



Internet Marketing
2008

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Internet Marketing 2008

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Your strategies

Are you going to market something? Would you want to market a product through the Internet? Yes, you obviously do, otherwise you won't be taking the trouble to read this free ebook, right? However, although many of us who harbors a dream of one day being able to sell our very own product, there are many of us who will chicken out even before we go and find out more about the way to do it. Well, there are shirkers and doers. I hope that you belong to the later ones.

This ebook that you are about to read is a concise version of the book entitled 'Internet Marketing for Seniors from concept to delivery' that I have published. Although it is a concise version, it will give you sufficient information to use as a guide to make that 'big' idea of yours into reality. Of course there are a lot of free information out there about Internet Marketing but I will concentrate on one of the most asked questions that will confront the marketer, and that is, 'what can I sell on the net?'. I believe this is the most pressing question and one of the most important hurdles that an Internet Marketer will have to overcome. Although there are articles that suggested hundreds of potential products for you to take up, they are mostly outdated and not worth your while to consider. Just imagine when thousands of similar items are found at affiliate sites; what would be the chance of you, a late comer, to compete with them! In short, you must not follow those suggestions, otherwise you will waste ten years of your life for taking a wrong direction. I will not say that all those product

ideas are useless, but if you can take a different perspective of them, you might come up with a fresh new idea and prosper on it! I will elaborate on it and show you how. But before that, I would like to suggest to you about adopting a strategy.

Would you create a new product and sell it using Internet Marketing? All right, it sounds like a very ambitious idea, but believe me, it is achievable as I have done it many times before. Before you chicken out, I have to advice you not to take an easier route by taking up an offer from those thousands of affiliate sites out there selling some one else's product. The truth of the matter is that 95% of affiliate's sites don't make any money. Be smart, come up with a new product of your own and let others sell it for you instead! That will be the best strategy that you can take at this time, 2008. Period.

How to come up with a new Idea?

Coming up with an idea is easy. Or is it? It is easy, if you just know how! Let me take you back in time to a period during your younger days. Think back and think hard. I am sure you must have thought of a fanciful idea way back, perhaps during your younger rebellious days? Of course you had conveniently forgotten about it. Now is the time to bring it back. Never mind how ridiculous it was. This is the Internet age, the more ridiculous it is, the better!

What ever idea that you have, whether it is of a tangible or an intangible kind, you will need to make it suitable for marketing through the internet. I will tell you about what to and what not to sell on the internet later on, but first, allow your idea more time to develop. Ideas evolve and mutates. Whilst it is still in your mind, you will have to ask

yourself a lot of questions like 'what if I were to put a little bit of attachment here' or 'if I were to combine a movable part there' sort of query. You have to visualize it moving, flying or even exploding. You will have to role play it and see what the possibilities are. Let the whole thing simmer.

Let us take an example

I would like to give you an example of where to look for a new product idea, after which you will begin to see possibilities in every corner of your surroundings. Let us take a look at our cutleries like forks, spoons, cups, plates and glasses. When you have guests, you will normally offer them tea and coffee. You will normally wash and rinse the cups and plates before serving them. Sometimes, you might have to wipe them off with a table cloth. The purpose is of course to clean it before you use them to serve your guests. However, it is not always that you have clean cups after all the rinsing, and wiping because the water or the cloth might have already being contaminated. I would like to propose a secondary method of further cleaning of these cutleries. Let me propose a portable oven-like contraption that you will place all the cutleries into. This contraption has an electrically run ultra violet lamp. Its main purpose is to expose all the cutleries for a minute or two so that all the pathogens (germs and bacteria) can be killed. It will render your cutleries doubly clean, so that when you use them to serve your guest that cup of tea or coffee, you are confident that your guest will not go home with stomach aches (assuming that the other snacks are hygienically safe). Further more, you can also place the foodstuffs in this contraption for sanitizing, just like the cutleries. The proposed contraption is a simple device with an electrical wired violet light lamp and can be produced without much effort. It uses already known technology. What is new is the concept of sanitizing those cutleries that you use to serve your guests. When your guest finds out that you have gone through great efforts to ensure them safety, they will leave with great appreciation. Just imagine if this thing take of in homes. It will spread to the other

outlets that serve foodstuffs to people! It could be a billion dollar business! And you say you have no good idea? Want more ideas? So you see there are many great possibilities even at places that you normally take for granted! All you have to do is to use your imagining power to visualize it. You can do it right in front of your eyes!

In case you still find it hard to come up with fresh ideas, you might want to consider using advance visualization techniques to sharpen your mind. Or perhaps you can get yourself a copy of my book entitled 'Inventing: the moment before the spark came', which teaches you how to condition your mind to spark creations. The book's ISBN is 978-1-4303-1304-5 and is available online at LuLu, Amazon, BarnesandNoble and Target.

Remember we were talking about those hundreds of suggested ideas from free ebooks? Well, you can actually use some of those ideas there as seed ideas. You then use your visualizing powers to turn those seed ideas into something else. New ideas always come from existing ideas. Smart people can use their inventiveness to turn a stale product into an exciting product. So can you.

Your product

Products can either be categorized as tangible or intangible ones. Intangible ones include information ebooks and computer programs and they are easier to sell because they can be delivered electronically and instantaneously. There is no shipping cost to talk about. However, since it is easier to create, there is also more competition out there. You should get into some niches that have fewer competitions, or something that is completely new. As like anything that is marketed through the internet, you will have to get to terms on things like 'keywords'. We will touch on it later because it is of great importance.

Tangible products are more problematic because when you have to ship it, there are many considerations to be taken into account. Shipping charges are mainly determined by the weight of the product. Volumes are also taken into account because no matter which method you ship it, space is a limiting factor. Generally, the heavier and bulkier the product, the higher is its shipping cost.

*If your product is weighty and cost less than a hundred dollars, it is not suitable for marketing through the internet.

*If the volume is large but priced below two hundred dollars, then it is not viable for selling through the net.

*Products that can be returned for wrong sizes and colors should not be considered as well.

There are of course other considerations as well, so you will need to ponder over it before you embrace Internet Marketing.

Next, can you make it?

You either make it whole or part or outsource it out to third parties. Products that are simple in nature can be made with very little effort. Consider your own capabilities first before you launch any sort of manufacturing. You will need some sort of expertise. You also need capital, a proper place and plenty of time. I would however recommend that you dish out the manufacturing to a third party and instead concentrate on the marketing aspect of it. In case you have a product that is new, you will need to be careful as not to reveal it to the third party before you made them sign a non disclosure agreement. You might also have to look into product protection and things like patents and trade marks. Filing Intellectual properties is a time consuming and costly affair, so before proceeding, do a proper research of it first.

Your marketing plan

When you are considering your marketing plan, you will need to take into account the type of product that you have. First of, decide whether you are going to sell it yourself or you allow others to sell it for you. If your product has plenty of competitors, you will be better off selling it yourself. But if your product is a new item that has got very little competition, then getting others to sell it for you would be more viable. You could then use an affiliates program or a franchise system to market it. Which ever method that you choose will also have to take into considerations like whether it is going to be a local or international affair.

Locating your markets is an important part of any marketing campaign. You will need to do a research study to determine where your market would likely be. The more research you do, the better.

Your delivery

If you sell it through your website, then, your logistics will require warehousing, packaging and administration. Setting up an ecommerce site to do your selling is easy if you know a little bit about computers. However, you will need to learn about basic HTML and you need to do a research on other people's website. If you are starting from scratch, you will need at least six months of preparation. You could of course buy those ready made set ups and start of immediately. Delivery or fulfillment is very important and if you falter along the way, or you cannot deliver what you promise, then your internet reputation will nose dive. And bad news spread very fast!

Sometimes, it is better to set up a small brick and mortar outlet to kick start your campaign, rather than to use an internet only business Model. It really depends on the type of product that you have. Selling

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