

The

13 Pillars

of internet marketing



Introduction to Internet
Marketing for Marketing
Managers, Business Owners
and Entrepreneurs

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Contents

Contents.....	2
Introduction.....	4
Pillar #1 – Keyword Research.....	8
Pillar #2 – Website Design.....	19
Pillar #3 – Blog Technology.....	34
Pillar #4 – Autoresponders.....	50
Pillar #5 – Paid Advertising.....	66
Pillar #6 – Press Releases.....	78
Pillar #7 – Link Building.....	86
Pillar #8 – Article Submission.....	108
Pillar #9 – Group Interaction.....	118
Pillar #10 – Viral Marketing.....	133
Pillar #11 – Visitor Analysis.....	153
Pillar #12 – Continuous Content.....	168
Pillar #13 – The Evolving Web.....	172
The 13 Pillars of Internet Marketing – In a Nutshell.....	182
The Next Step – A Strategic Internet Marketing Plan.....	196
About the author.....	199

Introduction



Introduction

The 13 Pillars of Internet Marketing offers a broad introduction to internet marketing methods for people like you – for marketing managers, business owners and entrepreneurs.

It has been written to help you build your overall online marketing knowledge, explaining a wide variety of internet marketing activities or ‘pillars’.

Few businesses understand the technical aspects of internet marketing. I strongly believe that companies need to have some understanding of internet marketing methods in-house, so that they can understand why things need to be done. Businesses can then make the decision to either do everything in-house, or manage the process and outsource the technical side to a good search engine optimization firm.

Search engine optimization firms are good technicians, but they don’t necessarily understand how to portray your business online. They will do what they are told to do, or they will tend to do a very good job of just certain aspects of search engine optimization. However, *you* know your businesses best and that’s why it’s important for you to understand what you can and can not do, or should or should not do, from an internet marketing perspective.

The content of this book will introduce you to the fundamentals of internet marketing and give you a broad understanding of how to implement them. I will be using real life and fictional examples to demonstrate the concepts discussed.

The *13 Pillars of Internet Marketing* is not just about search engine optimization, and overall, internet marketing is a lot more than just search engine optimization. However, the two aspects of search engine optimization (namely onsite and offsite search engine optimization), are key features of a successful internet marketing campaign.

Onsite search engine optimization includes getting all aspects within your site right, such as (but not limited to) having the correct title tags and heading tags on your web pages.

Offsite search engine optimization consists of controlling, as much as possible, the relevance of the sites on which your links appear, the relevance of the pages within those sites and the wording used within the links on those pages. Therefore, when a site wants to link to you, you need to be aware of what linking text to request from the webmaster in order to maximize the value of the link.

Inbound links from other websites play a large part in your final search engine rankings so it is important to try and generate as many relevant inbound links as possible. Increasing your inbound links can be done using a range of different techniques, which I will discuss throughout the *13 Pillars of Internet Marketing*.

Internet marketing as a whole includes paid advertising as well as other forms of internet marketing, such as podcasting, video marketing, email marketing or any other method of bringing traffic to your website or driving prospects to your opt-in pages. (We'll come to what an opt-in page is later on)

Ideally, when undertaking an internet marketing campaign, you want to mimic what happens naturally when people find a website to be a useful resource. By employing a successful internet marketing campaign, you try to replicate the natural building of links when increasing the popularity of your website. You do this by generating a wide variety of links and building diverse forms of traffic towards your website.

Internet marketing can be summed up as any activity that helps to promote and measure the success of your business online. By reading the *13 Pillars of Internet Marketing* book you will better understand what needs to be included in an internet marketing plan for your own business.

I've tried to provide a broad-based overview of internet marketing methods in as a logical manner as possible. I've tried to do this in a way that makes internet marketing methods easily comprehensible, while still providing some of the

‘meaty details’ within each of the internet marketing areas discussed. By sectioning off these internet marketing methods I began to realize that there were 13 key important areas to understand – and therefore *13 Pillars of Internet Marketing*.

There are two things to bear in mind when reading this book...

Firstly, the purpose of the book and who the book is aimed at. The purpose of this book is to provide a comprehensive general introduction to internet marketing for marketing managers, business owners and entrepreneurs. If you’re a seasoned Internet marketing expert I would hope that you know most of the information – although a little recap never did anyone any harm!

Secondly, this book is free. This means that it’s less likely to get updated as often as a paid book which is surely understandable. That’s not to say this book will ever become completely outdated. The principles behind each of the *13 Pillars of Internet Marketing* will be alive and well for many years to come.

However, to try and keep things as updated as much as possible, instead of including any links to recommended websites within the book, what I’ve decided to do is to keep all the resource links online. That way it’ll be much easier to always recommend the most relevant of resources. Links to every website mentioned in this book (as well as many other relevant, useful resources) can be found at <http://www.13pillars.com/resources>.

Finally, when you get to the end of this book, you’ll see that I also provide a follow-up 26-week internet marketing plan ‘action plan’ newsletter.

This newsletter is free-of-charge and it’s a great way to help you implement the *13 Pillars*. Just visit www.26weekplan.com to sign-up.

But now it’s time to get going with the *13 Pillars of Internet Marketing*.

Pillar #1

Keyword Research



Pillar #1 – Keyword Research

Keywords are the phrases that people type into search engines to find a product or service.

At the very beginning you need to make sure all the different pages on your website are targeting the right keywords - the phrases that people are likely to type into search engines in order to find the product or service that you offer.

The keyword phrase myth

There is a myth that the best scenario is to appear at the top of Google's search results for a really popular word that relates to your industry. However, this is a mistake because if you're doing this then the chances are that you are focusing on your competitors instead of your own prospective customers. The keywords that you need to focus on are the ones that provide great conversion rates for your website in addition to a reasonable amount of website visitors (traffic).

Conversion rates are measured by calculating the number of visitors to your website divided by those that go on to undertake the action required in order to reach your ultimate goal.

If you're a college or university you may think, 'Oh, it would be fantastic just to appear at the top of Google for the keyword search 'college'. Not necessarily. For instance you might offer very specific courses. You obviously cover just a specific locality – and a specific price bracket. Therefore, you are not likely to get very good conversion rates from just that one word.

Another example is you may think, 'If I offer a business articles website, wouldn't it be fantastic just to get thousands of visitors for the keyword 'business'? However, in this instance as well your conversion rates will suffer as the keyword 'business' can have a very generic meaning and as a result it is more likely that these visitors will have reached your website and not found what they were looking for.

Rather than think about single term keywords you should be focusing on succeeding with longer phrase keywords, commonly called long-tail keywords which are easier to rank highly in search engines and often lead to better conversion rates.

Long-tail keyword phrases

It is important to use what are called long-tail keyword phrases. By using long-tail keyword phrases you face less competition from similar businesses, making it easier to get ranked in search engines. Long-tail keyword phrases also give you higher conversion rates as they pull in more relevant traffic to your website, with visitors more likely to follow-through and become your customers.

By focusing on long-tail keyword phrases, relevant people who have specifically searched for what you have on offer will be visiting your website, rather than people stumbling upon your website by chance. Not only are visitors from long-tail, more relevant keyword phrases more likely to stick around and purchase from you. They'll be more likely to bookmark your website and come back later.

Internet search patterns

Think of the patterns that people make when search for something online. Think about how you use a search engine. Do you just search once and then pick out a website from your first set of results? You are more likely to perform an initial search using just one or two words and then try and narrow down the results further after that.

This improved search is generally made by adding extra words (often determined by the initial search results) or the use of inverted commas "around a phrase" to indicate that it's a specific phrase that you're searching for. Most internet users are aware that the more precise your search terms are, the more likely you are to find the precise resource you're looking for.

People are looking for something specific when they type in a longer keyword phrase into a search engine. That's another reason why you shouldn't necessarily worry about not coming up in the first set of search results.

The keyword phrase solution / using keyword phrases

The more keyword phrases that you are trying to aim for on a single page; the harder it is to achieve high search engine rankings for your chosen page. Do not be tempted to go for lots of different keyword phrases for your home page - you should aim for one main keyword phrase on each individual webpage plus some longer-tail keyword phrases (preferably encompassing your main keyword phrase) – up to a maximum of 3 phrases per page. Any more than 3 keyword phrases per page will dilute the impact of each of the phrases on your individual pages.

A good example would be if you had determined that your main keyword phrase for your home page should be 'UK travel guide' then a couple of longer tail keyword phrases that you could include on the same page without diluting their impact might be 'free UK travel guide' and 'UK travel guide for tourists'.

You should also focus on different keyword phrases for different pages of your site, again up to a maximum of 3 per page. The main content on your web pages will naturally allow search engines to find alternative longer keyword phrases. That's another reason why you should have just the one main keyword phrase as a main target as well as just a few specific longer-tail keyword phrases.

Note: Pillar #2 will review different areas on your web pages where you should be including your chosen keyword phrases.

Search engine ranking

In the 1990's search engines like AltaVista were the most popular means of finding information on the web. At that time the meta-keywords tag was the primary factor in determining the relevance of individual pages, and where those pages should be ranked in search engines.

From roughly the year 2000 onwards, search engines started to realize that their results could be easily skewed if they focused on the meta-keywords tag too heavily. Instead of relying on this piece of meta data for ranking decisions, Google counted the quantity of links to a webpage from other websites and the

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