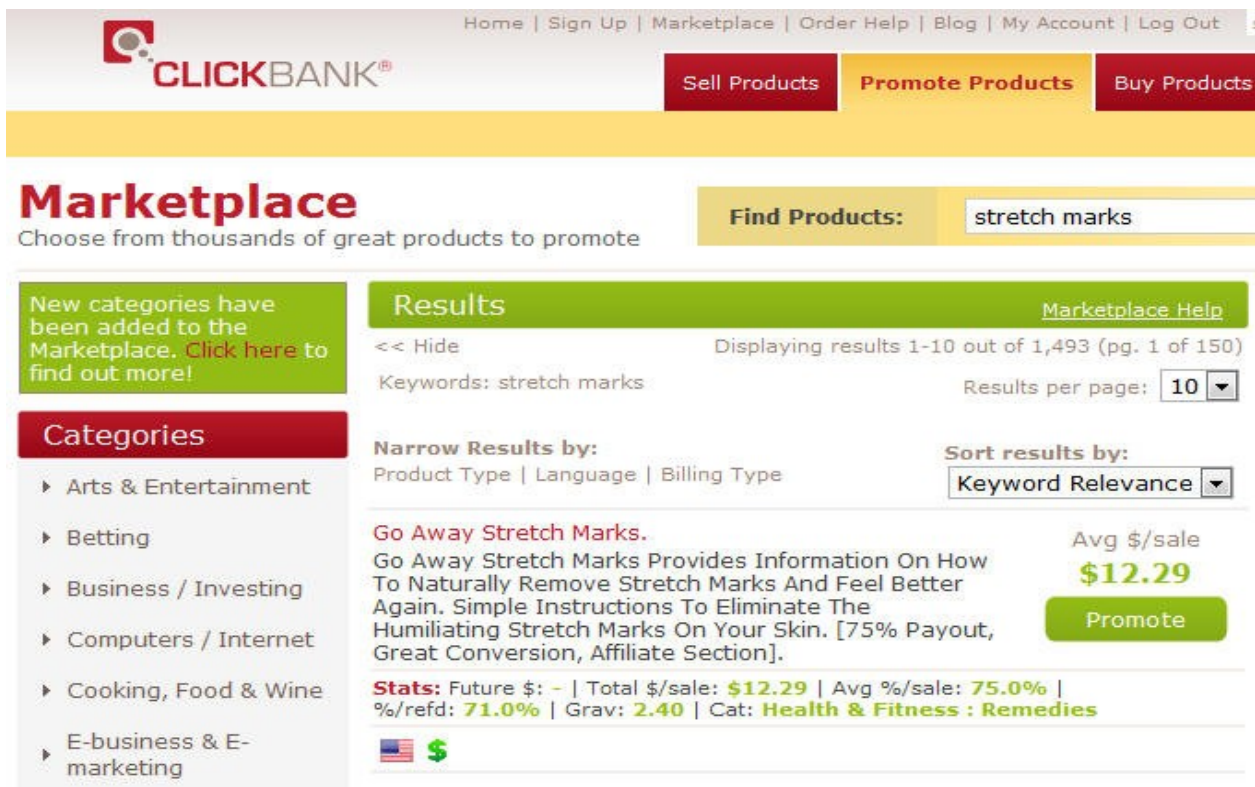
This will take you to [Google Insights For Search](#), which is another free tool. It will automatically search the term that you have chosen and produce some useful data. Scroll down to the bottom part of the page and you will see other related search terms. Take note of all the related search terms that you find.

Search terms	
Top searches ?	
1. stretch marks	<div style="width: 100%; height: 10px; background-color: blue;"></div>
2. cellulite exercises	<div style="width: 95%; height: 10px; background-color: blue;"></div>
3. what is cellulite	<div style="width: 70%; height: 10px; background-color: blue;"></div>
4. cellulite diet	<div style="width: 60%; height: 10px; background-color: blue;"></div>
5. cellulite cream	<div style="width: 50%; height: 10px; background-color: blue;"></div>
6. cellulite treatment	<div style="width: 30%; height: 10px; background-color: blue;"></div>
7. nivea cellulite	<div style="width: 20%; height: 10px; background-color: blue;"></div>
8. causes of cellulite	<div style="width: 15%; height: 10px; background-color: blue;"></div>
9. what causes cellulite	<div style="width: 10%; height: 10px; background-color: blue;"></div>
10. revitol	<div style="width: 10%; height: 10px; background-color: blue;"></div>

 [Embed this table](#)

Now you should have about 10 'buying' keyword terms in a particular niche. This basically indicates that there are people searching for information to solve a problem or meet a need in this niche. Next, you should investigate further into how big a market this niche is and get more keyword ideas.

Go to [Amazon](#), [Ebay](#), [magazines.com](#) and [Clickbank](#). Put the main keyword of the niche into the search field and see if there are products that are listed in these websites within this niche. Chances are you will find products in all these websites pertaining to your niche.



The screenshot shows the ClickBank Marketplace interface. At the top, there's a navigation bar with links for Home, Sign Up, Marketplace, Order Help, Blog, My Account, and Log Out. Below this is the ClickBank logo and three main buttons: Sell Products, Promote Products, and Buy Products. The main heading is 'Marketplace' with the subtext 'Choose from thousands of great products to promote'. A search bar labeled 'Find Products:' contains the text 'stretch marks'. On the left, there's a 'Categories' sidebar with various product categories listed. The main content area shows search results for 'stretch marks', displaying 1-10 out of 1,493 results. The first result is 'Go Away Stretch Marks', which is described as providing information on how to naturally remove stretch marks. It has an average price per sale of \$12.29 and a 75% payout. The product is categorized under 'Health & Fitness : Remedies'.

Briefly review some of the products for ideas - both keyword ideas and product ideas.

The Long Tail

The next step is to find 'long tail' keywords. To do this, go to Google's External Keyword Tool at: <https://adwords.google.com/select/KeywordToolExternal>.

Type in your 10 keywords and it will generate a list of related keywords. Take note of the keyword phrases with at least 3 words in them (long tail keywords) and that produce at least 2,500 searches per month.

Keywords	Advertiser Competition	Local Search Volume: March	Global Monthly Search Volume	Match Type
Keywords related to term(s) entered - sorted by relevance				
prevent stretch marks		1,900	18,100	Add
fade stretch marks		720	6,600	Add
reduce stretch marks		1,000	8,100	Add
stretch marks treatments		480	4,400	Add
stretch marks treatment		3,600	18,100	Add
stretch marks laser		4,400	33,100	Add
pregnancy stretch marks		8,100	49,500	Add
remove stretch marks		1,900	27,100	Add
stretch mark		40,500	450,000	Add
stretch marks creams		1,000	6,600	Add
stretch marks cream		4,400	27,100	Add
stretch marks lotion		1,000	9,900	Add

Now go to the Google search engine and type in one of the keyword phrases. As you are typing, Google will give you related search terms. Take note of the long tail keywords. Once you hit the search button, Google will list out all the websites related to your keyword (this is called the 'SERP' or Search Engine Results Page). Take note of the number of websites listed (it is listed at the top right hand corner of the page). You are aiming for keywords with a maximum of 1,000,000 websites. If it is significantly higher than 1 million, then the keyword is too competitive.



Web [Show options...](#) Results 1 - 10 of about **416,000** for stretch marks laser. (0.12 seconds)

Fraxel® Laser Treatments Sponsored Link
www.fraxel.com/findDoctor.aspx Find an Official Fraxel® Doctor for Non Surgical Laser Treatment!

Stretch Marks - Laser Treatments For Stretch Marks
2 Jul 2008 ... Stretch marks are a fact of life, and everyone who has them asks, "how can I get rid of my stretch marks?" With the rise of cosmetic laser ...
plasticsurgery.about.com/od/.../f/stretch_marks.htm - Cached - Similar

Sponsored Links
[Cambridge - Peterborough](#)
Hair Removal, Veins treated,
Titan Skin Tightening, 01223 464171
BodyLaser.co.uk
[Laser Clinic - Cambridge](#)
10 laser systems & IPL, 14 years

Do the same thing with each of the keywords that you have and choose those which have less than 1 million competing websites.

For each of the keywords you type into Google, look at the bottom of the SERP and you will find more suggested related keywords. Click on them and you will find even more keywords. Drill down into the keywords as deeply as you can until you find long tail keywords with less than 1 million competing websites.

Searches related to **stretch marks laser**

[stretch marks laser cost](#)

[stretch marks laser before after](#)

[stretch marks treatment](#)

[stretch marks q&a](#)

[get rid stretch marks](#)

[does fraxel work stretch marks](#)



If you have done your market research well enough, you will now have identified a niche with ready buyers and the long tail keywords (about 10 will do) they use to search in the search engine for information on which products to buy.

We will return to the topic of keywords later, when it's time to start promoting your product.

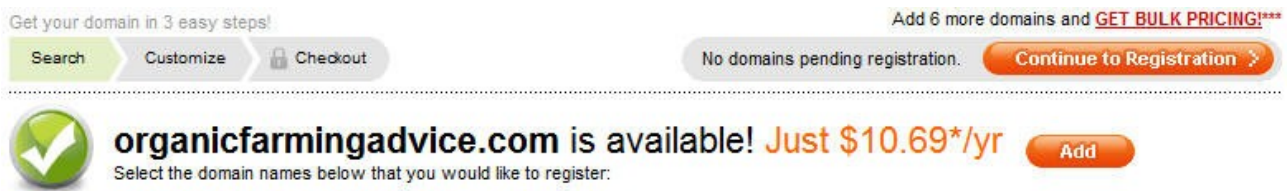
Part 3 - Creating Your Product

Now that you have identified your target market and gathered your 10 or so long tail keywords, it's time to create your product. Product creation may take you anywhere from one day to two weeks so during this period, it is wise to put some other steps into action also. Here are two things you should do simultaneously with product creation.

Register Your Domain Name

First, you should register a domain name. Go to Godaddy.com. Choose a domain name, which includes your long tail keywords. If the exact long tail keyword has already been taken, try adding another word that makes it attractive, such as 'tips', 'online', 'center', 'news', 'info', 'bulletin', 'alert', 'help', 'advice', etc. For example 'organic farming' can become: 'organicfarmingadvice', 'organicfarmingnews', or 'organicfarmingtips'.

As for the extension to choose, go for a .com if possible. If that has been taken for the domain name you want, take either a .net or .org. The next best options would be a .biz or .info. These are the common ones considered to be search engine friendly.



The reason why you should register a domain name now is that it can take up to 48 hours to propagate, and you will only be able to upload content into that domain after it has propagated. This way, you save some time.

Start The Buzz

The second thing you should do while creating your product is join relevant forums in your niche. Every niche has forums where people interested in their niche hang out. To find these forums, type the name of your niche followed by the word 'forum' (without quotes) into Google's search engine. So, for organic farming, it would be 'organic farming forums'. Join at least four forums.

Joining a forum is easy. Just go to the sign up page and fill out the required fields. Every forum allows you to insert a signature. Here's where you should put your website URL with some catchy statement. If your website has not been set up yet, you can add your signature later.

It's important to join forums as soon as possible because it takes time to build relationships. So post anything you want into these forums everyday (take 30 minutes a

day). If you aren't very knowledgeable in that niche, just post intelligent questions. The more posts you make, the better your standing in the forum. The relationships you make in these forums will be very valuable to you when your product is ready.

Another important thing to do while at forums is to look for the most frequently asked questions and most common problems faced by the members in the forums. Take note of these because you want to include these into your product.

Product Creation

You need to create information products, which you can sell to people who come to your website having typed your long tail keywords into Google, or another search engine. These people are looking for information about your niche, and the way you make money with your internet business is to sell them the information they want.

So, these information products will usually be e-books, videos or audio recordings. For beginners to internet marketing, the easiest products to start with are e-books. You may progress onto videos and audio as you become a more experienced marketer.

The easiest way to create your product is to go to Amazon and type in the main keyword for your niche. Amazon will probably produce a list of books on that topic. Find one you like and look into the contents page. Copy the contents page and re-write the chapter titles the best you can. Also include the questions and problems that you found in the forums into the chapters. Important - don't just copy the chapter titles word-for-word because this is plagiarism. Instead, adapt the contents of the book to make it original.

The fastest way to produce your product is to outsource it. Go to elance.com or guru.com and post a job for a researcher to research the list of chapters you have compiled. This person only has to cut and paste information from various sources according to the chapters you give him. It should not take more than 2 or 3 days.

Once you get the research back, look for a writer to re-write the research materials into an e-book of 80 to 100 pages in length. This should take no longer than a week. You can find good writers from the Philippines who work at cheap rates. Be prepared to pay about \$100 for the researcher and \$200 for the writer.

So in about 10 days you should have your product ready.

Part 4 - Selling Your Product

Now that you have got a product, the next logical step would be to sell it. Here's where many newbie Internet marketers get it wrong.

The biggest mistake you can make is to set up a website, write about your e-book on the website and expect people to visit your website in droves and buy your e-book. It does not work that way. In other words, if you think you can 'create it and they will come', you are mistaken. Even with targeted keywords, great website design and a killer product, hardly anyone will find your website if you do not promote it.

So there are a few more steps to take before you will see your first sale.

Design Your Website

First, you need to design your website. In the past, you could get by with a simple two-page website - a sales letter and a thank you or download page. As recently as four years ago, such simple websites would still get ranked by Google. Actually, four years is a long time in Web Marketing and a lot has happened since then. The most significant development was the Google Slap.

The Google Slap is the term used to mean that Google now wants your website to contain quality content and not just a sales pitch. These days, if you just put up a two-page website without good content, Google will not rank it well. In other words, you will find your website in page 1,245 in Google's search results or something like that.

So when you design your website, you have to make sure that it has more than just a sales page. There are many ways to design a website and each person has his or her own preference. A good practice would be to make your website have at least 8 pages - a home page, a sales page, a blog, a thank you or download page, a privacy policy, a disclaimer (especially if your product is connected with making money), a contact page and an 'about us' page.

Briefly, a home page would contain a welcome message and an introduction to your website. It should also contain an opt-in box where you collect the names and emails of visitors so that you can build your list. To incentivize visitors to give you their names and emails, you need to provide a freebie like a short report, video, audio or a newsletter. Make your freebie connected to your niche topic.

A blog would contain the latest news in your niche, interesting articles or your personal teaching on your niche. Many web marketers and webmasters put their blog in a separate directory on their website. This means the blog URL would be <http://www.mydomain.com/blog>. Alternatively, you could purchase another domain with the same domain name but different extension as your blog. Then you could link your blog to your main website. This gives your main website added 'link juice' in Google's eyes.

'Link juice' is the term referring to how many links are pointing to your website. The more links you have, the better it is for your website. You need both external and internal links for your website. External links are other websites linking to yours and internal links are internal pages of your website that link to each other.

All the other pages of your website are self-explanatory. Once you have your website up, the next thing you want to do is promote it.

Promoting Your Website

Now that you have your product ready and your website set up, it gets more exciting because it is time to promote your website. In other words, it is time for traffic generation. There are literally tons of ways to drive traffic to your website. But broadly, they can be divided into two main kinds of traffic generation: You can either pay for it or get it free.

There are pros and cons to both ways. Obviously, the paid traffic generation methods cost money but on the positive side, they get you fast and often targeted results. On the other hand, the free traffic generation methods do not cost money but on the negative side, they are generally slower and may not produce much targeted traffic.

There is no silver bullet when it comes to traffic generation. Every method works to some extent, so you need to choose which ones suit you the best. But generally, traffic generation is a numbers game. This means the more you do it, the better results you get in the long run. Let's look at one method of paid promotion, known as Pay-Per-Click advertising, and one method of 'free' promotion, known as Search Engine Optimization (SEO).

I'm referring to SEO as a 'free' method of promotion, but this is only true if you are prepared to do the work yourself. There are many companies and individuals who will carry out SEO work for a fee, but obviously if you pay someone, SEO is no longer a free method of promoting your website.

Pay-Per-Click Advertising

If you can afford it, it's better to start promoting your website with paid traffic methods. This includes Google Adwords, Yahoo Search and Microsoft Adcenter - this type of advertising is known as Pay-Per-Click or PPC.

These three major search engines work roughly the same way. You design your advertisement according to the search engine's specifications and specify certain parameters like the countries you want to advertise in and the dollar limit on advertising you want to spend in one day. Generally, you are billed for the number of clicks on your advertisement. Each click brings the searcher to your website where they are presented with your product. Some will buy and then you profit.



As you can tell, there is a danger of losing a lot of money in these paid advertising methods when lots of people click but no one buys. To reduce the possibility of this happening, there are two things to do. Firstly, put your long tail keywords into your advertisement. This ensures targeted visitors going to your website. A targeted visitor is one who has been looking for a solution to a problem that your product provides. Such a visitor to your website is much more likely to buy your product than a less targeted visitor.

Secondly, avoid advertising in certain countries known to have lots of browsers but not many buyers. Two such countries are India and the Philippines. Chances are, you will get lots of clicks from these countries but few sales.

Besides text ads, you can also make image ads on the paid advertising networks of the search engines. Image advertisements consist of banners of certain sizes specified by the search engines. Image ads are not as popular as text ads so that makes it generally cheaper. But they work fine and are certainly worth a try.

The reason it is better to go for paid traffic generation methods first is because with paid advertising, you can get quick results. You also can determine which keywords produce good ROI. Once you have carried out paid advertising for a few weeks, you can switch to free advertising using the same keywords that have produced good results for you.

SEO - Search Engine Optimization

Search engine optimization (SEO) is the complex task of improving the way your site is viewed compared to other sites on similar topics. The way a search engine ranks your site, and the methods it uses to compare one site to another is a closely held secret in the industry. Experts have been trying to decipher this mysterious algorithm for years and even though certain aspects of it are constantly updated and adjusted, some basic criteria are core to the way a site is ranked. Knowing what the basic ranking criteria are is essential to improving your ranking, and ultimately your traffic.

Keywords

One of the main considerations most search engines have for a particular site is the concept of keywords. How many times a keyword is used on a site, and where on the site it appears is important to the search engine in its ranking of the site. Very little you can do to improve the ranking on the site will have as big an impact as this simple fact. So when you are setting up the site initially, think carefully about the name you choose and be sure to include the keyword in the site address (domain name). Even if you have to set up several "sister sites" with keyword specific web addresses that highlight a keyword you care about, you can always redirect these to your main site's landing page.

Getting Your Site Indexed

You must be sure to have your site indexed or "crawled" by search engines you care about on a regular basis. This can happen naturally, or you can make it happen by submitting your site to the search engines directly. This will cause them to index your site faster and initially improve your rating. Because the search engines care about sites that update their content regularly, and will rank them higher, be sure not to force this indexing too often. If you do update your content, it is a good idea to re-submit after the update and you should see an improvement in your ranking. Also, if you update regularly, the search engine will notice this and will normally index your site more frequently as well. This index frequency is another key factor in your search ranking, so is a great idea to keep your site fresh.

Quality Back Links

Another major factor in search engine rankings is the number and quality of links that exist for your site. Having a lot of these links, especially from other sites that are ranked high is very important. The more links you can establish the better. There are a few easy ways to get these links created and most of them are free, but it takes a little effort on your part. Next to having the perfect website name, getting a lot of links for your site is the single most important factor in improving your search rankings.

There are a lot of techniques for getting these links established for your site and some work better than others. One easy way is to submit your site to website directories. These website directories are a sure way to get some links established, but it can be tricky. Over the years the search engines have caught onto this technique and if you submit to too many of these directories too quickly, you could be penalized, so spread out your submissions. There are a few of these directories that have been flagged by the search engines and will actually hurt your ranking, so be sure to research them all and pick the right ones. Another great place to get these links started is by visiting and posting comments on a group of blogs covering the keyword you are trying to target. Usually if you post on these blogs, you can add a link back to your site and have it counted in your favour. You could easily post on several blogs a day and establish an impressive collection of links as a result.

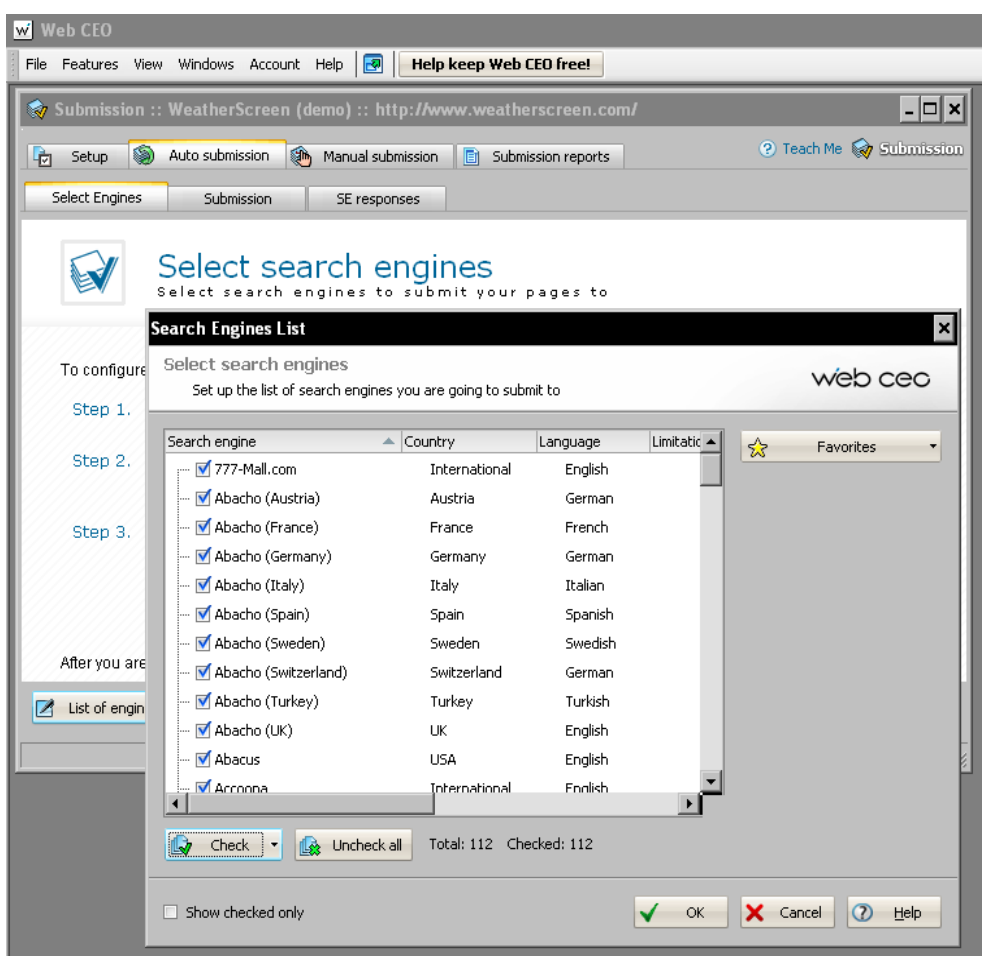
You could start a blog yourself on the keyword of interest and pepper this with links

back to your site as well. This would help with your ranking, but could be a little less effective since all of the links originate from a single site. It is better to have these links back to your site start from a lot of different sites. The other advantage to having a blog is that you can publish articles on it about your keyword and have your link in these as well. You could also submit these articles to other blogs or article directories to expand on the impact of these links.

All of these techniques are fairly easy to implement and will have a very positive impact on your search rankings quickly. Some of these are more effective than others and take a little time to work. The trick with improving your search engine rankings and traffic is to use a variety of techniques to help your site rise in the ranking.

SEO Tools

There are many SEO Tools on the market which can help you with tasks like keyword research and submitting your website to directories and search engines. Unfortunately, many of these tools are not worth the high prices charged by their developers. But there is one that I highly recommend. It is called WEB Ceo and you will find it extremely useful in your SEO work. This is a paid-for product, but there is also a free version, which has many useful features to help you get started. To download Web CEO, go to <http://webceo.com>.



Conclusion

Hopefully, this report has given you a good introduction to the world of Web Marketing and got you thinking about how you can start your own online business.

There is much more to learn about making money online and you can continue your education by signing up for free [Web Marketing Alerts](http://webmarketingalerts.com), which are packed full of news and information that will help you to succeed with your online marketing.

If you haven't done so already, sign up for your FREE Web Marketing Alerts email newsletter at:

<http://webmarketingalerts.com/free>

Wishing you success in Web Marketing,

Dan Millington



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