

Online Marketing Course

Internet marketing strategies for beginners!

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Introduction

This ebook was written as a result of my interest in online marketing. Over the past several years I have bought many ebooks, courses and read widely on the subject.

When I first started in my online marketing journey I was totally overwhelmed by the amount of information out there, I had also spent a lot of money trying things out! Where does someone new to all of this start? I gradually made my way through and learned a lot of things.

This ebook is my attempt to distil some of the basics of internet marketing. I do not claim to be an expert but I have gained some knowledge that I hope will be of use to those new to it. Even if you have some knowledge in this area, perhaps you will still learn a couple of new bits that will contribute to your knowledge.

This ebook should provide a good foundation from which to learn more.

I hope you enjoy it.

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1 - Keyword Research

Keyword research forms the backbone of all online marketing. As such it is one of the most important steps. Time spent here will be richly rewarded and time should be taken to do it properly.

Keywords are the words and phrases a user may type into a search engine in order to find information about a particular subject. For the online marketer, it would be very useful information to know what people are typing into their browsers to find a particular product or service.

Say you had a business opportunity that you wanted to promote, it would be a useful thing to know the demand for the product before you entered the market, it saves time and money!

When you know the demand for a particular product or service, you can see whether it is viable and profitable to enter the marketplace. If you already have a product or service and just want to promote it, keyword research would tell you what people are typing into their browsers in order to find it. You can then find the keywords with the most demand and target those keywords in your marketing campaign.

So how do we find what people are searching for and what keywords they are typing into their browsers to find a particular product or service? Well, there are several ways to do keyword research.

The best way is the cheapest way and that is to use your brain! That's right, use your brain. Put yourself into the shoes of your target customer, who are you aiming at? Who are your customers? If you were a customer looking for your product/service, what would you type into a search engine to try and find it? Simply brainstorm and jot down everything! I mean everything, do not discriminate at this point, you can do that later.

In addition to using your brain, you can use software to help you. Here are some free online tools you can use to brainstorm more keywords.

[Digital Point Keyword Tool](#)

[Google Adwords Keyword](#)

[Nichebot](#)

[Overture](#)

Simply enter a keyword, such as 'business opportunities' and the tool will provide a list of associated keywords. Of course they will not all be relevant, so pick out the ones that are relevant to your business. For example, if you

were promoting a business opportunity, you would not want to use the keyword 'business opportunity ebook', unless of course it related to what you were promoting. Ideally you would be more specific such as using 'vitamin business opportunity', or 'internet business opportunity'.

The other way to find a list of keywords is to use commercial software. Whilst not free, they do offer some great benefits, especially saving you hours of manual research. Two of the most popular are:

[Keyword Elite](#)

[Ad Word Analyzer](#)

Once you have a keyword list, you need to find out the **demand** for those keywords. The demand is the number of searches the keyword gets per day or per month. The Overture keyword tool is very popular and provides information on the number of searches for a particular keyword made in the previous month. You can do this research with the following free online tools.

[Overture](#)

[Digital Point Keyword Tool](#)

Open the Overture tool using the link above. In our example we will use 'business opportunities'. You can see with the Overture tool, that the keyword 'business opportunities' received 182,902 searches in the previous month (at the time of writing). The other related keywords, such as 'online business opportunities', has only 6154 searches (still a significant number!).

Bear in mind that the online tools usually show you the demand for a keyword in the USA. This is important because if you live in the United Kingdom and say that you were selling wine online, you would want to find customers in the UK (unless you were prepared to ship abroad). For example, the Overture tool may show a monthly search for wine of say 40,000, when in fact the number of searches specifically from the UK for wine may only be 5,000 (an example only!). So the figures may not provide an accurate picture. If your product or service is aimed at a worldwide audience, then the Overture figures will be ok as the USA market will give you a rough idea of the worldwide demand.

There are tools available that allow you to find country-specific demand for a keyword so you get a more accurate picture of the marketplace. The following are tools that allow this.

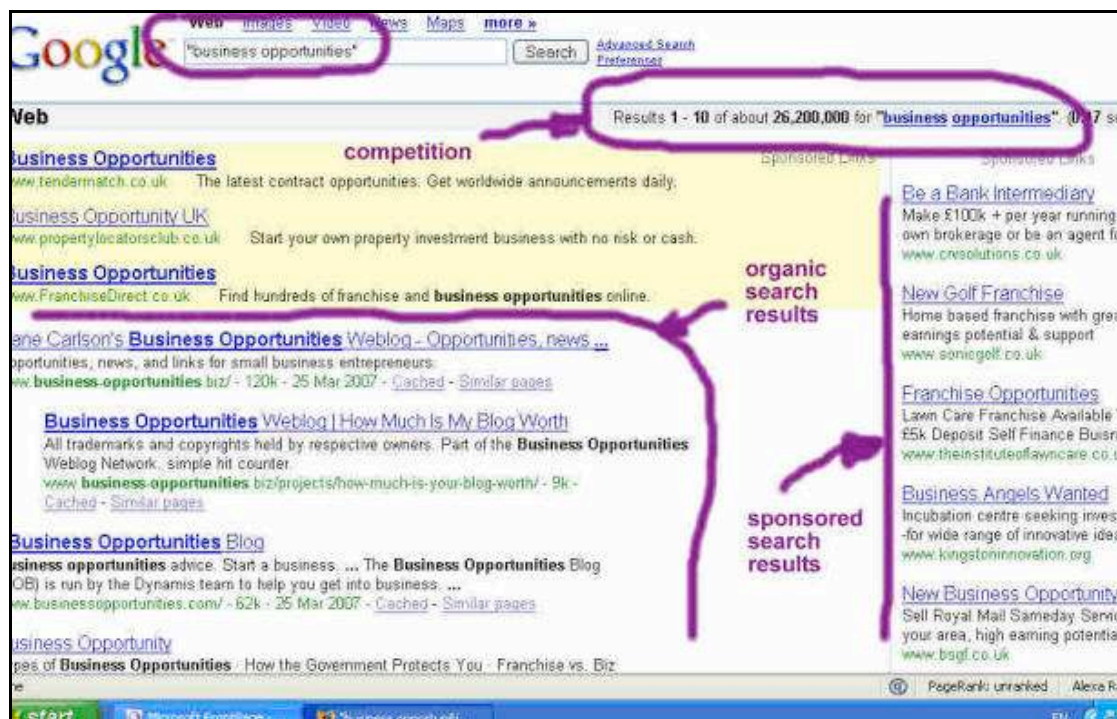
[Digital Point Keyword Tool](#) – free
[Nichebot](#) – online paid for service
[Ad Word Analyzer](#) - software
[Keyword Elite](#) - software

If your product/service is country-specific, then you need to get country-specific data.

Ok, so you have done some research and brainstorming, got a list of relevant keywords, got the demand data for the keywords and the figures look promising.

The final stage is to figure out the supply or the competition! There is no point in promoting a keyword if the demand is high but every other marketer on the Internet is also after that keyword. Take for example, 'business opportunities'. This is an extremely competitive market and the keyword 'business opportunities' may have huge demand, but the data also suggests that the competition is enormous!

So, how do we find out the competition? First you need to decide if you want to use the natural or paid-for search listings. When you type a keyword into Google, the results that show up on the main page are the organic results. The narrower column on the right hand-side consists of sponsored adverts that users have paid for to be there (more on this in a later lesson).



The competition is the number of pages listed in the **organic search listings**. If you look at the top right of the Google main window you will see a number, that is, the number of pages that Google has listed under that search term. Understand that this does not give you the true figure. To get a more accurate figure, put the keyword you are researching, within an apostrophe. So in our example type in "business opportunities" (*with the commas*) and the number you get is **26,200,000** (without the apostrophe, the number of pages is **187,000,000!**). This gives you a truer picture of the competition.

As you can see, with our example keyword, 'business opportunities', the competition is massive at over 26 million pages listed! It would not be wise to target this keyword as we are highly unlikely to get a decent ranking for it. You want to find keywords or phrases with high demand and low competition. What is high and what is low is subjective and also depends on the industry.

I would say a good figure to go for would be a demand of greater than 250 searches per month. You need to realise that this is not a hard or fast rule. If you have a very niche product, for example, a 'red leather cat flea collar', then the number of searches will obviously be lower than for a term like 'business opportunities'. In the case of the flea collar, a monthly search of 20 may be sufficient as the keyword is very targeted. So, the number of searches (demand) will depend on what your product or service is like.

And this brings me to another point to consider with keyword research. Keyword phrases like 'red leather cat flea collar' is more targeted than 'flea collar'. As a general rule, the more keywords within a phrase, the more targeted the user is likely to be and the more likely they are to convert into a sale or lead. A more general keyword such as 'flea collar' will not be targeted. The user may be searching for what a flea collar does, where you can buy a flea collar or just information about whether flea collars work! Therefore, the more targeted (specific) the keyword the better. However, this also means that the demand (searches) will be lower as will be the competition. As a rule of thumb it would be good to try and get a list of keyword phrases with at least 3 keywords in the phrase such as:

Home business opportunity
Internet business opportunity
Free business opportunity

Etc.

That's the basics of keyword research! Find the demand (searches) and supply (competition). If you come across a high demand keyword with low competition, then you are onto a winner! It is important to do good keyword research, so spend time doing this.

If you can get the tools you need for free, then why have paid software like [Keyword Elite](#) and [Ad Word Analyer](#)?

Great question. The main reason for me and most others who take their internet businesses seriously is that it saves time! And potentially lots of it! You simply type in the keyword phrases and press go! The software drags out a list of related keywords and also picks out the supply and demand for each of the keywords. You can then sort them and quickly find potentially great keywords very quickly. I use the software all the time and it just streamlines

the work. I love both [Ad Word Analyzer](#) and also [Keyword Elite](#), both do a similar function and also with some differences. I would say, [Ad Word Analyzer](#) would be better if you are looking at doing lots of pay per click marketing (a later lesson) and [Keyword Elite](#) if you are looking more for organic search listings. There is no need for paid software mind you, simply use the free tools mentioned above and your brain, they do the same thing, but just takes a bit longer.

TASK

- 1) Brainstorm a list of at least 20 keywords that users would type into a search engine in order to find your offering.
- 2) Pick some keywords to expand upon them to make them into keyword phrases
- 3) Find the demand for those keywords
- 4) Find out the supply for the keywords
- 5) Pick the 5 Top keywords with high demand and low competition. If you do not have 5, then do more brainstorming!

Congratulations on completing this segment of your online marketing education!

2 - Domain Names

When you start an online business it is wise to start thinking about getting yourself a domain name. There are a variety of reasons for getting one and even if you are promoting an affiliate program, it is still useful to get one for marketing purposes. Some of the advantages are:

1. More professional image
2. Your own email address e.g. bob@domain.com
3. Flexibility for online marketing
4. Have your own professional looking website

You may already have a domain name in mind and that's great. You can use your own name or you may have something else in mind that you like. If you have no idea how to go about choosing a name then this section is for you.

Well, if you have not yet chosen one, then what you choose would depend on your keyword research! Yes, the keyword research you did in Part 1 of this course. Pick the main keyword that best describes your product or service. Ideally, it should also conform to the high demand and low competition guideline.

It does not matter if your domain name has several keywords in it such as www.law-of-attraction-beyond.com. Obviously, the shorter the domain name the better, partly because it is easier to remember.

Now, if your domain name contains several words, you should link them together with a hyphen and not an underscore. It is ok to not separate the words with a hyphen and to just string them together into one word. The hyphens can make it easier to read. There is some debate as to whether you should hyphenate a domain name or not, but no real conclusions yet, so do what you want, I personally prefer to hyphenate if the domain is long'ish.

To .com, or not to .com. Well, if your site is international or USA, then a .com domain is usually best. If your site is aimed at a particular country, say you are selling wine to the UK market only, then a country specific .co.uk domain would be better. It helps with search engine optimization and also gives the user an idea of which country audience the site is aimed at. If in any doubt, it is safer and best to go with a .com domain.

Once you have a domain name idea, you need to register it. www.GoDaddy.com is one of the cheapest and most popular domain registrars on the Internet and I would highly recommend them.

They don't register .co.uk domains and if you need one of these I recommend www.123-reg.co.uk/. They are quite cheap!

Alternatively, just type in "register domain name" and you will get a list of companies that will register one for you.

TASK

1) Choose a good, appropriate domain name for your online business or website

5) Register your domain name at www.GoDaddy.com or www.123-reg.co.uk/.

Congratulations on completing this segment of your online marketing education!

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