



# **Complete Internet Marketing Made Easy For 2020 and Beyond**

Created and Published By  
Wayne Sharer

**Smart Digital Strategies to Skyrocket  
Sales and Maximize Conversions  
With Proven Techniques & Tactics**



# Disclaimer:

Copyright © WayneSharer.com All rights reserved worldwide.

**YOUR RIGHTS:** This book is restricted to your personal use only. It does not come with any other rights.

**LEGAL DISCLAIMER:** This book is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this book.

Every effort has been made to be accurate in this publication. The publisher does not assume any responsibility for errors, omissions, or contrary interpretation. I do my best to provide the best information on the subject, but just reading it does not guarantee success. You'll need to apply every step of the process to get the results you're looking for.

This publication is not intended for use as a source of any legal, medical, accounting, or financial advice. The information contained in this guide may be subject to laws in the United States and other jurisdictions. I suggest carefully reading the necessary terms of the services/products used before applying it to any activity which is, or may be, regulated. I do not assume any responsibility for what you choose to do with this information. Use your own judgment.

Any perceived slight of specific people or organizations, and any resemblance to characters living, dead or otherwise, real, or fictitious, is purely unintentional.

Some examples of past results are used in this publication; they are intended to be **for example purposes only** and do not guarantee you'll get the same results.



Your results may differ from mine. Your results from the use of this information will depend on you, your skills and effort, and other different unpredictable factors.

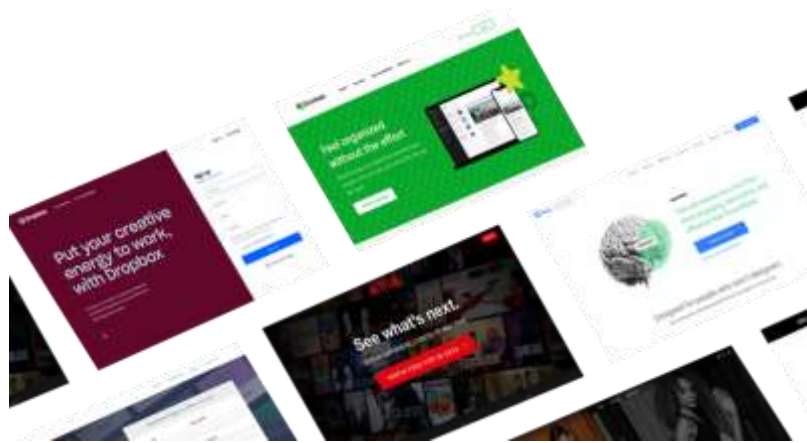
It's important for you to clearly understand that all marketing activities carry the possibility of loss of investment for testing purposes. Use this information wisely and at your own risk.

**COMPENSATION DISCLOSURE:** Unless otherwise expressly stated, you should assume that the links contained in this book may be affiliate links and either the author/publisher/reseller will earn commission if you click on them and buy the product/service mentioned in this book. However, the author/publisher/reseller deny any liability that may result from your involvement with any such websites/products. You should perform due diligence before buying mentioned products or services.



# Limited Special Offer

## Complete Internet Marketing Flow Builder by Converdy



[Click Here to Access this Special Offer](#)



## Table of Contents

Disclaimer: .....	1
Introduction: .....	6
Chapter 1: What is Complete Internet Marketing in 2020 and Beyond All About?.....	7
Chapter 2: Optimizing Your Website for Search Engines in 2020 and Beyond.....	10
Chapter 3: Your Most Important Web Pages — Your Funnel Pages.....	23
Chapter 4: Creating Blog Posts or Articles that Attract Organic Traffic....	31
Chapter 5: How to Get Your YouTube Marketing Videos on The First Page of Search Results in 2020 and Beyond.....	40
Chapter 6: How to Compose Killer Social Media Marketing Posts in 2020 and Beyond .....	49
Chapter 7: Amplifying Your Reach with a Paid Facebook Marketing Campaign in 2020 and Beyond.....	55
Chapter 8: Generating Qualified Website Traffic with a Google Ads Campaign in 2020 and Beyond.....	66
Chapter 9: How to Create A Powerful Email Marketing Campaign in 2020 and Beyond .....	78
Chapter 10: Recovering Abandoning Visitors with Remarketing in 2020 and Beyond .....	89



Chapter 11: Generating More Sales Leads on Autopilot with a Facebook Messenger Bot in 2020 and Beyond .....	99
Chapter 12: How to Funnel More Qualified Leads and Referral Traffic to All Your Marketing Channels with a Giveaway .....	111
Chapter 13: Building a Complete Internet Marketing Plan for 2020 and Beyond.....	115
Chapter 14: Alternative Internet Marketing Methods that Make Instant Money in 2020 and Beyond .....	122
Chapter 15: Complete Internet Marketing Strategies for Ecommerce Enthusiasts in 2020 and Beyond .....	126
Chapter 16: Complete Internet Marketing Best Practices in 2020 and Beyond.....	130
Chapter 17: Advanced Complete Internet Marketing Tips and Tricks that Work in 2020 and Beyond.....	134
Chapter 18: Complete Internet Marketing Do's and Don'ts in 2020 and Beyond.....	139
Chapter 19: Complete Internet Marketing Premium Tools and Services to Consider in 2020 and Beyond .....	144
Chapter 20: Complete Internet Marketing Shocking Case Studies in 2020 and Beyond .....	147
Chapter 21: Complete Internet Marketing Frequently Asked Questions in 2020 and Beyond .....	152
Conclusion: .....	158
Top Resources.....	159



# Introduction:

welcome!

Welcome to the latest and easiest to apply “Complete Internet Marketing” training. This training is designed to take you guide you through the process of getting the most for your business out of Internet Marketing in 2020 and beyond.

I’m extremely excited to have you here, and I know this will be helpful for you.

This exclusive guide will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate internet marketing in the easiest way possible. You’ll discover how to use the most effective tools in the shortest time possible.

This training is comprised of 21 chapters. Each chapter shows you the latest internet marketing strategies for 2020 and beyond.

It’s time for you to start getting the most out of internet marketing. Do it on behalf of your business and to provide the best for your customers/clients, patients, or donors.

I know you'll love this training guide.



# Chapter 1: What is Complete Internet Marketing in 2020 and Beyond All About?

Internet marketing, also known as online marketing, is the process of promoting a business or a brand and its associated products or services over the internet. The goal of internet marketing is to generate targeted website/webpage visitors, qualified leads, and sales online and off.



*1 The Digital Marketplace*

Business owners often struggle with when trying to understand internet marketing and how to do it effectively. There are many methods available. Let's help you find what's best for you and your business.

The most common forms of internet marketing include email marketing, online advertising, and search engine optimization. But you're not limited to these options. Here's some other methods:

- affiliate marketing
- video marketing
- podcasting
- social media marketing





- pay per click marketing
- content marketing such as blogging
- SMS (text message) marketing
- And yes, there's more — but you get the picture

It's common for individuals and companies trying to promote a business or brand on the internet to focus on one or two methods. This is the best way to begin, but you must grow, or you leave a lot of customers behind.

Complete internet marketing, on the other hand, is the process of determining the best possible online marketing methods for your current campaign. Then creating a strategy combining the best mix for that campaign. You keep your eyes on generating the best results, fast.

Complete internet marketing allows you to get the most out of online marketing technology. It ensures you don't fixate on one method or another so you can grow your business most effectively.

Complete internet marketing integrates heavily with content marketing, which is the use of online content to deliver value to potential customers. Because of this, with complete internet marketing you'll be able to attract and capture the attention of potential customers on any of your marketing channels.

Having a complete internet marketing plan in 2020 and beyond is critical for the success of your business.



Do you want your business to sit alone in obscurity on a corner of your hometown, or do you want it to grow? Maybe even become national or international.

Then you've picked the right course!



*2 Benefits Beyond 2020*

## **What Are the Benefits of Complete Internet Marketing for Your Business in 2020 and Beyond?**

Ninety-one percent of successful online businesses adopted a complete internet marketing plan before 2020 and are expanding!

Complete internet marketing allows you to achieve specific business-focused goals such as:

- increasing brand loyalty.
- generating over three times more leads than traditional internet marketing.
- reducing costs by over 60% from more traditional internet marketing.
- driving online sales 24 hours a day, 7 days a week

So, if you're ready to transform the way you promote your business on the internet, head over to the next lesson!



# Chapter 2: Optimizing Your Website for Search Engines in 2020 and Beyond

Complete internet marketing is all about enhancing your brand's online presence so you can generate more traffic, leads, and sales, and it all starts by optimizing your websites' web pages for search engines.

Google is leading the way on how this should be done with what they now call "Core Web Vitals."

*"Core Web Vitals are the subset of Web Vitals that apply to all web pages, should be measured by all site owners, and will be surfaced across all Google tools. Each of the Core Web Vitals represents a distinct facet of the user experience, is measurable in the field, and reflects the real-world experience of a critical user-centric outcome."*

Some of these vitals are very technical, and some are easy for you to do up front with no help. But it's all about giving your web visitor a great experience on your web pages of your website. The better you do, the more leads, calls, sales, and repeat sales you'll get.

In this chapter, I'm going to show you how to optimize an existing website or optimize a new site from scratch. These optimizations have Google's web vitals in mind so you can start off on the right track.



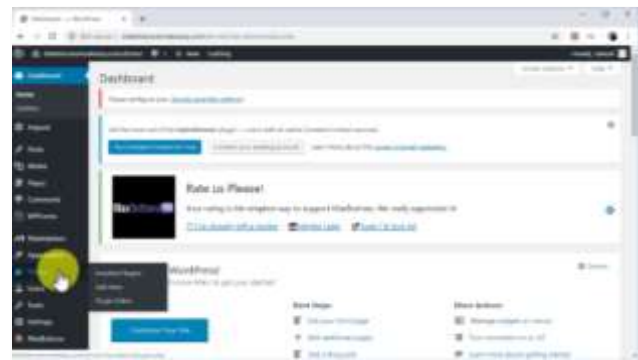
These optimizations apply to all websites, regardless if you build it on common web platforms like Wix, Square Pages, WordPress, Drupal, Joomla, or some other platform. It doesn't matter.

I'm not recommending one over the other because I named it here. The content management systems I mentioned are some of the most common many small businesses and independent internet marketers use.

In most cases, to build the best, most optimized websites and web pages necessitates you have a paid version or paid access to your website host or platform.

## Step 1 - Installing A Search Engine Optimization Plugin or Module

You must keep your on-site search engine optimizations in check.



3 SEO Plugins

On platforms like WordPress or Drupal you can simply optimize and refine on-site SEO by installing a Plugin or module.

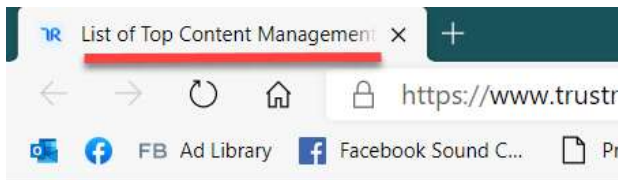
One of the best and most used SEO plugins for WordPress websites is “Yoast SEO.” There's many more. Feel free to do a Google search to see what is recommended this year for you.



For Drupal, plugins are referred to as modules. Simply do a search in Google for “Drupal SEO Modules” to find the best recommendations for today.

Joomla also calls the add-on software plugins. So, search in Google for “Joomla SEO plugins.” You’ll come up with a good selection.

For other platforms, you may have to check with the platform creators using their support. You may even need to manually implement the optimizations in the code (this guide isn’t to teach you how to code).



4 Title Tags

## Step 2 – Add a Title Tag for Search Results

The **title tag** refers to the **title** of a HTML document – your web page - that is shown both in the search engine results as well as the page's tab in browsers.

It’s also referred to "**meta title**" or "**page title**."

The title tag in your web page code will look very much like this —

```
<title>List of Top Content Management Systems</title>
```

In most web platforms, the platform, plugins, or modules will have a tab for SEO options and one of the spaces to fill in will include the title tag. You may have to look around, but 90% of platforms for making web pages have this.



You want to have a **unique title tag on every web page**. This is so both users and search engines can clearly distinguish when they have arrived on a new page.

This is important. For search results, you could have pages excluded from the search results because they have the same title tags. Ensure every page has a unique title tag.

When you write your title tag you want to make it great. To do this do the following:

1. Include a primary keyword (phrase) that potential customers or users would use to search for your content or offer. Regardless of the words, write your title tag for humans.
2. Make your title relevant. Relevant to what is on the page and relevant to what people are searching for. Include your brand name in the title if you have the space.
3. The title in your title tag should be from 50-75 characters long. There is not a perfect length because the title is displayed in search results based on pixel width. With that in mind, 60-65 characters is a good maximum length to stick with.

Google doesn't specify a title length. Here's what they say:

***“Use brief, but descriptive titles***

*Titles can be both short and informative. If the title is too long or otherwise deemed less relevant, Google may show only a portion of it or one that's automatically generated in the search result. Google may also show different titles depending on the user's query or device used for searching.*



### Avoid:

*Using extremely lengthy titles that are unhelpful to users.*

*Stuffing unneeded keywords in your title tags.”*



5 Meta Description

### Step 3 - Add A Meta

### Description for Search

### Results

Adding a meta description will help you to increase search engine traffic to your site. By using a meta

description on each page, you help search users know what your site is all about when your content pages appear in search results.

Like the title tag, most web platforms provide you a space to type in your meta description. It then appears in the code properly formatted. You do nothing.

Some of you may be using special pages and will have to add the tag manually to the code. The meta description tag looks like this in HTML code :

```
<meta name=" description" content=" Your meta description content goes here.">
```

Like the title tag, **each page should have a unique meta description tag.** It should be written for humans because humans read it in the search results.



How long can the description be? Most SEO experts recommend around 160 characters. But some places display up to 250 characters. I'd stick with the smaller character number.

The description should contain the main keyword your web page is about. It can also have variants or secondary keywords. Google always highlights the keyword it displays in bold. This makes the description more obvious to searchers when the search term is included.

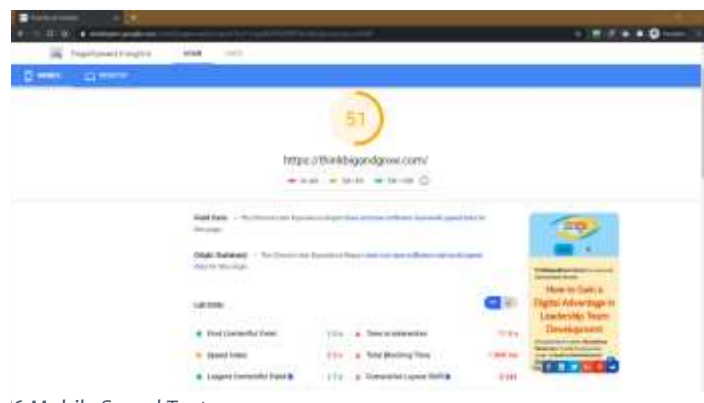
**Warning:** Do not stuff keywords in the description in an unnatural way. Your description will be ignored if you try to deceive search engines like Google and Bing in this manner. Always write for human readers.

Also possible are short testimonials of satisfied customers, or special characters after Unicode in the meta description. They can be useful for increasing attention. Check marks are popular, as an example.

Including a short call-to-action in the meta description should be standard. It does help increase the number of views you get from the search engines. People do click more often when you tell them what to do. Don't ask why, it just is. Many tests have proven this.

## Step 4 – Optimizing for Speed on Mobile Devices

Speed is profit. It's that simple.



6 Mobile Speed Test





Not because Google says so. It's true Google uses speed of page load as a ranking factor, but...

Web users demand your pages load fast. Your web pages must load in less than 3-seconds on mobile devices. Here's why —

**From Google Research:** 54% of people say that as the load time for a brand's mobile site increases, so does their frustration. And that affects the bottom line. In retail, we've seen that a one-second delay in mobile load times can impact conversion rates by up to 20%.

New [research by Google](#) has found that **53% of mobile website visitors will leave** if a webpage doesn't load within three seconds.

Can you really afford to ignore mobile page speed?

The problem is, achieving this kind of speed is a very technical process. Many of the drag-and-drop website builders are good but most need a lot of work.

My company has a platform designed specifically to make your web pages and entire website fast loading on mobile devices. If you like to know more visit us at [ThinkDominance.com](http://ThinkDominance.com)

For simplicity and speed on purely making offers and lead generation, I use a platform called Converdy. It's the fastest and easiest web page builder I've found for building complete sales funnels. Every online sales evolution requires a digital sales funnel, and Converdy makes it possible with this high-speed, no coding, marketing flow builder. You can see it at [Converdy.com](http://Converdy.com)

## Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

