ONLINE
ADVERTISING
FOR START-UPS

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Table of Contents

Introduction

So, you want to get started with internet marketing? As an internet marketer, you'll be able to earn money from the comfort of your home, with no limit as to how far you can scale and grow your business. It's highly rewarding, and it's a skill that you can use to land jobs, or market to other companies, too.

In short, you've made a very good decision!

Perhaps you've seen friends, or people online who seem to be earning money from the comfort of their home – and doing very well at it indeed. Now it's time to give it a go yourself!

There's just one problem: it's all rather complicated. If you're not familiar with the world of internet marketing, then you might even be wondering how it's even *possible* to earn money online without

selling anything physical! It seems like everyone is promoting eachother and no one is actually shipping any physical products.

Then there is all the jargon: PPC, affiliate marketing, display ads, SEO, SMO, CTR, CPA…

It's all a bit daunting and it's certainly not clear how or where to start. Read on then, and we'll take a look at everything you need to know in order to become a master of internet marketing and to start making lots of money online.

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Chapter 1 – How to Choose a Niche to Target

The first step to creating an online business is to choose *what* kind of online business you want to create. This starts by choosing a niche – what is the subject matter you will be dealing with?

In this chapter, you will learn how to do this, and you will see how this initial decision goes on to influence every other step.

• What is a Niche and Why Does it Matter?

Every site should have a niche which describes the kind of thing that you will be writing about and the people you will be writing it for. Your site might be a 'general' site or a personal blog that

doesn't stick to any particular topic, but even then there will be at least a 'theme' or a feel tying it together. You might write about books, coffee and the city, but that's still a niche in its way and it's one that will attract a very specific type of person.

And knowing and understanding your niche is incredibly important if you hope to be able to make a success of your site. Unfortunately, too many webmasters do *not* really fully understand their niche and their sites tend to suffer as a result.

Essentially you should know what your niche is. For most site owners or bloggers this will be an incredibly easy question to answer: the site will probably be about 'football' or 'technology' and that's fairly easy to define.

If your site is more general though, then make a list of all the topics that you write about regularly and then think about a) what ties them together, and b) what kind of person will read them. You've probably created a new niche for yourself, but as long as your future content meets those same criteria then you will be on the money.

The niche you pick should primarily be determined by your own interests. If you're going to be living and breathing your blog for the next 10 years, then this NEEDS to be something you're keen to learn and write about.

What's more, is that you won't be able to deliver really unique and valuable content if you don't know anything about the topic! And hiring professional writers won't guarantee that you'll find someone who has a real passion and interest for the topic.

While that's true, you also need to consider the viability of the niche choice. How competitive is it? Do you stand a chance against the biggest sites? How profitable and monetizable is it? We'll get onto this more in future chapters, but the subject you choose should be something that people are willing to spend money on and that has lots of opportunities for informational products.

Finance is the very best niche in this regard because there is so much money to be made on that subject. But likewise, you'll find that you can make a lot of money writing about dating, fitness, or other topics that speak to a fundamental human need in this way.

- ## **Why You Should Get More Specific When Choosing Your Niche**

But in order to really succeed – and to gain an edge over the competition - you need to go a little deeper. Sure, your site might be a technology website, but what *kind* of technology do your write about? Who are you writing *for*? And what is the purpose of your site?

For instance, you might write about all kinds of technology but find that you seem to stick more to technology that's just around the corner. Perhaps you write lots of big previews for technology that's coming. And perhaps you write in a very technical way that is clearly aimed at people who know their stuff?

This is a very different niche from a site that reviews basic commercial technology in a style that can appeal to the average customer.

Again then, you will have created your own niche that *should* be completely unique. You might make a football site sure, but is it a dry site that deals with a detailed overview of football for real fanatics? Or is it a more gossip filled site that's aimed at the

typical 'bloke'? Again, these are slightly different niches and it's important to recognise the difference.

If you can be consistent with your *precise* niche, then you will find that your site offers something that not every other site does. You will have a specific audience and people who particularly like the way you approach the topic. Stick to your guns and you can make your site highly successful as a result.

• The Power of Creating Your Own Niche

That said though, there are few niches left that have a good number of people interested but that nevertheless don't have too much overcrowding in the marketplace. This is particularly difficult when you consider how important it also is that you actually be interested in the niche that you're going to be dealing with so regularly from now on and that you actually know a thing or two about it too.

So how do you standout without limiting your appeal or writing about something dull? Well one solution is to come up with your *own* niche and to create a website that will be unlike any other. Here we will look at how you can potentially accomplish that.

• Sites That Don't Fit Nicely into Boxes

When you browse the web for inspiration on niches for your website, you will often find lists of categories such as 'fitness', 'making money', 'football', 'film' and others like these. Not every site though has to fit neatly into a category like this - it *is* possible to come up with a completely unique angle and to create a niche that wasn't there before.

Take http://www.lifehacker.com for instance and http://www.lifehack.org. These sites exist in the same niche but go back a decade and that niche wouldn't have existed. These sites tie together lots of themes using a 'way of life' or 'attitude' to gel it all together. In this case that attitude is the 'hacker' attitude - where DIY applies to everything from self- improvement to making money; but you could just as easily build a site around any other central idea like this.

• Bringing Various Concepts Together

If you can't find a new theme to link the items on your site though, then another option is to simply combine multiple existing niches that you think will go well together. This way you have your built-in audience - because you'll get visitors from both of those existing niches - but at the same time you will have your own unique USP and be able to offer something that's different from everything else. Examples might include 'bodybuilding and self-

improvement', 'making money online and city living', 'travel and art' or 'cafes, coffee and books'. Alternatively, just taking a broader approach with your stories can help to give your site more meat and put your niche more in context with other topics.

This strategy is also effective because it creates a number of simple marketing options that you can use to reach a new audience. For instance, if you have a website based around bodybuilding and self-improvement, then you will be able to promote your site on self-improvement forums without being directly in competition with those sites.

- ## Going More Niche

In contrast to broadening your niche, another option is to get even *more* specific by finding a category within a category. Again, this will allow you to market on sites that would otherwise see you as competition and will help make SEO easier by focussing your aim. An example might be to target a particular *kind* of film such as '80s action films', a particular era of music, or perhaps a particular kind of exercise such as bodyweight training alone.

- ## Trailblazing

Finally, if you have the resources, then you can even consider creating a niche before you create your website. For example then, if you run a software company and you release a new piece of software or a new computer game, then you will likely find that

this generates interest and fans. By creating a website focusing on the software you have released, you can then provide an official website for that interest and create an almost symbiotic relationship between your software and your website where the success of one helps the success of the other. This works for every kind of product and service that will catch the public's attention. Though not every webmaster will have a product to promote, it's important that businesses and entrepreneurs don't miss this opportunity when it does present itself.

Chapter 2 – How to Choose a Business Name, Register a Domain, And Web Hosting
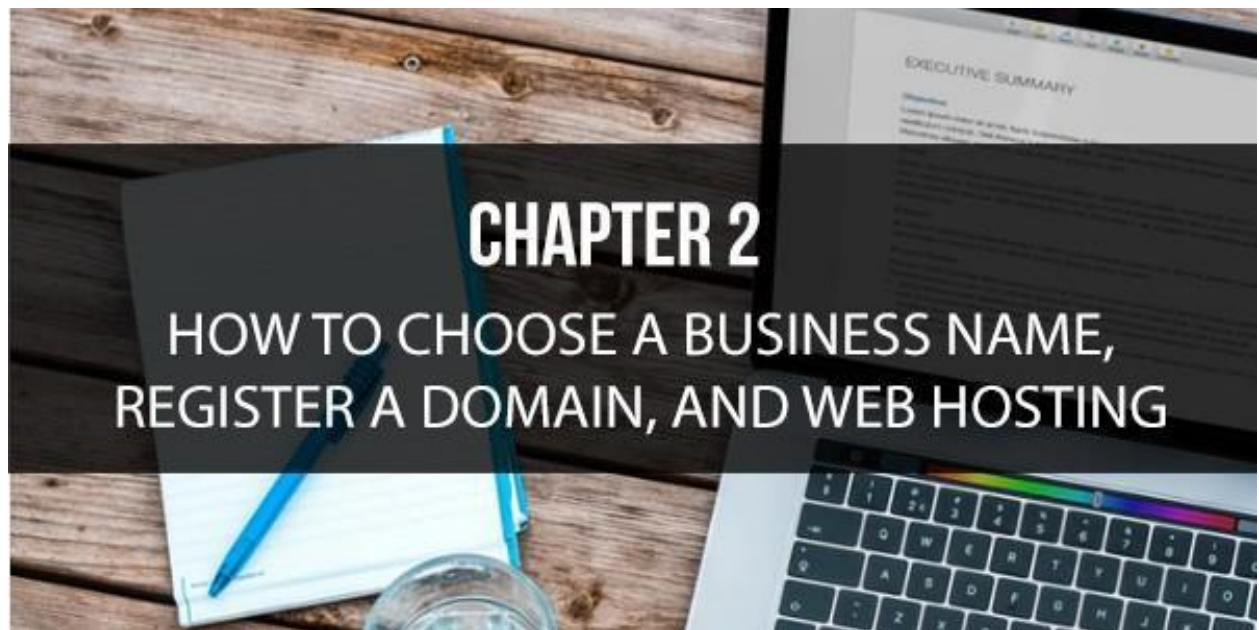
Now you have your niche, it's time to turn that basic topic into a business model. This is where things can get complicated for some, but it's also the most fun and exciting part!

And it all begins with choosing your business name, which is highly likely to *also* be your website name, which is highly likely to *also* be your domain name (the address that visitors type into the browser to find your website!).

• Choosing Your Domain Name and Site Name

If you are preparing to launch a new website, then there are several things you will need to do in preparation before you can even begin to think about content writing or SEO. Of course, one of the most fundamental starting points is to find a hosting service and to choose a domain name for your site or blog. This will give you somewhere to store the files that make up your site, and it will give your visitors a way to access them.

But deciding on a domain name is more than just a practical matter, it's also going to have a huge impact on the way your visitors view your site, and on the way, you'll go about promoting it. Here we'll look at how to choose a domain name that will make sense from a business standpoint, and from a creative one too.

Branding

Coming up with a name for your website that you can build a brand around makes a lot of sense for several reasons. For one, Google has explicitly stated that it will be trying to give more prominence to brands and to bury 'exact name domains' (keyword URLs) in an attempt to show better quality sites. At the same time though, if you can create a brand name this will give you more opportunity for future expansion meaning that you can more easily market your site and create awareness while using that same branding in your advertising.

Memorability

Of course, if you want people to come to your site often and to spread the word, then it also makes sense to choose a URL that will be easy to remember. If your website name is too long or nonsensical then this will mean that people struggle to return to your site, or to tell others about it. Avoid complex combinations of dashes and underscores, and try to make the URL as catchy as possible.

Uniqueness

While Google is no longer giving any advantage to exact-name-domains, typing your URL into Google is still one way that people are likely to get to your website. If your URL isn't at all unique though, then you'll be buried somewhere around page 100. In this regard then, calling a company 'Apple' would be a bad move (fortunately *the* Apple already had a lot of clout behind them).

Likewise having a more unique company name will help you to be more memorable again, and will also help you to avoid using any trademarked names. Of course, you may also want to do some research to ensure that the name you want is available and that you're legally entitled to use it. Having a unique domain will also allow you to buy up similar domains (for typos etc.) with less chance of them already being taken.

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