

Internet Marketing Manual

Mark Boyle

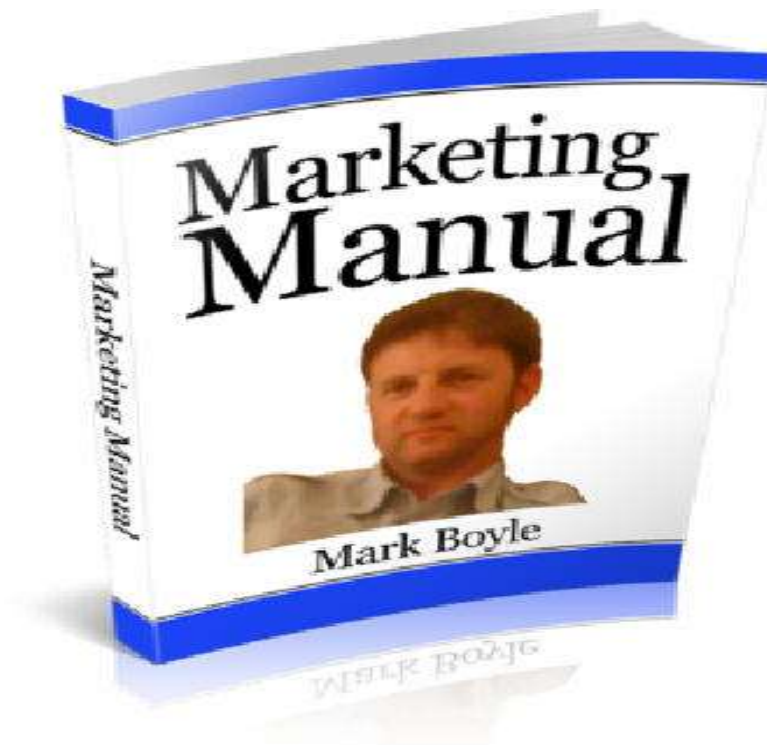
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Hello Fellow Marketing People,

I just want to start by saying thank you for arriving on this page and I hope you enjoy this FREE manual on how to start making money working from home and with affiliate products.

My name is Mark Boyle and my online journey started by accident in February 2008. I left my job in the tool and lifting hire business to embark on a trading journey after buying books, courses and studying about stocks and what effects their movements. I realised after the first year that this didn't suit my personality nor my trading bank balance which was starting to head southwards :(I needed a change of direction and I came across some excellent and free information from a guy called **Jon Street**.

This information enabled me to start my journey in online marketing and be able to design a basic HTML website with no prior knowledge. I also learned about hosting a website, registering a domain name, understanding email marketing, the power of an autoresponder, getting the word out there about my products and services, affiliate marketing and competing for keyword phrases on Google.

I remember getting my first affiliate sale for a Clickbank digital product called **False Favourites** in the horse racing niche. The enjoyment I felt was quite something and even although it was only a \$19 commission, the sense of achievement was superb. That was back when article marketing was all the rage and you could write a few 300 word articles with Ezine, get them indexed quickly by Google, receive some targeted and free traffic and get a few sales. Sadly, with all of the recent Google updates those days are sort of in the past :(

The three main components for me in online marketing involve affiliation (physical and digital) , email marketing and creating your own digital product. Affiliation is the best way to start if you're still learning and is the least expensive route to take when everything is relatively new.

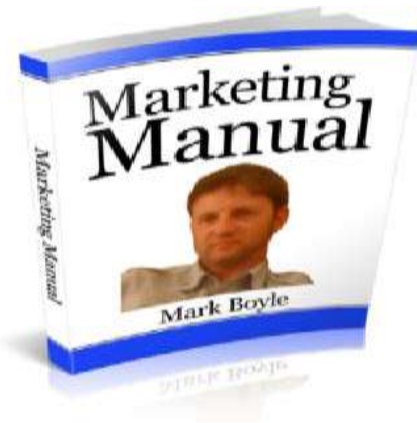
There are quite a few companies out there who offer straightforward affiliate programs, but I'll stick with two which are popular and easy to use and they are **Clickbank** and **Paydotcom** which is crucial if you're a newbie.

I'll break this down in to two parts. The free route in part 1 involves using a free blog and reviewing digital products in the Clickbank and Paydotcom marketplace and the second part involves having your own website and opening up unlimited doors with regards to the affiliation with tangible items via places like Amazon, Affiliate Window and Skimlinks.

So who is this marketing manual for and who shouldn't bother with it?

Well, if you like spending your time online watching adult material, looking at shopping channels, playing games, seeing who's liked your Facebook posts or slagging folk off on Twitter then, this is probably NOT for you. If you want to learn how to make money online, have a determination to make a difference and accept that you have to put the work in at the beginning of your online journey then , this is CERTAINLY for you.

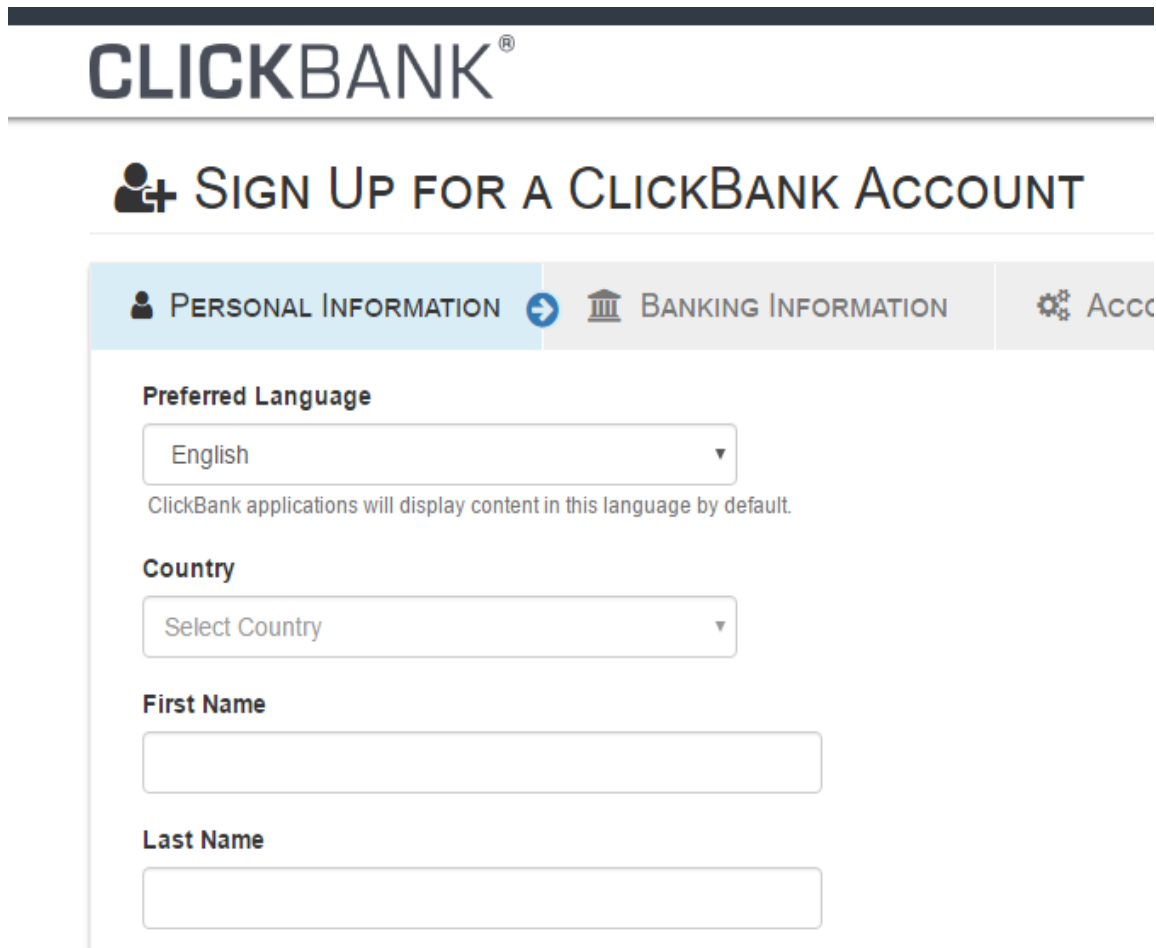
So with that we can move on to the first part and the meat and potatoes of what I'm trying to get across.



Part 1



The first thing you want to do if you don't already have one is to open an account with the Clickbank. Click [Here](#)

It should look like the screenshot below. Fill out the relevant details, choose an affiliate code and confirm your details with the email address you provided.



CLICKBANK®

SIGN UP FOR A CLICKBANK ACCOUNT

PERSONAL INFORMATION  **BANKING INFORMATION**  **ACCOUNT**

Preferred Language

English ▼

ClickBank applications will display content in this language by default.

Country

Select Country ▼

First Name

Last Name

There are no hard of fast rules to become an affiliate other than giving them some of your personal details. If you want a quick look at Clickbank University Click [Here](#).

Now the next thing you want to do is look for a niche that you're passionate about and/or can easily write about. You can easily find the subject you want to write about by doing a search via the Clickbank marketplace.

From there you have a wide and varied selection of choices.

- Categories
- ▶ ARTS & ENTERTAINMENT
 - ▶ BETTING SYSTEMS
 - ▶ BUSINESS / INVESTING
 - ▶ COMPUTERS / INTERNET
 - ▶ COOKING, FOOD & WINE
 - ▶ E-BUSINESS & E-MARKETING
 - ▶ EDUCATION
 - ▶ EMPLOYMENT & JOBS
 - ▶ FICTION
 - ▶ GAMES
 - ▶ GREEN PRODUCTS
 - ▶ HEALTH & FITNESS
 - ▶ HOME & GARDEN
 - ▶ LANGUAGES
 - ▶ MOBILE
 - ▶ PARENTING & FAMILIES
 - ▶ POLITICS / CURRENT EVENTS
 - ▶ REFERENCE
 - ▶ SELF-HELP
 - ▶ SOFTWARE & SERVICES
 - ▶ SPIRITUALITY, NEW AGE & ALTERNATIVE BELIEFS
 - ▶ SPORTS
 - ▶ TRAVEL

For the purpose of this example I've used the **Betting Systems** niche and in particular **Horse Racing**. The one area I spend most of the time looking at is the gravity score. This according to Clickbank is the % of affiliates who've earned a commission in the past 3 months promoting the said digital product. You should should be looking for at least **15%**.

t products to promote

Find Products:

Results [Marketplace Help](#)

Displaying results 1-10 out of 71 (pg. 1 of 8)

Results per page:

Sort results by: Low to High High to Low

Racing Expert - New Horse Racing Tipster (view mobile)
 Incredible New Racing Tipster. Easy Sale With 50% Commissions. Rebills And Upsells Too.

Avg \$/sale: **\$28.55**

PROMOTE

 [Add To Favorites](#)

[Vendor Spotlight](#)

Stats: Initial \$/sale: **\$20.73** | Avg %/sale: **50.0%** | Avg Rebill Total: **\$17.82** |
 Avg %/rebill: **50.0%** | Grav: **28.17**
 Cat: **Betting Systems : General**

The item I'm going to write about as means of this example is the one above and has a healthy gravity score of more than **28.17%** which means that more than 1 in 4 affiliates are making commissions promoting this product. The other two things that are worth mentioning are the amount of affiliate commission you'd receive per sale and the rebill facility. You get **\$20.73** for the initial sale and **\$17.82** per moth thereafter which means its a monthly subscription service and therefore gives you a continuous payment whilst the person remains subscribed to the service.

If you're happy with any product you find in the Clickbank marketplace then you'd click the promote button and that would give you a unique code to enter in to article.

Affiliate Program: Promote Products for 'dogracing'

You can earn 50.0% for each paying customer you refer to this product. For

Account Nickname:

Tracking ID (Optional):

CREATE

Your affiliate code would appear the box with the black dots and from there you'd press the create button.

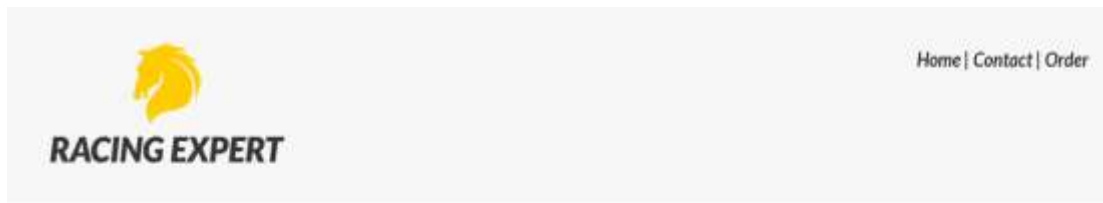
ClickBank pays you 50.0% when you sell DOGRACING's product. To refer a customer send them to this domain name:

[http://8\[redacted\].com](http://8[redacted].com)

Copy the following HopLink HTML code and add it to your web page:

`Click Here!`

You get a code like the one above top line (I've blanked out my own code) and from there you'd copy this and paste it to your article text and creating a contextual link. This will enable you to get an affiliate commission if someone buys the product through your link :)



Racing Expert Reveals How to Turn £10 into £1584.10 or Even £100 into **£15,841**

Now You Too Can Make Effortless Profits - Only Takes 5 Minutes!

Works for ANYONE. Even if you are 100% New to Horse Racing.

Check out our Horse Racing Results:

- Make as much as £4013 a month!
- Get Winners at Odds up to 28/1
- No Losing Months!

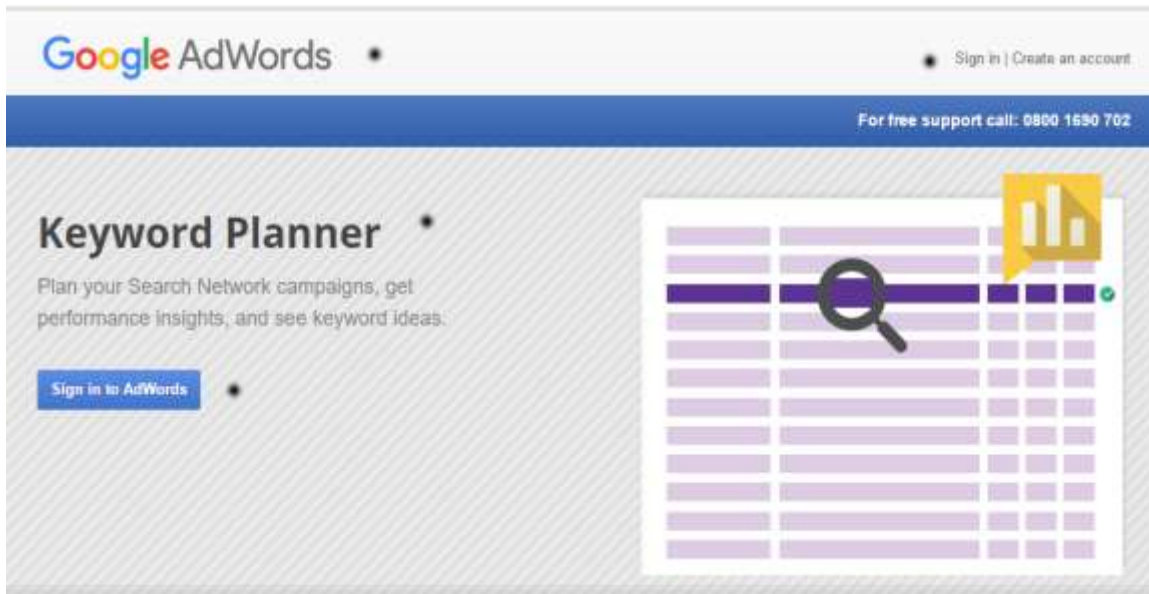
Month	Tips	Wins	Profit
July	45	12	£1948
Aug	40	10	£3527
Sept	44	14	£4013
Oct	48	14	£3652
Nov	43	18	£2140

[View Full Results](#)

The site I'm going to use for this example is in a niche that I'm very familiar with and one in which I can easily write an article about and that's the Horse Racing niche and appropriately called the [Racing Expert](#).

Now that I've found what looks to be an ideal site to write about which will include my affiliate link, its time to find keywords/phrases to use for the title of the article, tags and for the contextual link.

There's a free tool called the **Google Keyword Planner** which seems to be quite effective and all you need to have is a Gmail account which is free. Click [Here](#)



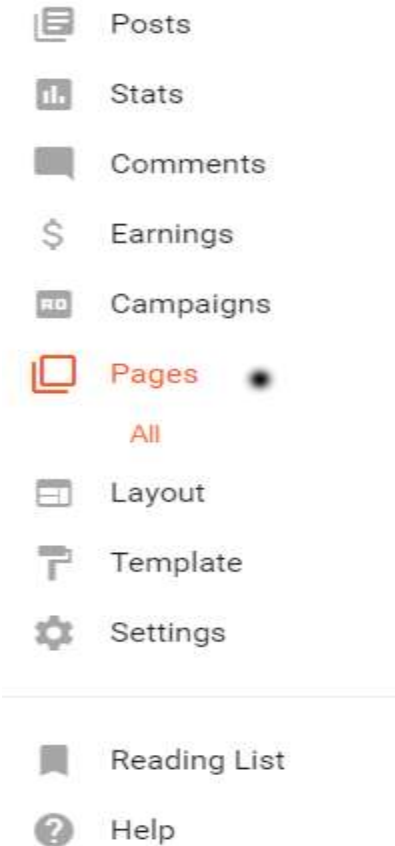
I typed in **Racing Expert** and **Horse Racing Expert** in my keyword search.

Ad group ideas		Keyword ideas	
Search Terms	Avg. monthly searches	Competition	
<input type="text" value="racing expert"/>	10 – 100	Low	
<hr/>			
Keyword (by relevance)	Avg. monthly searches	Competition	
<input type="text" value="expert racing tips"/>	10 – 100	Low	

You should be looking for two keyword phrases to concentrate on and with low competition. For the purpose of this example I'll use **Racing Expert** and **Expert Racing Tips** which have low competition and a monthly search of between 10 -100 for each phrase.

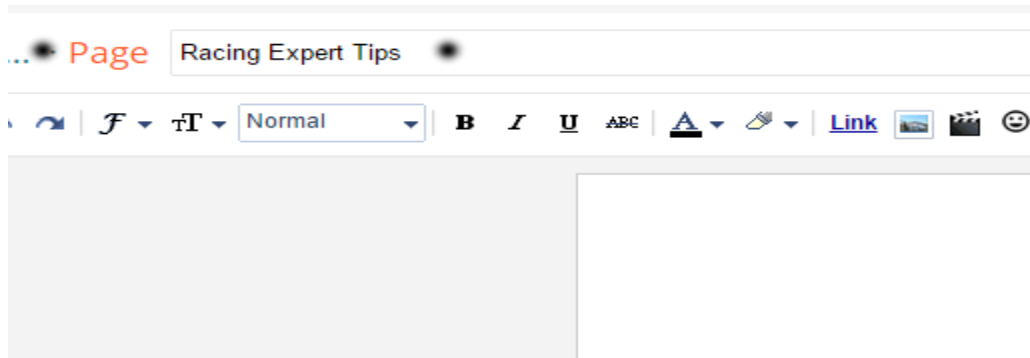
Part 2

OK, so I've found what looks to be a suitable digital product to promote, the next thing you want to do is open up a free blog account. There are a couple I would recommend including [Wordpress](#) But the one I recommend for this exercise is **Blogger**. Click [Here](#)



Once you've connected your blogger account with your Gmail you can decide on a relevant title and add a unique **Blogspot** address which should relate to what your promoting.

The next thing you want to do is select a page from the drop down menu and name it with one of the keyword phrases you've chosen.



I'll come back to the layout and design a bit in a short while. The next thing you want to do is write an article about your chosen subject. It should be about 400 words. Google like good content, so make sure its original and NOT copied!

Racing Expert Tips * * *

In the murky waters of the horse racing betting world, it can be a real task in itself finding a product and/or service that gives you confidence and something you can hang your hat on. The one thing that most people look for with any commentator, sports tipster or product vendor is TRUST. Without that and people won't entertain you!

Thankfully, there are certain folk out there (not many) who can do that for you, so you can place a bet knowing that, the person behind the system and/or selection has thoroughly done their homework and left no stone unturned.

 * * *

RACING EXPERT

I've come across many systems in the horse racing marketplace over the past few years and there have been a few which have caught my eye in a good way. One which did give me real confidence not just with the results to date, but the methodology behind the approach. You need to have a product which not only allows for a changes in the market, but one which can take all of the profit from real value bets and one which has a wise approach to losing runs. In truth, most systems just deal with a selection using a rigid criteria which doesn't offer any flexibility for market changes.

I now want to mention the service which CAN make a real difference to your betting bank balance in a positive way. Its aptly called **Racing Expert** by **Steve G** and is a straightforward horse racing tips service which has excellent results to date. The service is showing a 158 point profit since its inception in July 2016, so if you had been placing £10 bets on each selection, it would be standing at a whopping £1580. Now that is something to take note of for future reference.

The process is simple and that's the way it should be. You sign up for his selections, he then find you suitable picks and emails them to you and you place the relevant selection in the selected bookmaker. The bets are for the win and e/way markets and involves bookies including Bet365, BetVictor, Stan James who are offering the best odds at that time. Its not just about getting the correct selection, but also getting the best value bet from a specific bookmaker.

So you might ask, what is the catch and do I get peace of mind? The answer to that is that, there's NO catch involved. There are two excellent payments plans involved. You can either sign up for a monthly service which costs £14.95 or you can opt to pay £79 which covers you for the year. That's it basically and after that you can sit back, relax and wait for the superb horse racing tips to arrive in your email inbox. The other thing you can enjoy is his 60 day no quibble money back guarantee if you're not happy with the selections.

Going by my own experience to date with tipsters and so-called experts, I'm more than happy to put my seal of approval on this first class horse racing system.

[Click Here For More Info On Racing Expert Tips](#) * * *

This is the 400+ article that I've written for this example above which I've just published for this example. Apart from the content, the other things which play an important role are the title, a relevant image/banner and the contextual link or call to action at the bottom.

1. The title “**Racing Expert Tips**” is important as this forms part of the complete

URL address and enables the Google bots to index the article accordingly with this phrase forming part of it.

Racing Expert Tips ...

2. The banner has been copied and pasted on to the article and that's fine because this is the affiliate product you're promoting.



3. The last and arguably the most important part is the contextual link. This not only enables Google to give value to your link, but enables you to get potential affiliate commissions.

[Click Here For More Info On Racing Expert Tips](#) ...

In order for you to create the link you hover over the words “**Click Here For More Info On**” from left to right and then click the link button near the top of the page (see below)



You would then place the affiliate link you got for your chosen Clickbank product and place it in to the box below with the three black dots and click OK.

Edit Link ×

Text to display:

Link to:

Web address

[Email address](#) [Test this link](#)

Not sure what to put in the box? First, find the page on the web that you want to link to. (A [search engine](#) might be useful.)

Then, copy the web address from the box in your browser's address bar and paste it into the box above.

Open this link in a new window

Add 'rel=nofollow' attribute ([Learn more](#))

The other thing you want to do is place relevant labels or tags, so I would use relevant keywords including racing, expert, tips, horse, racing and have a comma separate each one.

Once you've finished all that and your article is published the only things relevant to this are the look/design of the page. Not only do you want people to enjoy reading the article but the look of it has to be right.

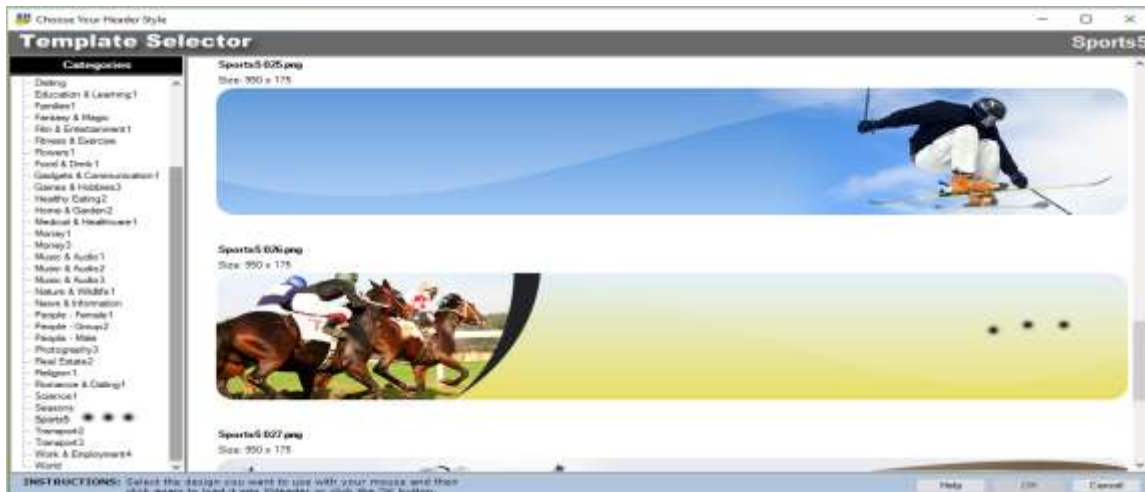
You'll want to place a header for your article, so the next thing to do is to go to a site called **Xheaders** which gives you a decent list of free headers to choose from. All they ask for is your name and email address Click [Here](#)

You'll arrive at a page which looks like the one below and from there you'll be able to look at the categories and choose a relevant header from the impressive list.



From there you would select **new** and **load from template library**.

The category I'm looking for is sport and something preferably with a horse racing theme.



Now that I've found a decent banner I want to place the words **Racing Expert Tips** on to the header and in the centre.

You would select **text** the font you want to use (I prefer **Georgia**) size **36** and the colour

you want (I've used **black** for this).



Once you're happy with your chosen header press file (top left hand corner) and save as a **jpg** to your computer and choose **100%** image quality.

Now that you've saved the header on to your computer the next step is to make it visible on your blog article. And go to the side menu on the left and select **layout**. From there you would scroll down and look for the section with the word **header** in it. Select edit and then check the box which says instead of **title and description** (see below).

Blog Title

Blog Description

Image

From your computer:
 No file chosen

From the web. Paste an image URL below.

Placement

Behind title and description

Instead of title and description

Have a description placed after the image

Shrink to fit

Image will be shrunk to 752 pixels wide.

Choose the file you've previously saved and upload it to your blog article. You're now replacing the generic title with a decent looking header and the top of the page (see my example below).



Racing Ex

Friday, 9 December 2016

Racing Expert Tips

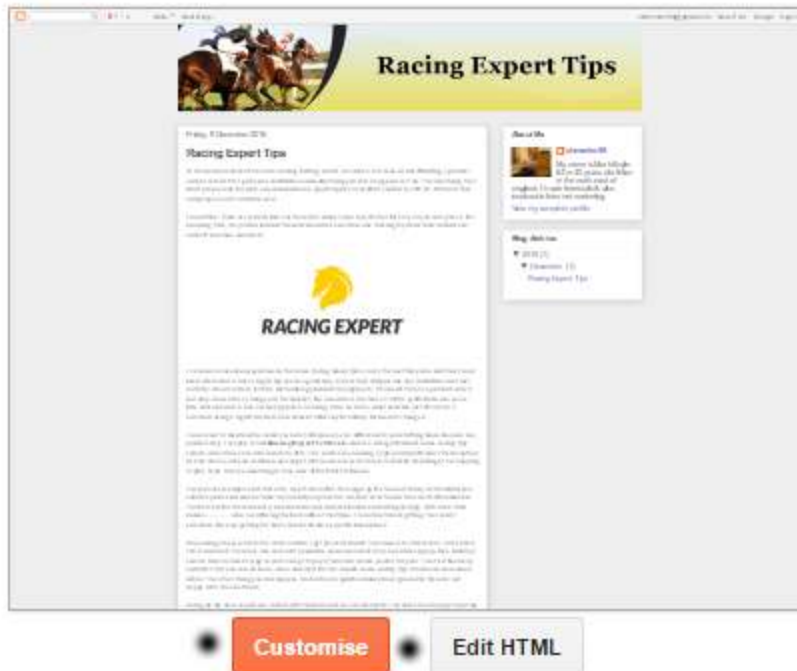
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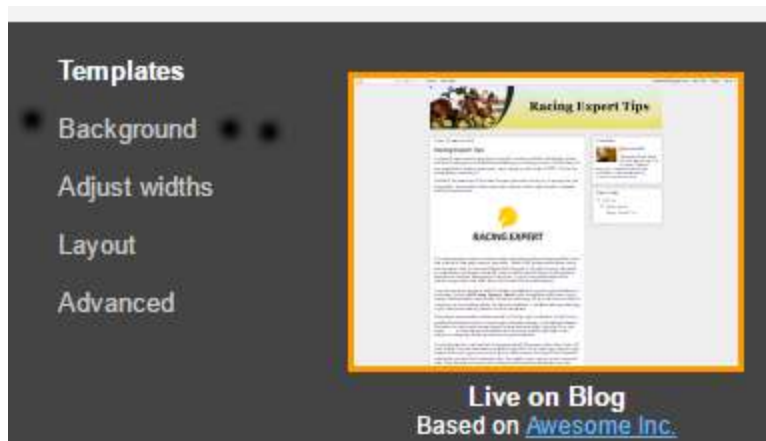
The next thing you want to do is create a background which again like the header I've shown you above is optional, but I recommend this from a looks point of view.

Select **edit** for your article and then **cutomise** (see below).

Live on Blog



And select **background** (see below).



Click the box under the background image and you'll get a choice of images (see below).

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