This eBook was created and written by Sandra Mae.
http://sandramae-online.com

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Learn How You Can Start an Online Business of Your Own – Step-by-Step
http://internetmarketingacademics.com

Contents

Introduction

Internet Marketing is a fun and exciting profession to get into. However, I feel it's important to let those who are contemplating on getting into this profession, to keep in mind that this type of business is NOT a "get-rich-quick" business. So if you are looking to get rich quick, this eBook may not be for you.

I am not the type of person who is into the get-rich-quick scheme of things, nor do I want to be associated with those types of people who are. The fact of the matter is there is no such thing as a get-rich-quick scheme.

This eBook will give some insight into _some_ of the things you will need to know about internet marketing and will reveal _some_ of the resources used that will need to be performed as an internet marketer in order for your business to be successful.

There is of course, so much more to know and understand, and I do have other resources available for furthering your education in this business, but this little bit of knowledge should be enough for you to make a good sound decision as to whether or not you are ready to take the plunge.

So the best piece of advice that I can give you is, if you are SERIOUS about wanting to start an online business of your own so you can begin making money online, then after you read this eBook you need to **take action** now.

Not tomorrow. Not next week. You need to take action NOW.

What is Internet Marketing?

Well – let's put it this way…

Because businesses still need to get their names out there, many have created websites, as more and more potential clients are researching their needs on the internet as opposed to the old phone book.

A company can include all their relevant information on a website, and new clients can find what they need to know without ever leaving their work or home computer desk.

However – internet marketing involves a whole lot more than just creating a website for online presence. Online marketing requires finding unique and effective ways to direct potential clients and customers to your website and business, so you can continue to grow and prosper.

The internet marketing sequence of steps basically fall into **four particular categories** in order to grow and prosper in your business.

These four basic resources of internet marketing are as follows:

Email marketing – affiliate marketing – search engine optimization and - **search engine marketing**.
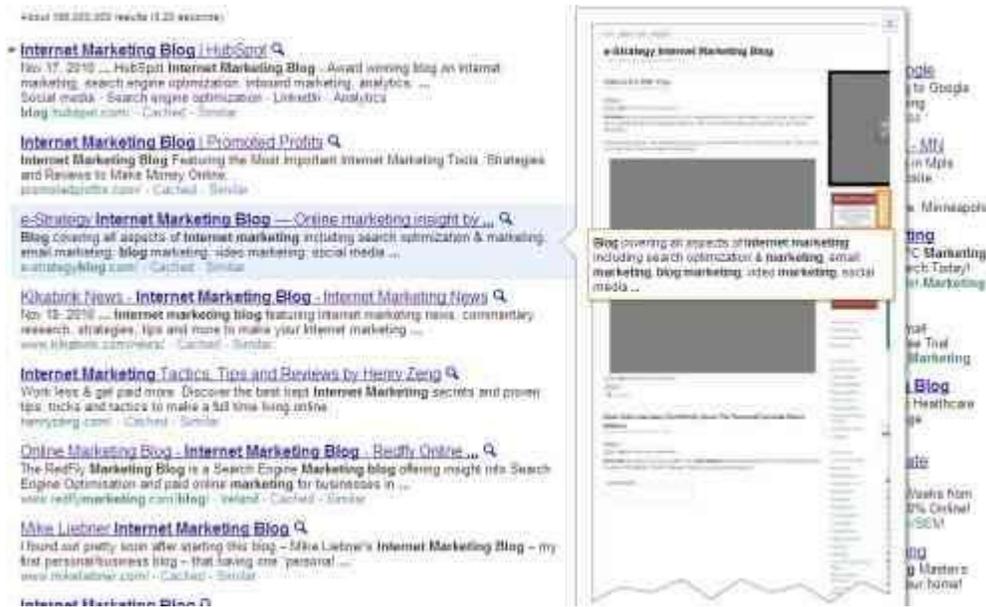
You can add a great deal of presence to your business helping your business to prosper in an economy that depends on the use of internet capabilities.

Each of these has their own potential benefits for your business. Each of them also functions differently, bringing you business from every possible direction available to you.

Let's go ahead and start discussing these four basic resources that are vital to a successful online business.

Search Engine Optimization (SEO)

This is perhaps the most basic and yet – potentially the most difficult of marketing options for the internet.

SEO is the process of creating a website that is identified by search engines such as, Google, Bing, and Yahoo and reported back when a person performs a keyword search through those engines.

For example: if your niche is in vehicle tires, you will want your business's website showing up on the first page of the search results when a person searches for the term, "buy new tires".

In order to affect this solution – you need to understand how a search engine reads a website. It "crawls" information, both in the page itself and in the coding you use when creating your web page – gathering keywords that seem appropriate for your particular niche.

Tagging the images you use on your website – having keyword density – and creating meta-tags will also improve your SEO.

This method of internet marketing is essential for two reasons:

One – you want to be recognized on the search engines without a great deal of effort. By creating a good SEO strategy and maintaining your website so competitors don't get the edge on you – you will find that you place better on the search engine results page (SERPS) and attract more potential customers and subscribers.

The higher your ranking – the more a potential customer is to click to go to your website and follow up with you, feeling your business is credible and a reliable source for their needs.

Web Page URL: http://analyze.forret.com

The Page Rank: 7/10

(the page rank value is 7 from 10 possible points)

Two – is that SEO is a free form of advertisement. You don't pay a cent to advertise your business. Instead – by applying a little work to make sure your website is optimized for search engine crawling and identification, you have effectively bought yourself the cheapest form of advertisement there is.

Email Marketing

One of the best ways to get your message out is to include an email marketing campaign with your online advertising strategy. To do this – you need to build an email contact list by collecting email addresses through your website.

The beginning of building a list might be the hardest part. Yet – once you get adding new email addresses to your list – the more results you will start seeing. There are many ways you can build your list.

Just a few examples would be things such as giving away a free gift like an eBook, report or newsletter. This is very successful and a great tactic to use.

With email campaigns – you can reach a widespread audience. Having an opt-in form on your site is the best way to obtain your visitors name and email addresses so you can build your list.

Search Engine Marketing/Pay-Per-Click Marketing

This is much like SEO. The goal of search engine marketing (SEM) – also known as Pay-Per-Click (PPC) – is to get your website to end up on the first page of a search engine when a specific keyword(s) is searched.

However – with this form of advertising – you pay for your advertising position and you pick your terms and conditions. Rather than having the search engine crawl your site for relevant terms – you define the keyword(s) yourself as well as the advertising area.

You can also determine how much you are willing to pay for your advertisement to be seen when specific keywords are searched. Relevancy of your website to your search terms plays a role in good positioning.

Affiliate Marketing

This is a fantastic way to get started in the internet marketing business. It's simple to do and can be started with little or no upfront investment.

As a site owner, you can search for products or services offered by others and promote those products with a custom unique affiliate link given to you by the product site.

With that affiliate link – you can place advertisements on your site or in your email newsletter and if anyone purchases a product through your affiliate link – you will earn a commission.

When it comes to internet marketing – all avenues are available to every business and anyone can handle creating and managing the campaigns.

However – it is a continuous learning process and there are lots of little tricks that aid in successful online marketing that not everyone has access to.

And this is where my next step comes in. Internet marketing is very easy to do as long as you have someone to SHOW you what to do first and HOW to do it. You will see what I'm talking about in the next section of this eBook.

The Internet Marketing Business

Many people have been searching for information about how to get started in the internet marketing business or what others label as making money online.

Before even getting into detail about this type of business – you need to ask yourself whether or not you are really genuinely serious about wanting to make money online – if you are serious – then you must make sure that you have the right attitude.

There are some myths out there that need to be addressed for those who are skeptical and who need to get rid of that skepticism if you truly want to understand how the internet marketing business really works.

Some Myths

Many people believe that a person cannot make money online. This is indeed very far from the truth. It is in fact, very much a reality.

There are many who DO make money online and you can read testimonial after testimonial about how people who have followed in their footsteps have succeeded as well.

Many people say that it's hard to get started. It really is not hard at all. You don't want to spend all your time researching all the information and misinformation about the topic as that can be overwhelming in itself.

You will find yourself always learning about the subject but not actually getting started with it. It all begins with learning the basic web skills.

This can be frightening to many but it doesn't have to be. So many times people take something that's very simple and make it so complicated that they just throw their hands up and give up altogether.

When you are taken by the hand – it makes the process of learning and understanding a lot easier.

Some people say that they don't know anything about computers. There are a lot of people that don't know anything about computers.

Many people out there from all walks of life and of all ages are making money online simply because they TOOK ACTION despite their doubts of not knowing anything about computers.

Many of these people don't have any technical background at all. That didn't stop them from taking action. If you want a life change for the better then – take action.

Some say they don't have the time. Even if it's spending one hour a day – you're being productive. Get up an hour earlier or stay up an hour later.

Utilize your time efficiently so you can be more effective with what you are working on. Do something during your lunch time at your full time job. Take control and just do something. Don't waste time – utilize it effectively and efficiently.

The last three myths mentioned are more of an excuse for those who are NOT serious about getting started in the internet marketing business.

If you are serious about getting started in this business then you CAN push through despite what most people believe or say about it.

Getting Started

There are three things needed in order to get started in this business. <mark>You must have</mark> **a domain name**, a **hosting account** and eventually an **autoresponder service**.

One thing that needs clarifying here and that is there is no way of getting around having a web business for free. It's a business and like any business, there comes a small investment.

In order to have a proper web business, <mark>**you must have these three tools**</mark> to start out with. Without a domain name, hosting account and an autoresponder – you cannot have a web business online.

Now many will argue that you don't need a website to make money online and this is true to a degree but it is very difficult to do. A person can make money but not residual enough to make it a full time income.

If you want a web business where you can make a residual full time income online, then you will need a website. An online web business is just as serious an endeavor as an offline business.

They actually are both the same. The only difference is one is online and the other is offline.

Having a domain name and a hosting account is a very small investment and very inexpensive as well. You obtain a domain name at a Registrar such as GoDaddy.com and will cost about $12 a year.

Once you have a domain name registered, you need a hosting account which normally costs anywhere from $8 to $10 a month. Hostgator.com is an example of a Hosting company where you can host your domain name.

There are many other Registrars and Hosting companies located on the web so make sure you research them out and choose the one that suits your needs.

With this said – GoDaddy and Hostgator are the most popular and are deemed very reliable.

There are various autoresponder services as well so just like the registrars and hosting companies – do your research on what autoresponder suits your needs.

The two most popular autoresponder services are [AWeber](#) and [iContact](#).

They both have a reasonable monthly cost of $18 to $19 a month. Aweber oftentimes offers special pricing for a first time subscriber.

You can learn the skills of setting up these web tools by viewing various video tutorials or reading information on the web. However – most people always like to SEE HOW to do this by viewing video tutorials.

Once you learn these simple skills – you will then be ready to create a one page website or a multiple page website so you can start making money online in the internet marketing business.

You can learn the DETAILED basics of Internet Marketing for FREE by visiting [Internet Marketing Academics](#).

Internet Marketing Terminology

In the last section, I discussed the three basic tools you will need to get started in the Internet Marketing web business. They included a domain name, a hosting account and an autoresponder.

Now I do understand that many of you may already know and understand these terms but I want to make sure that those who are just beginning in the internet marketing business don't get that feeling of being left behind.

Going through some of these basic terms now will help you to understand exactly what marketers are talking about when they are mentioned later on in your internet marketing journey. You will already be aware of what they mean.

The last thing you need is, asking what a URL is for example, and having that feeling of embarrassment because you have to ask what it is, especially when you have that feeling that maybe you should already know what it is.

Many times when someone teaches internet marketing, they tend to assume that you already know what these terms mean and don't bother to explain exactly what they are plus, it kind of puts you a little ahead of the learning curve. So let's take a look at some of the basic terms.

Internet Marketing Terms

URL – These are easy initials to remember. However – it really has an ugly name to it. URL stands for Uniform Resource Located. See what I mean?

Isn't it an ugly scary name? Anyway, A URL is simply – the specific address of a web page. Most of the time, they start out with "www". Every web page is a URL and a URL is basically a domain name.

Domain Name – I'm sure you already know what this is. This is basically the name of your website. For example: www.nameofyourwebsite.

Website – Is a collection of information. A virtual store so to speak. Think of it like a mall.

Web page – A website may be made of many individual web pages. Each web page has its own URL. Think of a web page like an individual store inside a mall.

Browser – Is a program that allows you to view web pages. When you turn your computer on – what do you click on to view information online?

Internet Explorer, Firefox, Chrome, Safari and Opera are examples of browsers.

Registrar – This is where you actually go to buy a domain name. There are loads of different registrar companies on the internet and the most famous is GoDaddy.

GoDaddy offers hosting as well but they're pretty much known for their domain registration services (or registrars as they are most commonly known).

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