

Internet Marketing Power Strategies for the Small Business Owner:

***Drive Loads of New Customers to Your Small Business with
These Advanced Web Marketing Techniques***



By Gary Nealon & Michael Geary

Intro – Please Read First

Congratulations! You've made a smart decision by purchasing this product and dedicating yourself to growing your business to entirely new levels using the power of the internet.

Whether you're an accountant, an attorney, a doctor, a chiropractor, a general contractor, a landscape architect, a real estate agent, a bar or restaurant owner, a retail store owner, a gym, or even a professional clown... people are searching for your services or products on the internet. And if your website is nowhere to be found, guess who is getting all of the business... your COMPETITORS!

Even if you're already an advanced internet marketer, I'm willing to bet that you'll find at least a half-dozen or more new strategies in this course that you can implement immediately to get TONS more traffic to your websites.

The internet is fast becoming the #1 source of information for people that are searching for a certain type of business. Think about it... in this day and age, practically no one uses a phone book anymore to search for a local business. Now, they just go online and have their answer in a matter of seconds. And while "word of mouth" and TV/radio advertising are still viable means of getting exposure and obtaining new customers, the internet is now king (and if you know a few tricks, it's even easier, faster, and cheaper than TV, radio, or newspaper advertising).

A word of warning... If you have no clue how to get exposure on the internet for your website, you will be left in the dust, and your business is on thin ice in these new times.

Rest assured that you are in good hands with the information we've put together for you in this course. Some of the secrets you'll learn in this manual are marketing techniques that would have taken you 5-10 years to figure out on your own or gather from various places separately.

In fact, it's taken me almost 5 years to master all of these strategies, but the end result is that I currently have a 7-figure online business with only 1 employee (soon to be 8-figures) and I get over 8,000,000 (yes, that's 8 MILLION!) visitors per MONTH to just 4 of our websites. So I guess you can say I know a thing or two about how to generate website traffic.

Think about those web traffic numbers for a minute... As I talked about on the home page to this product...

We get over 3.7 Million visitors to just 1 of our websites in PER MONTH!

...that's 123,946 unique visitors/day or 5,164 visitors/hour. The amount of visitors to this one website of ours each and every day would fill about 5 major league baseball stadiums. And that's 24 hours a day, 7 days a week! In a year, we can get over 45 million unique visitors to our website... that's a lot of filled baseball stadiums!

Can you imagine 5 baseball stadiums worth of people getting direct exposure with your business in just 1 day?!

The numbers are truly staggering with what you can achieve through internet marketing!

I don't present all of these traffic and revenue numbers to brag... Rather, I'm trying to help you begin to see the massive power of the internet for building a HUGE business.

My co-author for this manual, Gary, has also built a 7-figure online business in an entirely different niche from many of my sites (so we bring diverse methods together to teach you in this course), and Gary has expanded from just selling locally, to also selling nationally (and even internationally now too).

That's the beauty of this... if you have a local business and just want to increase the amount of customers and business you do on a local level, then you'll find the answers in this manual. However, if you also want to expand regionally, nationally, and even internationally, the strategies you'll learn here will allow you to grow an international online business "empire" if you choose to go after that goal.

As you go through this manual, don't feel as if you have to implement every single strategy that we talk about. Each online marketing method that we'll discuss in here is very powerful and you can choose to attack all of them, or choose to master just a couple of them.

One of the things I've learned from networking with dozens of extremely successful marketers in recent years is that the most successful marketers seem to have mastered 1 or 2 specific marketing methods, but tend to lack on others. That just shows the power of even mastering just a couple of these techniques we're going to cover in this manual.

If you have employees or business partners, it may actually make sense to delegate different marketing strategies to different people in your company. That way, each person that is assigned a particular marketing strategy can really focus all of their efforts in mastering that particular method. On the other hand, if you want to keep things simple and handle all of the marketing yourself, you can still do very well in the long run, but it may simply take you longer to implement all of the techniques. Just take one technique at a time and give them each focused attention.

One of the reasons that Gary and I decided to co-author this program together is that we each specialize our expertise in different online marketing techniques. This aspect actually makes this product that much stronger in that we're bringing both of our experiences and expertise together for a more complete package to help you grow your business.

Ok, let's get started...

Getting Started- Website Basics

Note: *For those of you that are already advanced internet marketers, we'll get into the more advanced marketing details in a little bit, but first we need to start with some basics for those that are online marketing beginners and need help getting started with basics such as domains, hosting, etc.*

Before we start talking about all of the online marketing techniques that are going to skyrocket your business, let's talk about the actual website itself. There are a lot of companies out there that make a lot of money convincing business owners that they need a flashy expensive site in order to start gaining business from the internet. This is simply not true....

In fact, some of the simplest sites out there generate the most traffic and customers. The reality is, information and content are the keys to a successful site. You could literally spend tens of thousands of dollars on a fancy website and never see a single customer from it (this is one of the reasons we decided to put together this program). You'd never believe it, but before we put together this course, we even heard about a couple business owners that friends of ours knew that spent between \$10,000 to \$20,000 to build a very simple and basic website... How ridiculous is that?!?! They didn't even realize they could have built the same exact website for less than \$100.

So before we get into all of the juicy details about getting your site to the top of Google, Yahoo, and others, let's walk through how to buy, setup, design, and host a website on your own (and keep those thousands of dollars in your pocket!).

Buying a Domain Name

A domain name is simply the website address that someone will type in to find your website. www.truthaboutabs.com is one of the many domain names that we own for our online businesses. So how do you go about buying a domain name on your own? There are a wide range of sites that you can go to buy a domain name, but the most popular, and easiest to use is [GoDaddy](http://GoDaddy.com). They also offer a full service package that will allow you to buy, host, and design your site all from the same company. I use this site to buy all of my domain names.

We will get into the keys to finding the perfect domain name (that is keyword-rich, yet simple) later on in the SEO section, but when you start searching for the perfect domain name for your business you want to find something that is:

- a) easy to remember for your customers
- b) that describes your business or the products that you offer
- c) that will stand out and draw attention

A word of warning, most of the obvious domain names will already be taken, so you might have to get creative. If there is a domain name that you absolutely must have, you can often buy that name from someone else, but it will definitely cost you a lot more

(so make sure it is worth it). The average domain name on Godaddy will cost you \$9.99-\$19.99.

Cool Tip: If there's a domain name that you really want that includes some important keywords related to your business, but that domain is already taken, a little-known trick is that you can simply use dashes in between the words on your domain... or you could simply add a number onto the domain. For example, let's say that you wanted to buy *www.PhiladelphiaAttorney.com* (which is already taken)... Instead, you could buy something such as:

www.Philadelphia-Attorney.com
or
www.PhiladelphiaAttorney123.com

Those may already be taken as well, but the point is just to give you the idea of how you can still get a great domain by just making a few minor adjustments.

Also, if the .com version of the domain name that you want is already taken, be sure to check the .net or .org versions too. I usually stick with .net or .com because those are the most common and customers will tend to forget other versions.

Beware: use caution with buying any domains that may include word combinations or brand names that are Trademarked or otherwise protected by law. If you try to just add a number or dashes to a trademarked term, you may end up getting a letter from an attorney telling you to cease and desist.

Website Hosting

Ok, so now you have the domain name that is going to take your business to the next level... so what is next? Now you have to find somewhere to host it. Where you host a site is really just where you store the files that contain the code behind the design and layout of your site. As I mentioned, [GoDaddy](#) can also host your site, but this is bare bones hosting and if you plan to get decent traffic levels, you'll want to find a more advanced host.

If you have a really simple site that is just giving the basic information about your business, Godaddy will be adequate for hosting. If you are planning to sell products on your site, or have a website with a lot of pages, images, or videos, I would recommend hosting your website somewhere else. The company that I often use, and would recommend is [Host Gator](#). They offer reasonable rates and good service. Unless you are getting into a very complex website with big traffic levels, the basic package from any hosting service should be more than enough.

Website Design

This is where you could end up spending big bucks if you are not careful. Paying a website designer to put together your site can cost anywhere from \$500 and up (with the sky being the limit!). Again, if you are going for a basic, no frills site, Godaddy has some really easy to use templates but they won't offer much in the form of a custom look.

You can also buy templates from a site like www.templatemonster.com that will offer more of a variety and some custom features for very little cost. Remember, to build a great website doesn't mean that you have to spend hundreds or thousands of dollars. With some of these options for simple templates and editing programs, you can get a website going for under \$100 many times.

One option you have is to use an easy-to-use website editor program such as [xsitepro](#) to build your website. This program makes it easy for you to use one of their templates or use a blank template and insert your own graphics and text. So the way this whole thing would work together in terms of domains, hosting, and editing would be:

Domain: can be bought through [GoDaddy](#)

Hosting: can be hosted through [Host Gator](#)

Editing/Design: can be edited and designed through [xsitepro](#)

Once you have your site built, it is important to fill it with as much relevant information as possible, and keep it organized and easy to read. When building your website, keep in mind the most important **call-to-action** that you want your prospect to take...

Do you want them to call a number to get more info from you?

Do you want to sell an actual product on your website?

Do you want to direct them to visit your store or business location?

Everything you do on your website should lead your prospect into taking action on what you want them to do. If you want them to buy a product from the website, lead them through a strategic sales process to the product(s). If you want them to call a number, tell them front and center the benefit of them calling the number and give them the number right there! Don't keep the info hidden on a contact page.

Now that we've gotten some of the basics of websites out of the way, let's move on to the good stuff...

Conversion Elements of Your Website

Conversions and conversion rates will be an important aspect of your site. A conversion will mean different things to different people depending on the industry you are in and the product or services you are selling. For a service industry like a contractor or builder, a conversion may mean a sales lead in the form of an inquiry. If you are selling a physical product, it may mean an actual sale. For others, a conversion may be someone signing up for your newsletter. Whatever your goal might be, it is important to establish goals for the site and set up a way to track them. So how do you do that?

Monitoring Conversions and Goals

There are a couple of ways to track performance, but the simplest would be Google Analytics (www.Google.com/analytics). Google Analytics is a free service offered through Google that allows you to analyze traffic patterns, monitor conversion rates, and really find out where visitors are coming from, how long they are staying, and where they are going from there. The way Google analytics works, is by placing special code within your site that will track the goals that you establish.

Below is a screen shot of what the “dashboard” looks like for Google Analytics. On the left you will see your options where you can really break down the traffic patterns to find out where visitors are coming from (traffic sources), what pages they are visiting (content), and information about the visitors. The analytics dashboard is a great way to monitor some of the other topics that we talk about later.



As I mentioned before, most web designers are going to recommend the flashy, visually appealing websites, but most of the best performing sites are very basic. Your site doesn't have to be flashy if it offers visitors the information they are looking for and piques their interest about your product or service. Graphics and images are always important in describing or visualizing your product, but it is going to be the content and how it is displayed that will increase conversions.

There are companies that literally spend millions of dollars a year split-testing their sites and trying different marketing techniques, only to find out that these tried and true methods work the best. Rather than wasting your time or money, here are some of the most important techniques for increasing conversion rates for your site.

Testimonials/Customer Feedback

Testimonials are one of the most important aspects of any successful website. When customers are searching for a service or a product, they want to know that your company has a good reputation and you can be trusted. The easiest way to build that trust is to have your previous customers speak on your behalf. By providing feedback from other customers, you are building a level of trust that couldn't be achieved by simply claiming to be the "best" (which is what everyone does). Getting customer feedback isn't always easy, so you might have to get creative with the way you capture that information. Every type of business will be different, but if you have the ability to offer a free bonus, cash reward, store credit, or something to entice a response from happy customers, it will go a long way in securing new ones.

The testimonials should be one of the first things that a customer sees when they get to your site. Statistics show that by putting testimonials at the top right of the page, it will not only be more visible, but it will also increase conversions by 5-7%. Below is a screen shot from the kitchen cabinet company that I helped. Notice how the first two things that you see on the page are customer testimonials on the right, and an excerpt from a blog entry about the company. By simply moving the testimonials from a sub page to the top of the main page, they were able to increase conversions by 9.5%!!

The screenshot shows a website layout for RTA Cabinets. On the left is a sidebar menu with categories like Crown Molding, Toe Kicks, Plate Racks, Wine Racks, Base End Panels, Wall End Panels, Mullion Doors, Distances, Filler Pieces, Refrigerator Panels, Island Panels, and Kind of Stain. Below these are sections for Rev-a-Shelf Kitchen Cabinet & Bathroom Vanity Accessories, RTA Bathroom Vanities, and RTA Bathroom Vanities. The main content area features a testimonial from WNY Handyman, a featured article from Ezine@Articles, and a PayPal logo. On the right, there is a 'Testimonials' section with a quote from Josh P. in Philadelphia, PA, praising the service and ease of assembly.

Testimonials

"I just wanted to thank you for saving me over \$3,500 on my new [rta kitchen cabinets](#)! I was about to buy similar [kitchen cabinets](#) at Home Depot when a friend told me to check out your website. I couldn't believe how much they were marking up their cabinets! I was able to use your installation guide and save money on the labor as well. I can't thank you enough."

Josh P. - Philadelphia, PA

Here are some pictures of the [Ginger Maple Cabinets](#) that I used for one of my rental properties. Service was great... I got the cabinets within a week, and assembly was easy. I will definitely be using your [kitchen cabinets](#) when I remodel my other

Establish Authority

With access to so much information on the internet, it is important to establish yourself as an authoritative figure in your industry. This also comes down to a trust factor. If a potential customer views you as an authority figure on the topic

that they are searching for it will build the trust factor and lead to more conversions. So how is that accomplished? One of the easiest methods for building industry credibility is by writing articles about your field of expertise.

There are literally thousands of article databases out there that people turn to for information. By writing about your field of expertise, you will be establishing yourself as an expert or authority on that particular topic. Writing articles actually provides multiple benefits. Not only will it establish that authoritative image, but it will also help establish back links and provide relevant content for your site (these are topics that will be addressed in more detail in later sections).

Industry Awards / Publicity

It goes without saying that an easy way to separate yourself from others in your profession is through industry awards and recognitions. This is why it is extremely important to participate in not only your particular industry's organizations, but also community organizations. Any awards or recognitions you receive should be prominently displayed on the main page of your website. It is also a good idea to display the logos for any of the associations you may be a member of. Promoting industry associations and organizations on your website will just boost consumer confidence in your product or service. This all ties back into the trust factor with potential customers, and will ultimately lead to higher conversion rates.

If you've been featured in any magazines, newspapers, or local TV news or radio stations, make sure to put that on your website to establish credibility. Nothing gives people the confidence about your credibility more than knowing that you've been featured on TV, radio, magazines, or newspapers. You can even include a clip of your video or audio appearance if it was TV or radio, or an image of your appearance in the magazine or newspaper for proof.

Note: Although we've been talking about establishing credibility and authority, your website should NOT be all about you... keep in mind that the main focus still needs to be on what **benefit your customer will receive** from your product or service.

Give away freebies

Did you know that you can nearly double or triple your conversion rates AND the average dollar amount of each transaction by simply giving something away? A freebie doesn't always have to be a physical product, and most of the time it won't cost you a dime, but it should hold some value to your potential customers. Giveaways can really fall into two different categories, and both serve different purposes.

1. Contests- the goal of a contest is to create buzz about your company and capture the attention of potential customers. This can be as extravagant as a free vacation or a free dinner for two. If structured properly, a contest can accomplish several goals at the same time-

help secure customer feedback and testimonials, and create buzz about your product. One of the most successful formats for a contest is to give a prize for customer feedback.

By offering a cash prize for the best story about your product, or how your service impacted their lives, you are enticing customers to provide honest testimonials and feedback for your business that can be used to secure new customers. By requiring people to register for the rules and regulations, you can also secure some leads from people that may be curious about the contest but didn't actually buy your product(s). Designing a well-structured contest can be time consuming, so I am even going to supply you with a template to use. By going to <https://www.rtacabinetstore.com/order-management/kitchen-renovation-contest> you can request a copy of the contest rules and regulations that I created for a friend's business. The response and amount of free content that you will receive from a contest like this is well worth the investment or cost of the prize that you are giving away!

2. Free product or service- this is a freebie that doesn't require entry into a contest or lottery. Some of the best freebies don't cost a dime, but offer valuable information that potential customers are looking for. This might be a free report or analysis, free subscription to a newsletter, free product for coming into the store, or a complimentary product or service to what you are offering. Free products can be used in one of two ways -- to give a perceived value of your product that is far greater than the asking price, or to capture the visitor's information for additional marketing (which is what we will talk about next). In either case, you are adding value and separating your business by providing a free product or service that the competition isn't offering.

Keep in mind, the ultimate goal of either type of giveaway should be to increase conversion rates and generate repeat business. For some industries, it can actually be advantageous to give away the core product/service for free the first time. This can be the best giveaway of all, because over time it can result in 5-10 times the revenue that one paid visit or purchase will produce. The perfect example of this would be a business that offers a membership or subscription, like a fitness facility.

Capture Information

Information is one of the hardest things to obtain from a visitor to your site, but it is certainly the most important (next to a completed transaction). This actually goes hand in hand with the giveaways, because you are basically exchanging that product for their information. By enticing a visitor of your site to provide their contact information, it is giving you a free lead that can then be followed up with by e-mail or phone. While you will inevitably get customers that will submit their

information freely through a contact page or e-mail, the majority of visitors to your site are not going to provide that information unless they are encouraged to do so. This is why it is important to offer them something in exchange for that information.

By capturing their information, you are also building a customer list. A well-managed customer list can be just as valuable as the day to day business that you are currently doing (this is a subject that will be covered later). As you gather information from customers and visitors to your site, it is important to have a plan for follow up and multiple communications.

Follow up with prospects

Capturing a customer's information is one thing, but too many business owners don't take the time to follow up with the information that they gather. For most products and services, the average number of visits by a customer is 3.4 times (if you have a product that is averaging fewer than that, consider yourself lucky!). With an extended sales cycle like that, it is important to keep your product or service on that customers mind through constant follow up. By capturing their information, you now have the ability to contact that customer multiple times before they make their purchase, which will increase your conversion rates.

This is especially important in cases where a customer may be soliciting a bid or quote for your product or services. Each time you contact that person after the initial contact, you are increasing your odds of converting that into a sale. Follow up communications don't have to be a hard sell, but they should point out key aspects about your product or service, while at the same time offering something new to ensure the recipient will actually read your e-mail/letter or take your call. Some industries may require a phone follow up to give that personal attention, but in most cases, an e-mail follow up will work just as well.

E-mail Marketing

E-mail marketing is one of the most effective methods of follow up because you can reach a large number of people with the same message. As I mentioned in the previous section, e-mail follow ups are a great way to increase your conversion rates by reaching out to that potential customer multiple times before they actually buy or use your product or service. Where most companies drop the ball is by not taking advantage of that customer list they have built. By taking advantage of e-mail marketing, both before a completed a sale and as follow up after that initial sale, you are increasing your odds of generating repeat business.

By sending out e-mails at regular intervals about new products or services, new trends, industry news, useful tips or tricks, or anything that may pertain to your business in general, you are keeping your company and your services fresh in that customers mind. It is amazing how much repeat business can be generated

through e-mail marketing campaigns. The key to successfully utilizing e-mail marketing is to get visitors to opt in to receiving e-mail updates or future correspondence. Sending out emails with offers to people that did not opt-in to your list can result in you being flagged for spam.

Note: You may see offers or be approached by companies trying to get you to rent or buy bulk email lists. Beware of this as it is almost always a useless list. These lists have no association or trust with you, as the list was built by some other service, so getting a response from a purchased list is very unlikely. There are some exceptions to this, but they are rare. Bottom line – don't bother buying lists... build your own list of your own subscribers and customers!

Setting up automation

The program that we use for email marketing and automation (which is a pretty simple program) is called [Getresponse](#).

Another option you can use for email marketing is called [Aweber](#). We personally use Getresponse, but I've heard good things about Aweber as well.

Now that you know what e-mail marketing can do and how to lay out an eye-catching e-mail, it is time to start your first campaign. If you are like most business owners, free time is hard to come by, so another option for e-mail marketing is to automate the process. By automating the process, you can send out consistent e-mails at regular intervals, without having to spend hours of your time retyping an e-mail each time someone opts in to your mailing list. These are called "autoresponders" in the internet marketing world.

Autoresponders are emails that your prospects or customers will get after they sign up to your list, and you can set them up to go out at regular intervals on specific days after they subscribe... for example, you can set it up so they get an email from you immediately after subscribing, and then other emails from you on day 3, 7, 10, 14, 18, etc, etc days after subscribing. You can build out autoresponders to several years worth of emails if you wish.

Here's a screenshot of the control panel in [Getresponse](#):

472 new subscribers have been added since your last visit.

Find out more...

[HOME](#) | [CAMPAIGNS](#) | [SUBSCRIBERS](#) | [STATISTICS](#) | [ACCOUNT](#) | [HELP](#)

[UPGRADE](#) | [LOGOUT](#)

You are here: Control Panel

Buy qualified subscribers

CONTROL PANEL

Select an option:

MANAGE CAMPAIGNS

Take control of your email marketing campaigns.

Manage Campaigns

SET-UP MY AUTORESPONDER

Provide instant information to your subscribers, then follow up with them and turn them to customers.

Choose Campaign

SEND BROADCAST

Keep in touch with your subscribers. Send broadcasts, announcements, newsletters, postcards and more.

Choose Campaign

CAPTURE SUBSCRIBERS

Add a web form to your site in a few simple steps and start building your own, permission-based lists.

Edit Capture Forms

MANAGE MY SUBSCRIBERS

Add, track, move and remove your subscribers.

Manage Subscribers

TRACK MY SALES

Discover which messages generate your sales.

Configure Sales Tracking

[CREATE CAMPAIGN](#)

STATISTICS: New Subscribers

Campaign Name	Today	Yesterday	Last week
absaffiliates	0	16	94
absreader	3	132	1868
truthaboutabs	7	314	2327
overall:	10	462	4289

→ Full Account Statistics

HANDY BOX

- Account statistics
- My Campaigns
- More Domain Names
- Power Leads Campaigns
- Buy Email Leads

HELP BOX

- Step-by-Step Instructions
- Comprehensive Video Tutorials
- Concise FAQs
- Knowledge Base
- eMarketing Dictionary

USEFUL TOOLS

- Free Website Builder Trial
- eBook Publishing Software
- Ad Tracker


→ Join Our Affiliate Program

Get Response allows you to manage your customer list, create email campaigns for customers that didn't order yet, and different email follow-ups to customers that did order. It also allows you to transition customers from one campaign to the other, and set up designated delivery times and intervals for your e-mails. You can also track sales from your e-mail campaigns to determine which messages are generating the most revenue.

When you go to send your emails out, you have the option to create plain text emails or formatted templates as shown below.

Select the type of message you wish to create:

☐ I don't need to choose a template -- I will create a plain text message (*You can always choose a template later!*)
☐ I will create an HTML-enhanced message without a template (*You can always choose a template later!*)
☒ I want to choose message template

Template Categories:	Select Template:
<ul style="list-style-type: none"> → My Favorites → Business → Classic → Gallery/Art → Greetings → Home → School/Training → Technical → Travel <p>→ Custom template for \$397 Surprise and interest your subscribers with singular, professionally designed and eye-catching HTML message templates.</p> <p>Ensure your email campaigns are one-of-a-kind and truly effective.</p>	 <p>Add to Favorites</p> <p>« PREVIOUS Template 2 of 11 NEXT »</p>

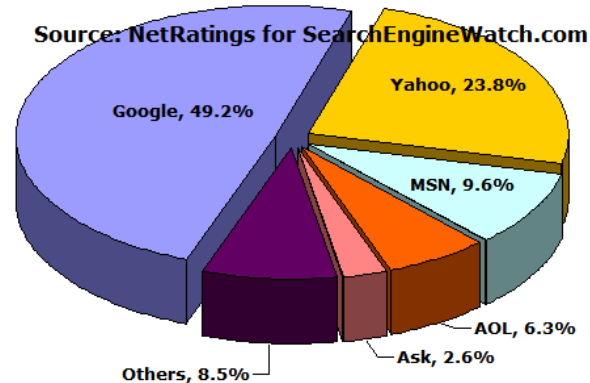
Keep in mind that if you choose to use a message template, that means your email newsletter will go out in HTML format, which increases its chances of being falsely filtered to the spam or bulk folder of your readers. The simplest and best way to get to your readers inbox is to use a plain-text message format, although this still doesn't guarantee that your email will not be filtered to spam or junk folders.

If you want your emails to customers to come off in a corporate manner, then HTML format allows you to make it as pretty as possible with images and text formatting. However, if you want your emails to look more personal, plain text format is the way to go. Think about it... how would a friend email you -- in plain text format obviously.

By creating automated e-mail campaigns, you are basically adding a full time sales person to your staff at a fraction of the cost. Compare \$149 per year for the platinum level versus a minimum of \$25,000 a year for a sales person and it seems silly NOT to use an automated e-mail marketing program.

Taking Advantage of Google Local and Yahoo Local Listings

Some of the most powerful marketing tools on the internet are free. If there is nothing else that you remember to do out of all the marketing techniques that we have outlined so far, this is one of the simplest and most effective ways to grab INSTANT local traffic. Google and Yahoo are the two most widely used search engines on the internet. According to Nielsens/Netratings Service, the two giants account for 73% of all the online searches by US home and work web surfers.



With that much traffic coming from just two search engines, wouldn't it be nice if you could advertise your business on the two most popular search engines for free? Actually, you can. Most business owners don't know that they can actually get free advertising for this business through Google Local and Yahoo Local. If you were to do a quick search for Accountants in Tallahassee, FL this is what you would find:

Google Maps search results for Accountants in Tallahassee, FL. The search results list five accounting firms, all of which are receiving free advertising. The map shows the location of these firms marked with red pins.

Results 1-10 of about 450 for Accountants near Tallahassee, FL.

Categories: Accountants, Certified Public CPA, Tax Return Preparation

- Purvis Gray & Co.** - more info
443 E College Ave. Tallahassee, FL - (850) 224-7144
Category: Accountants
[Write a review](#)
- James Moore & Co. P.C.** - more info
2477 Tim Gamble Pl # 201, Tallahassee, FL - (850) 386-6184
Category: Accountants
[Write a review](#)
- Bryant Miller & Okey** - more info
101 N Monroe St # 900, Tallahassee, FL - (850) 222-8611
Category: Accountants
[Write a review](#)
- Ingram Accounting & Consulting** - more info
118 Salem Ct, Tallahassee, FL - (850) 877-8099
Category: Accountants
[Write a review](#)
- Ernst & Young** - more info
118 N Gadsden St, Tallahassee, FL - (850) 222-1199
Category: Accountants
[Write a review](#)

The Accounting Firms listed on the left side of the page are all receiving free advertising from Google every time someone searches for Accountants in Tallahassee, FL. Think about that.... Targeted customers that are looking for your product or service, and you

don't have to pay a dime to get your name there. This is such a powerful lead generator, that it amazes me how many business owners know little or nothing about it. So how do you go about getting your company listed? The process is as simple as filling out a form. Let's start with Google Local. You can either do a search for that topic, or go to www.Google.com/local/add/ and you will come to the page below.



The screenshot shows the Google Local Business Center interface. On the left, there's a section titled 'Help customers find you on Google Maps' with a diagram showing how a business listing appears on a map. In the center, there's a sign-in section for Google Accounts with fields for Email and Password, and a 'Sign in' button. Below that is a link to 'Create a new Google Account'. On the right, there's a form titled 'Enter your business information below' with fields for Country, Company/Organization, Street address, City/Town, State (dropdown), ZIP, Main phone, Email address, Website, and Description. A world map is visible on the right side of the form.

You can either use an existing Google account if you have one, or just create a new account on the main screen. Once your account is activated, it is as simple as filling out the form in the screen shot on the right. There are some really great bonuses from using the Google Local

- 1) Your business will be listed on Google maps
- 2) Your business will be added to category you specify, so when ever someone searches for your type of business, it will automatically pop up (FREE advertising!)
- 3) You can create an interactive Google map that can be added to your website to help customers pinpoint your business and get directions right to your door.

Similar to Google, Yahoo has their own local business site where you create more FREE advertising. Again, you can either do a search for Yahoo Local, or go to www.local.yahoo.com.

Yahoo! My Yahoo! Mail Help Search: Web Search

YAHOO! LOCAL Sign In New User? Sign Up

City Guide My Local Directory

search Local for... enter an address, city & state or ZIP... Search

Choose your state
Yahoo! Local is a comprehensive business directory complete with ratings and reviews, maps, events, and more.

Alabama	Hawaii	Massachusetts	New Mexico	South Dakota	Wyoming
Alaska	Idaho	Michigan	New York	Tennessee	
Arizona	Illinois	Minnesota	North Carolina	Texas	
Arkansas	Indiana	Mississippi	North Dakota	Utah	
California	Iowa	Missouri	Ohio	Vermont	
Colorado	Kansas	Montana	Oklahoma	Virginia	
Connecticut	Kentucky	Nebraska	Oregon	Washington DC	
Delaware	Louisiana	Nevada	Pennsylvania	Washington	
Florida	Maine	New Hampshire	Rhode Island	West Virginia	
Georgia	Maryland	New Jersey	South Carolina	Wisconsin	

Help us improve Yahoo! Local - Send Your Feedback

Local Resources:
Read Y! Local Blog
Add Local to Toolbar
Install Search Widget
Browse by City/State

Advertiser Resources:
Account Center
Advertise With Us
Y! Cheer

Add a Business
New User? Sign Up

Under the directory tab, you will find the option to add a business. With Yahoo, you don't even have to create an account, you just simply have to fill out the form below.

Yahoo! My Yahoo! Mail Make Y! your home page Search: Web Search

YAHOO! LOCAL Sign In New User? Sign Up Local Home - Yellow Pages - Help

Business Details

Add a New Business
Thanks for helping us stay up-to-date! All data is subject to review and may take some time to appear on the site.

*Business Name:

Phone Number: (e.g. 408-555-1234)

Web Site URL:

Address:

*City:

*State: Zip:

Categories: Enter a few descriptive words and pick from the list to help us categorize this business. Click the trash icon to delete a category.

[Additional Information](#)

Verify Your Submission
*Enter the code shown: [More Info](#)

This helps Yahoo! prevent automated submissions

Submit **Reset**

Just by taking a couple of minutes to register and fill out the forms on these two sites, you have the potential of hitting 73% of the on-line search traffic. While I have been focusing on the two big search engines, there are dozens more like them that offer the same free service. Two other great sites that you can post a FREE listing on are- www.msn.com and www.bigbook.com

Search Engine Optimization

As a small business owner that can gain more business through your website, search engine optimization (SEO) is going to be one of THE most important strategies for long term business success.

The great thing about SEO is that it's all about getting FREE traffic to your website!

It always amazes me that small business owners almost NEVER use any SEO strategies for their websites. I can't tell you how many times I've met a business owner and taken a look at their website only to find that it is severely lacking in the most important aspects if they ever wanted to get ranked in Google, MSN, or Yahoo for free search engine traffic.

The good news is that by purchasing this product and learning all of these web marketing strategies, you are going to be leaps and bounds ahead of 99% of your competition.

After all, as a small business owner, you're most likely not trying to compete in SEO for hyper-competitive keyword search terms in multi-billion dollar industries such as "weight loss" or "dieting"... Instead, you're probably just competing for whatever type of service or product you offer and your geographic location, such as "accountant in Miami" or "chiropractor London".

However, in the case that you may actually be competing nationally or world-wide in hyper-competitive markets with huge companies such as in the weight loss, dating, or "make money" industries (3 of the largest categories of online businesses), you'll still learn how you can compete and even beat the big boys if you do things right.

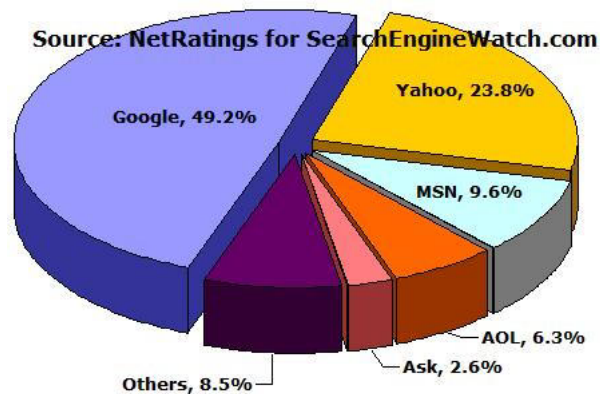
How do I know? Because I actually own an online weight loss company (that has just 1 employee, little old me) and I frequently beat out monstrous companies in the SEO game for massively competitive weight loss related keyword phrases. How much effort you'll have to put forth into SEO strategies will be based on how competitive the keyword phrases are that you are targeting. In the case that you're simply targeting a geographic location and a type of business, the chances are pretty high that you'll be able to successfully show up on the first page of Google for your chosen search queries... and even in the top 1 or 2 spots if you follow our SEO techniques closely!

We'll even show you a few tricks so that your business can show up multiple times on the 1st page!

The "Big 3" Search Engines

If you didn't know it already, Google, Yahoo, and MSN are the 3 biggest search engines. Between the 3 of them, they account for approximately 83% of all searches done on the internet. You can see in the image below that Google is by far the leader, with approximately 50% of the total search engine market. Yahoo and MSN come in 2nd and 3rd. I've even seen some very recent stats that indicate Google continues to

increase its dominance and is now controlling over 70% of the total searches on the internet (but the percentages vary greatly by country).



Keep in mind that as we go through this section, I will probably continually mention “getting rankings in Google”. Although I may discuss Google quite a bit (since it is the most important search engine), the SEO strategies that we are going to talk about will help you get rankings on all of the major search engines. It just so happens that the engine that you’re going to monitor and care about the most is Google.

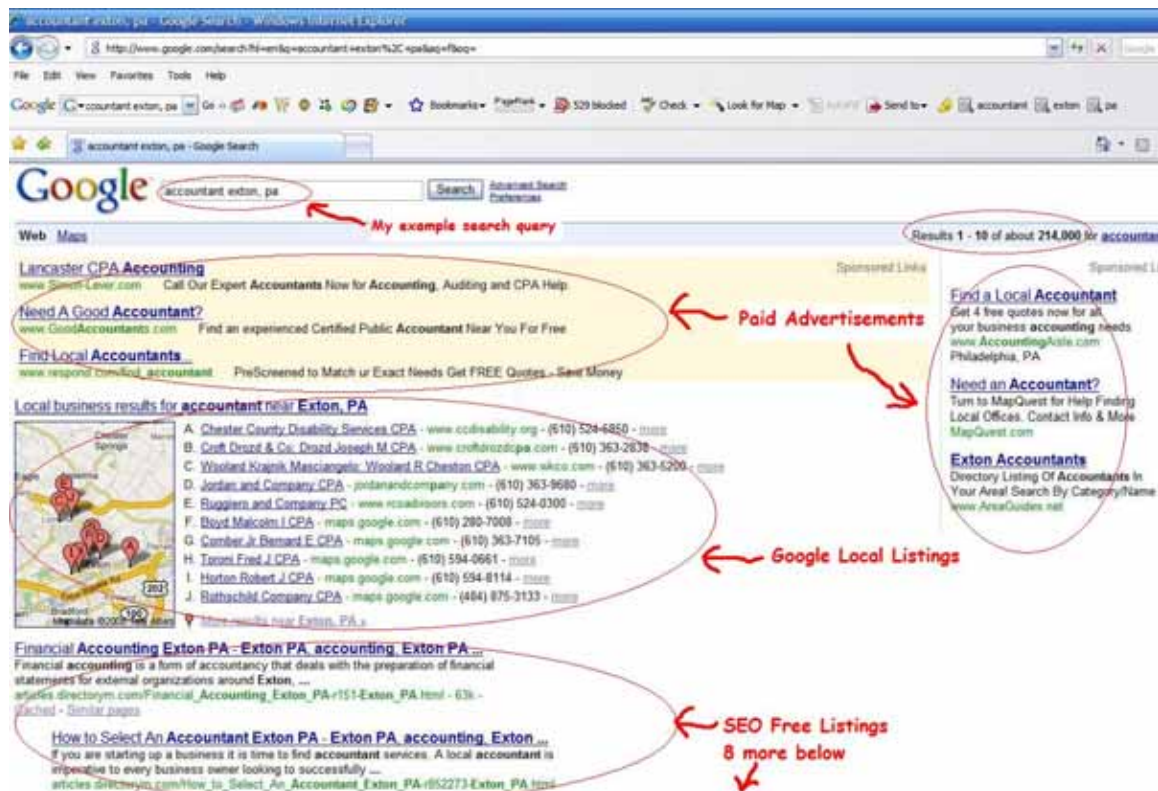
The Dynamics of a Typical Search Query

Most people do not know this, but if you have a few tricks up your sleeve, your business (or pages linking to your business) can actually show up **multiple times on the first page of Google** for any given keyword search. I’m not kidding... for my own online business, it’s not uncommon for my business to show up (or be linked to) in more than half of the total search listings on a given query. We’ll discuss some of these secrets below.

First of all, before I go any further, let’s make it clear that if you want to stand a chance of getting found for a search on Google, you **MUST** get your ranking onto the 1st page for your important keywords, meaning the top 10 listings (ideally in the top 3). The top 3 listings for all searches typically get about 70-75% of the traffic that’s available. This is because the top 3 listings are “above the fold” meaning that those are the first things that people see on the page without having to scroll down.

If they don’t find exactly what they are looking for in the top 3 listings, they may scroll down to some of the other listings in the top 10. However, very few searchers ever make it to the 2nd page of a search query (meaning listings 11-20). That’s why I say that it’s so important to be listed on the first page, because your customers will most likely never find you if you’re not listed on the first page. Although that may sound difficult when you look at the number of competing websites in the hundreds of thousands or even millions of web pages for any given query, if you follow all of the techniques I talk about, it’s actually quite easy to get your rankings onto the first page of Google. Remember, most of your competitors have no clue how to do this, so you will be ahead of 99% of the competition if you take action on these steps in this manual.

Let’s take a look at an example search, and I’ll show you how it’s possible for you to not only show up once on the first page for a search query, but to also have multiple listings that all lead to your business! Take a look at the screenshot below:



As you can see in the screenshot above for my example search query of “accountant exton, pa”, there are 214,000 total webpages listed. As you can see, for this particular query, the first page (where you need to be to get seen) is composed of:

- 3 paid ads at the top in the shaded “Sponsored links” section as well as 3 paid ads on the right side of the screen. These are Google Adwords ads where you pay-per-click for anyone that clicks on your ads, and are usually well worth the investment if you do it right and can get the clicks for a reasonable price (clicks can be anywhere from 1 cent to several dollars per click). We’ll discuss Google Adwords advertising in a later chapter.
- Then you see the Google Local listings showing a Google Map and a dozen or so local listings of accountants near Exton, PA. In the next chapter, we’ll also talk about how to make sure you get listed in these local listings, as they are extremely important for customers to find your business. As you can see here, these listings show up above the SEO listings, so are almost more important when it comes to local business searches.
- Then, below the local listings, you see the beginning of what are the “natural” SEO listings. In this screenshot, you only see 2 of those listings (I didn’t have the space to include more), but there are 8 others below that on the first page, and 10 listings per page thereafter. As I mentioned before, our goal is to get you listed in the top 10, as it is unlikely your site will ever be found past this top 10.

Keep in mind that the format of the page won’t always be the same depending on each query. For example, sometimes all of the paid Google Adwords ads will show up on the right hand side of the screen and none will show up at the top. Other times, only 1 or 2

paid ads will show up in a shaded box at the top center of the screen instead of 3. In addition, the local listings will not always show up depending on what type of query that the user types in. Most of the time, if the query is a type of business in a specific city, then local listings will show up on top of the SEO listings.

Now here's where things get cool, and how you can explode your business. Think about that example query page... you have 6 paid ads, a grouping of local businesses, and 10 SEO "natural" listings. So the person making this search has about 17 different options that they could click on with this page.

What if your business had 1 paid listing, showed up in the local listings, and also showed up in the SEO natural listings for your website, as well as 1 article on another website, and a Youtube video listing for your biz too? In that case, you'd actually have 5 different chances to get that customer to click on your business out of those 17 total listings on the page. Oh yeah! Now THAT'S how you dominate the competition in your specific niche!

You might ask why you would want to pay for a listing in the paid ads if you can show up multiple times for free on the same page? Good question... and it's quite simple actually... if you have 5 listings on a page, instead of 4 listings (or 2 listings instead of 1 listing), you greatly increase your chances of that customer making it to your site! Believe me... it's usually worth it to pay for traffic in addition to getting the free traffic.

In addition to achieving SEO rankings for your own website, I'm also going to show you how you can get articles on article directory websites, youtube video pages that lead to your business, and tons of other possible web pages linking to your business all ranked in the top 10 for keyword searches as well.

Article marketing is not only going to be used separately to possibly have the article show up in search queries, but it is also going to be part of our SEO strategy as I'll show you later in this chapter.

The Traffic Leach Method

Now here's yet another way that you can get traffic in the case that the searcher chose to click on a different site than yours in the SEO rankings... It's quite possible that one or more of the sites in the natural listings are running Google ads on their site. This is called **Google AdSense** and allows website owners to run Google ads and share the revenue with Google. I'll talk more about this in the Google Adwords chapter, but basically, if several of the other popular sites for a given query are getting traffic, and your ads are showing up on their pages, you're basically stealing that traffic away from them for mere pennies in some cases.

A good example of this is actually on the example search I made above of "accountant exton, pa". If you look at the website that's ranking in the #1 and #2 SEO natural listings (below the local listings), it appears to be some sort of article website (articles.directorym.com). This is called a "double listing" in that they've achieved both the #1 and #2 listings for 2 of their subpages. However, if you click on their site (I did to check it out), their page is littered with Google AdSense Ads, which gives you the opportunity to get some of their traffic. I'll show you in the Google Adwords chapter how

you can target a site like that to get your ad on their pages, and siphon off some of their traffic to your own website.

Now back to the example of where you had 5 different listings on a given search query... Well, if your ad is showing up on another website such as the example above, now you have a 6th possible way for the searcher to end up at your site... and possibly a 7th, 8th, etc if multiple sites are running Google ads on their webpages.

I think you're starting to see the power of some of these techniques! You can literally dominate an entire niche if you put in enough effort and expand into a lot of these different traffic methods.

Now let's start to dig into some of the most important techniques for ranking highly in search engine optimization.

SEO Techniques Explained

There are 2 main factors that are important for improving your SEO:

- **On-page optimization**
- **Off-page optimization**

On-page optimization involves the words and phrases that are used on your website pages, in the domain name, in the sub-page url extensions, in the title bars of your pages, in the "alt text" of your images, the outbound links on your site, the quantity of content on your site, etc, etc. I'll explain all of that in detail in a moment.

Off-page optimization involves the links that are coming inbound to your site, which sites they are coming from, the anchor text (words that are hyperlinked to your site) of those links, the Google PageRank of the sites linking to you, etc.

Realize that on-page optimization and off-page optimization are both important for your success with SEO. Also, realize that SEO is not about trickery or somehow "fooling" the search engines... Instead, it's about giving them exactly what they want to rank your site highly. In these days, if you try to fool the search engines, it can only work against you, and can even get your domain blacklisted if you get caught for something considered "black hat".

For example, years ago, website owners sometimes used a black hat technique called "keyword stuffing" on their pages where they would insert the keyword (that they wanted to rank for) dozens of times on the page in a transparent or white font, so that it couldn't be seen by readers of the site (since it would make the site look ridiculous). Since the words were in the html of the site, it would be crawled by the search engines. This worked for some time, and the sites would get great rankings for a while, but in recent years, the search engines have gotten smarter, and they can blacklist sites if they find you are trying to keyword stuff your pages. In addition, the search engine algorithms are more advanced these days and they can detect if you are trying to artificially stuff too many of the same keywords into your pages at too high of a density.

The main point is to keep it natural, but make sure the right keywords are in the right places but not over-stuffed. For example, if your site really is about “accountants in exton, pa”, then your site will naturally contain those related phrases as you build the pages. But you don’t want to repeat the phrase 100 times on your webpage as that does not look natural to Google.

Alright, let’s get into the details...

Keyword Phrase Selection

Before we get into the nitty gritty details about off-page and on-page optimization, you need to decide what are the most appropriate keywords and keyword phrases that will send you the most qualified customers as well as the biggest volume of customers.

For example, let’s say that you are a Spa/Salon owner in Dallas, TX. Obviously, you would want your website to rank for such terms as:

Day spa dallas
Beauty day spa dallas
Spa and salon dallas
Beauty spa dallas
Health spa dallas

Not only that, but if your business also does massage therapy, you will also want to rank for terms such as:

Massage therapist dallas
Massage dallas
Massage therapy dallas
Massage spa dallas
Body massage dallas
Therapeutic massage dallas

I could go on with dozens of variations of all of these. What you will need to do is decide what are the best phrases to target for your business. Here are 2 keyword selection tools that can help give you ideas.

<https://adwords.Google.com/select/KeywordToolExternal>

If you check the “synonyms” box on this tool, it can help give you ideas that are related but not the same exact word. Very useful! This is how I thought of some of the alternative phrases above that were different than just “day spa”. You can see the average numbers of searches for each keyword phrase per month. This can help give you an idea what are the best keywords to target for your site

Here is another keyword tool that is useful:

<http://www.keyworddiscovery.com/search.htm>

Now that you know how to best select your most appropriate keyword phrases, let's move on to the optimization techniques.

On-Page Optimization

The on-page optimization is basically using the keyword phrases that you decided on targeting, and making sure they are located in all of the key spots on your website and in the correct frequency.

If you think about SEO in terms of what it actually is... It's a huge algorithm that calculates a "score" for your website and compares it against all of the scores of every other website that has anything to do with the keyword query that they are ranking for. Each search engine has a different algorithm, so your rankings will be different on Google, yahoo, or MSN. However, they are all similar, so all of the methods we will talk about will help with your rankings in all search engines.

So if you think about this calculation and your "score" for a keyword, you can think that you get certain "points" for having that keyword in your domain name, and more "points" for having it in the title bar of your webpage, and more points for having a certain keyword density on your page, and more points for the external links that you have from other websites that use that keyword in the anchor text linking to you, etc. Don't worry, I'll explain more about each of these to make this more clear for you.

Keep in mind that you don't need to have all of these aspects perfect to get high rankings. I'll give you a few examples of each that explains why.

Your Domain Name

First of all, I buy all of my domains with [GoDaddy](#). They are the most well known domain registrar in the world and have a very easy interface to manage your domains.

If you can include at least 1 or 2 keywords in your domain name, then it is worth it, as it will help with your SEO rankings in the long term. This is helpful if you are just starting out and want to start with a fresh domain that is keyword-rich. However, if your website isn't keyword-rich but is already a few years old, and you already have some links pointing to it from other websites, you may just want to keep your domain name as is.

Sometimes, if you have an established website that has a good Google PageRank, it is helpful to just keep that domain instead of starting with a new one. This is because Google tends to favor domains that have been around longer because it signifies a more established business instead of some new "fly by night" operation that might not be around too long. Makes sense right?

If I confused you with the mention of PageRank, let me back up. If you choose to, you can download the Google toolbar at the following page:

<http://toolbar.Google.com/T5/intl/en/index.html>

I don't think it automatically displays PageRank (PR) when you set up the toolbar, but there is an option in there somewhere once you set it up to display the PageRank bar

for each website you're on. Once you have it installed, you can then see the PageRank of every site that you're on (including your own site's PageRank). This is part of Google's algorithm with how it ranks sites in terms of importance and popularity. PageRank takes into account how old your domain is, how important they deem it, how many other sites link to you and how important they are, etc.

You don't need to obsess over PageRank, but it does help to know where you stand, and also if other sites are worth trying to get links from. When your site is new, you'll have a 0 PR, and usually within a few months, you'll get a 1 or 2 PR as long as you've obtained a few incoming links. The scale goes from 1 to 10. Most websites will be between PR 2 to PR 5. Some of the most popular websites in the world such as yahoo, facebook, myspace, youtube, msn, cnn, nytimes, etc will have PRs of 8 or 9. The only site I've ever seen that has PR 10 is Google itself (of course they'd give themselves a PR 10 and no other sites...funny how that works!).

Back to your domain and keywords within it...

Let's go back to the example of the Spa Owner in Dallas. If they are starting from scratch, it may help to try to purchase a domain such as these examples:

www.BestSpaInDallas.com

www.BestDaySpaInDallas.com

www.SpaAndMassageInDallas.com (notice how I got the important "spa" and "massage" keywords both in this domain... that can be important for rankings)

If you decide on a nice catchy keyword-rich domain name and it turns out that it's already taken, you still have other options. Sometimes you can simply add a 2 or 3 letter word in the name, such as "the", "my", "and", "in". You can also try to get the .net version of a domain if the .com version is not available. I wouldn't recommend getting any other versions besides .com or .net.

Another trick is to get a domain with dashes in between the words if the domain you want isn't available. Just keep in mind that if your website is something that a lot of people need to remember to type in, they will almost always forget the dashes, so beware.

One other trick that I already mentioned earlier if the domain you want is already taken is to buy that same domain but include a number on the end of it, such as www.BestSpaInDallas123.com.

That achieves your goal of including your important keywords in the domain and getting the exact domain that you wanted, but just with a couple numbers attached.

With all of that said about getting keywords in your domain, realize that it is not the end of the world if you have an established domain from years ago and want to keep using it without trying to get a new domain that's keyword-rich.

For example, my best-selling fitness website, www.TruthAboutAbs.com doesn't have the keywords "belly fat" or "stomach fat" in the domain name, but over the years, I've

always ranked in the top 5 for phrases such as “lose belly fat” and similar. I was actually #1 in the world for that phrase for about 12 months...lately I have been fluctuating between #2 to #7 for those phrases. I have achieved that ranking because I did a lot of good on-page and off-page optimization for those keywords, despite the fact that I didn't have those keywords in my domain name. So you can see that it is still possible to rank well even without the keywords in the domain name.

Your Domain Subpages

Again, let's use the example of the Spa and Massage Owner in Dallas. Let's say that their website home page is - www.SpaAndMassageInDallas.com

On their home page, they are probably going to want to make links for more information about each of their services. So for more info on massage services, they could make a subpage with the extension:

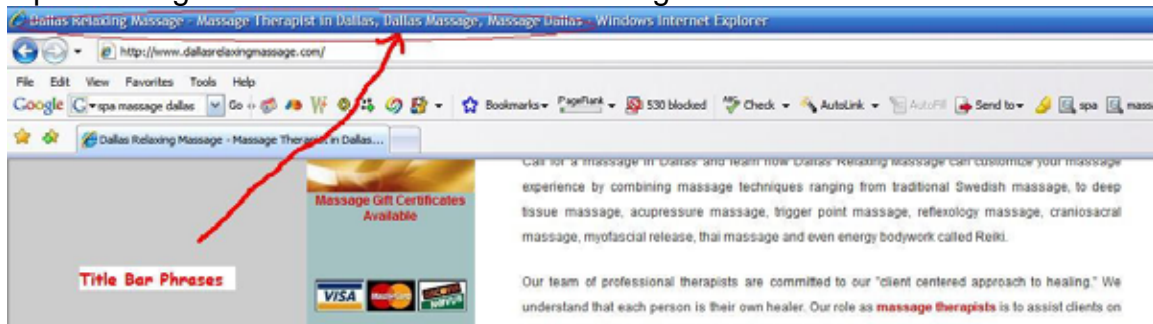
www.SpaAndMassageInDallas.com/massage-therapist.html

That way, they get the keywords “massage therapist” in the name of the subpage as well. This is another important factor for SEO.

Title Tags of Web Pages

Title Tags are one of the most important aspects of SEO. I'm always amazed at how many websites don't use the keywords that they want to rank for in their title tags!

Your title tags are basically the phrases that you use in the Title Bar that you see at the top of a webpage. As you can see in the screenshot below, I did an actual search for “spa massage dallas” and this site was ranking well.



As you can see above, the Title Bar that they used was:

Dallas Relaxing Massage - Massage Therapist in Dallas, Dallas Massage, Massage Dallas

The good thing is that they used some main keywords in there such as “massage” and “dallas” and “therapist”. However, the main mistake they are doing is that they repeated the word “massage” 4 times and they repeated the word “Dallas” 4 times. Contrary to what you might think, repeating your main keywords in the Title bar doesn't help your rankings. In fact, it only limits the other keywords that you would have had a chance to rank for.

However, it's still much better than what most website owners would do for their title bar, where they would simply have something like this in their title bar:

`Spaandmassageindallas.com - Home Page`

What a waste of a title bar that is! I'm not kidding... this is what so many websites put for their title bar, and I can guarantee you'll never rank for anything if you put the name of your website and "home page" in your title bar.

Every single word in your Title bar must be strategically placed if you want the best rankings possible. That means NEVER waste any space by putting your name or the website name since most people are not searching for those...they're searching for keywords.

Another example of a bad Title Bar:

`Stacy and Ben's Fabulous Massage`

In this example, the business owner is simply putting the name of their business in the title bar. This seems logical as it's the first thing most business owners think of. However, don't think about yourself, think about what your customer is searching for. They aren't searching for your name (because they most likely don't know your business name yet)... instead, they're searching for something like "massage and spa dallas".

Here would be a strategic keyword dense Title bar example for our imaginary website I've been talking about here:

`Massage Therapist in Dallas, Best Day Spa, Texas Masseuse, Health, Therapy, Body`

Notice in this Title bar example how I didn't repeat any words twice, because this would be a waste of space. You really only have about 10-12 words to use for a Title bar so you need to maximize them to make sure you have expanded the keyword combinations that you can rank for.

For example, with this title bar, our website could rank well for "massage therapist dallas" but also "massage therapy dallas", or even "body massage Dallas". The words don't have to be in the exact order in your title bar... the most important thing is that they are present.

You'll notice that I also snuck in the word "masseuse" for people that might search for that instead of massage therapist. I also snuck in Texas and Health in case people are searching for something such as "health spa dallas" or "day spa dallas texas".

For subpages of your website, you'll want to target the more specific topic of that subpage. For example, if we had a subpage on our spa and massage website that we were trying to rank for "Swedish massage", we would want to format the url such as this:

`www.SpaAndMassageInDallas.com/swedish-massage.html`

And our Title bar of that specific sub-page could be something like this:

Best Swedish Massage in Dallas Texas

Remember also that the Title bar is what shows up visible to the searcher in Google, so it also helps if the Title is not only keyword-rich, but also looks appealing so that it makes them want to click on it.

I hope all of this is making sense to you. It is really powerful if you can get all of this working correctly.

Keyword Placement and Density on Your Pages

I'm sure it's quite obvious that your chosen keyword phrases need to be scattered around on your actual web pages in addition to being in the Title Bar and possibly the domain name. However, beware of trying to "over-optimize" your pages by repeating your main keywords far too many times. It's possible that if Google sees a keyword density that is too high, it's algorithm will actually suspect you of trying to game the system and give you lower rankings instead of higher rankings for those keywords.

In addition, in recent years, Google has updated their algorithm to include something called "Latent Semantic Indexing" which is just fancy talk for factoring in synonyms that are on your pages into your rankings. Remember that I said that Google likes to see a more "natural" feel to your website instead of something that seems over-optimized. This is why their algorithm looks for synonyms to see if your page is natural.

For example, for my fitness website, I use the keywords "stomach", "belly", and "abdominal" in different phrases alternated in different portions of the page instead of trying to over-optimize for just 1 keyword such as belly. This way, it appears more natural to Google (and in fact, is more natural in how you would write anyway).

Another way to make sure that your keyword phrases appear more natural to Google and not over-optimized is to have them appear in different orders on different parts of your page. For example, in one section of your web page, you could have the phrase "Dallas massage therapist" and in another section of the web page, have the phrase with the same basic keywords but in a different order, such as "massage therapy in Dallas"

Here are some other important factors for where your keywords should go for best optimization of your site:

- Make sure your most important keyword phrases are included at the top of your page, preferably within the first 25 words of the page.
- Make sure your most important keyword phrases are included at the bottom of your page, somehow weaved into your last 25 words of the page (hint – you can accomplish this by putting a copyright symbol at the bottom of your pages with

the name of your website and then a few of your most important keywords to the side of it)

- Make sure to use bold text once or twice for some of the main keywords. Don't go overboard on bolding every occurrence of the keywords as this looks unnatural to Google.
- Include some of your keywords in what's called the "alt text" of any images you might have on your web pages. This is the text that shows up if you hover your mouse over an image on your website. If you don't know how to insert alt text, your webmaster should. If you use a simple website editor, the alt text option is usually under image properties. Once again, if you have multiple images on your pages, use keywords in various orders so that it doesn't appear un-natural to Google as if you're trying to stuff the keywords on the page.
- Include links to subpages on your site using specific keywords as the "anchor text" (anchor text is the hyperlinked text)
- On any subpages of your site, link back to your homepage (at the bottom of the page usually works, but can be anywhere on the page that seems natural) using anchor text as various keyword phrases in slightly different orders on each subpage. Most people don't realize this, but links from subpages on your site back to your homepage using anchor text also slightly help your SEO rankings for those keywords.

Your Domain "Depth"

Another thing to keep in mind is the "depth" of your domain. In general, Google likes websites that have a lot of content and that are updated frequently. This means having a lot of pages vs. just having a 1-page website. For some businesses, this will come natural to have a lot of subpages as you can have a different subpage for every service or product that you offer, or for every location that you serve. However, for other businesses, it may not be obvious how you can expand beyond just 1 page.

In the case that you're stuck for ideas on how to expand your site beyond just 1 page, what you can do is simply write a couple articles, make subpages for each article, and link to each article at the bottom of your homepage. In my opinion, it's best to at least expand your website to approximately 8-10 pages if you can.

For example, if you're a chiropractor, you could write up 5-10 different articles on back care or pain prevention and make a separate subpage for each article, linking to them from the home page or from an "article archives" page. Another example would be an accountant, where they could write up a handful of articles on different tax savings strategies or money management ideas.

Even if you can't think of dozens of ideas for multiple pages, at the very least, almost every website can use a home page, an "about us" page, a "contact us" page, customer testimonials page, and maybe a page for your businesses hours, areas served, or services offered.

I'm not saying that you can't rank highly in Google if you only have a 1-page website, but what I am saying is that it will usually help if your website at least has some "depth" to it with multiple pages.

What about "meta keywords", "meta description", H1 tags, etc?

Lastly, you might hear the terms "meta keywords" and "meta description" being thrown around in SEO talk. These used to be very important for SEO years ago, however, currently everything we have learned about updates in Google are showing that meta descriptions and meta keywords are not very important anymore. All of the other on-page and off-page optimization strategies are much more important in today's internet.

However, if your website editor has a place to insert a meta description and meta keywords, just make sure to list out all of your important keywords and make sure the description is very keyword-rich. It can't hurt to include them.

Another thing you might hear "old-school" SEO gurus talk about is H1, H2, and H3 tags. To be honest, in this day and age with the updated search engine algorithms, it's not that important anymore. Don't even worry about these.

Alright... that about wraps up all of the details you need to know about on-page optimization.

Now, let's get into something that is just as vitally important to your SEO rankings, if not more important... Off-page optimization.

Off-Page Optimization

Off-page optimization might actually seem a bit less complex than on-page optimization, but it is also harder to achieve since it involves getting inbound links from other websites.

Whatever you do, please DO NOT skip the important step of building your off-page optimization. You can have the greatest on-page optimization, but if you don't have any links incoming to your site, it will be very hard for you to rank highly (unless your keywords are very obscure and non-competitive)

As I mentioned, off-page optimization is basically all about getting links to your site from other websites and what anchor text (keywords that are hyperlinked) is used to link to your site.

Anchor text

The anchor text of any link is simply what words are hyperlinked to your site. It's important to always keep in mind when you're getting a link on another site that the anchor text needs to be keyword-rich in all of the keywords that you also chose for your title tags, etc.

There are a lot of ways that you can get links back to your site. Some of them are:

- Linking back to your site from article submissions in article directories
- Linking back to your site from a blog that you own or that a friend runs (or from a blog network, which I'll explain in a bit)
- Linking back to your site from a partners website, or other local businesses, or businesses that you work with
- Linking back to your site from other websites that you might own
- Submitting your links to "link directories" (this is different than "link farms")
- Having some sort of cool or unique content that naturally makes bloggers and people on social networks want to link to your pages (this is tough, but if you can think of something unique, funny, or cool then people will want to link to it, and you'll naturally build links over time). For example, if you have a page on your website with a humorous video, it may naturally make people link to that page on your site in forums, blogs, and social networks.

Since most small business owners are usually only competing for keyword phrases that involve a service type or business type and a geographic location, you may only need to obtain a couple good links at most to get great rankings or even dominate the #1 position for your chosen keywords if you do the on-page and off-page optimization fairly decent. It's really not that hard... remember that most of your competitors are probably clueless on how to get SEO rankings, so by using the techniques in this manual, you'll be WAY ahead of the competition.

A couple key points you need to keep in mind when linking back to your site using strategic anchor text:

1. Try to obtain links with the anchor text in different orders on different sites, such as "landscaping company Toronto" on one site and "Toronto landscaping company" on another site. Make sure to also get anchor text links with other variations such as "Landscape in Toronto".

This seems more natural to Google if you have anchor text keywords in various orders instead of always getting the anchor text keywords in the exact same order, which looks like it was done on purpose to Google (and remember that they want everything to appear natural, instead of "gaming the system")

2. Another thing to keep in mind is that you should also get a couple "bare links" that don't use anchor text. This is yet another factor that makes the linking pattern to your site appear more natural to Google. What I mean by "bare links" is simply getting a link that looks like <http://www.yourwebsite.com> instead of always using anchor text to hyperlink to your site. I do about 90% of my links using anchor text and only about 10% using "bare links".

3. In addition to getting inbound links from other websites using strategic anchor text, don't overlook your own internal linking from home page to subpages, from subpages back to home page, and also from subpages to other subpages. Make sure to use strategic anchor text keywords in various orders for all of these types of internal linking on your own website as well.

4. Lastly, the other factor to make your anchor text seem natural and help with your rankings is to vary the length of the amount of keywords you use in anchor text on different sites. For example, in some links, you might just use 2 keywords such as "Miami accountant" and in other links, you might use 6 or 7 words in the phrase such as "best accountant cpa tax preparer in Miami Florida". This is all part of the strategy to make all of your linking look natural to Google and help you dominate for dozens of keyword variations instead of just 1 keyword phrase.

Methods of Obtaining Inbound links

Article directories

Submitting articles to free article directories is the easiest way to build incoming links to your site from hundreds of other sites.

No matter what industry your business is in, there are almost always plenty of topics you can talk about to write articles.

Remember I used examples about writing articles for your own internal pages on your own website? Well, what we want to do here is slightly re-word those articles and submit them to various article directories.

There are hundreds of websites that are article directories and the way that they allow you to link back to any websites or blogs that you own is in the "author bio" section at the end of the articles. The most important article directory by far is

www.ezinearticles.com

Here are some other great article directories (with good PageRank) to submit your articles to:

<http://www.amazines.com/>

<http://www.articlecity.com/>

<http://www.articleclick.com/>

<http://www.articledashboard.com/>

<http://www.articlecube.com/>

<http://www.goarticles.com/>

<http://www.selfgrowth.com/>

And there are hundreds (even thousands) of other article directories to submit articles to. Obviously, it would be impossible to hand submit articles to hundreds or thousands of directories, right? Well, that's why you can multiply the links coming to your site by using an automated article submission service or software.

Here are the services I've used in the past:

1. <http://submityourarticle.com>

2. [Article Post Robot](#)

Keep in mind that the first service is easier to use and will get your articles out to dozens or even hundreds of directories, but it is slightly less powerful than the 2nd option of [Article Post Robot](#). The reason APR is more powerful is that it allows you to alternate endless variations of titles, author bios, and also text within the article itself so that you get dozens more variations of each article instead of just 1 article copied to hundreds of directories exactly the same way. This is called duplicate content and your SEO ranking factors can be improved if your links aren't showing up on duplicate content pages, but rather, unique content pages.

APR is an advanced SEO strategy for article submissions on a mass scale. If you are just trying to rank for services or business types combined with geographic areas as your keywords (service + city type businesses), using APR may be beyond the scope and you could possibly get plenty of links without using it. However, if your competition is pretty stiff, this program may help you beat out your competitors for SEO more easily.

You can always decide to simply manually submit articles to several article directories and decide if you want to expand this later by using something like APR.

Now to make the whole article submission process easier for you, let me summarize the steps to do this is the most efficient and powerful way:

1. Rewriting Articles - Take one of the articles that you wrote for one of your internal article pages on your own website and re-write it. It should only take you 10 minutes or so to re-write an article. Your articles should be between 400 – 800 words in general. Most directories have a minimum of about 300 words. When rewriting your article, make sure to give it an entirely different title. Also make sure to change at least a couple words in each sentence and restructure a few sentences or paragraphs too in order to avoid the search engines seeing your articles as duplicate content.

2. Titles – make sure your title has some important keywords in it and it also has something that evokes curiosity. Study magazine and newspaper headlines and you'll be on the right track. Numbers work well in headlines such as “7 CPA Tricks for Saving on Your Taxes Legally” or “9 Tips to Erase Your Back Pain in 6 Weeks or Less”.

3.. Author Bio – There are 2 main goals of your author bio... one is to get the anchor-text links back to your site for SEO purposes, and the 2nd goal is to get direct visitors to want to click on your link to your site. Most article directories allow either 2 or 3 links, so you can link to one or two of your websites and also to a blog that you own as well if you choose to. Author bios are generally fairly short and only about 4-5 sentences total, but each article directory allows different lengths.

Since one of the goals is to get people to click to your site, forget that it's called an “author bio” and think of it instead as your “linking and promotion” section. With that said, the author bio section should NOT start blabbing on about who you are or your achievements... you can still put some of that info in, but first try to make an enticing

offer for the reader to click through to your site, such as “Go to the following site and get a free report on how you can save an extra \$1000 on your taxes next year using our secrets...”

See how starting the author bio section like that is more enticing for the customer to visit your website instead of reading all kinds of boring stuff about all of your degrees and education and awards (which they’ll rarely read anyway).

Important - Now for the links... It is important to make sure most of your links (about 90% of them) use anchor text to hyperlink back to your site instead of just bare links. You need to use just a little bit of simple html to insert into the author bio section to make your links hyperlinked to text. Here’s an example of how to do the html code to link to your site using anchor text:

```
<A href="http://www.YourWebsite.com/">Best Chiropractor in  
Atlanta</A>
```

When you link to your site, just change the “best chiropractor in Atlanta” to whatever keyword phrases you’ve chosen to try to get your site to rank for. Remember that each time you submit a new article, it’s a good idea to slightly vary the anchor text that you use, so that you’re not always using the exact same anchor text keywords.

It’s also a good idea to link to some of your internal articles on occasion as well. I’d recommend getting approximately **40-50%** of your incoming links to your subpages, and **50-60%** of your incoming links to your home page.

This is important for several reasons, one of which is that it also makes your linking pattern as a whole look more natural to Google and it also helps your internal pages to rank for keywords in addition to your homepage. This can help you get those cool “double listings” where 2 different pages on one site will be ranked in Google right next to each other. This has the potential to basically double your traffic from those search queries. Pretty cool stuff, huh!

To help you understand this better, here’s an example of one of my articles submitted for my fitness business:

<http://ezinearticles.com/?Understanding-Good-Carbohydrates-Vs-Bad-Carbs-and-Choosing-Healthy-for-Weight-Loss&id=1130787>

The author bio actually starts at the bottom of the article with “For more unique exercise...” and then you can see the 3 sites that I link to using strategic anchor text in each link to the different sites.

4.. After submitting your article to ezinearticles.com (which is the most important and highly ranked article directory), you have the option to manually submit to a couple of the other directories I listed above, or to use one of the mass submission services below to really blast your article out to hundreds of directories:

- <http://submityourarticle.com>

- [Article Post Robot](#) (more involved setup, but more powerful due to SEO features)

As you can see, articles are one of the best and easiest ways to build tons of links back to your site with the exact keywords as anchor text that you choose. You're in control.

Using Blogs for Links

This is optional but can also help to build links to your site. An easy way to do this is if you have friends or business associates that have blogs to ask them to link to your site. Give them perhaps some of your internal article pages to link back to your site and thereby give their readers useful content.

Another way to use blogs is to create your own free blog on blogger.com or wordpress.com (there are plenty of other services as well, but these are the most popular). You would basically create your blog with the same types of topics that you would write about in your articles. With your own blog, you have free reign to link back to your site within any text that you wish.

Caution – make sure to diversify your links by linking to other sites as well... if all you ever do is link to your 1 site, then it will look to Google like the whole purpose of the blog is just for "link spam". Therefore, make sure to link to other sites you own as well, friend's websites or blogs, and also authority sites such as articles on cnn.com, nytimes.com, msn.com, wikipedia.com, etc (it looks natural to Google if you're also linking occasionally to authority sites as well as your own sites).

Link Directories

These sites like to be called "web directories" rather than link directories. They are simply huge gatherings of categorically sorted websites with short descriptions and links. These aren't as powerful as articles or blogs in terms of the importance of these links as viewed by Google, however, I still recommend doing at least one batch of link submissions to a couple hundred web directories.

The site that I've used to handle the mass submissions (and they also have great customer service) is:

[Article Aware](#)

With this site, they'll set up your links and descriptions and anchor text to up to 400 web directories, thus building your links up pretty fast. Make sure to use as many different variations of anchor text as possible, and they'll rotate your submissions to each site using those anchor text variations. Last time I used this service, I think they let me use about 10 or 15 different anchor text variations to rotate.

Another benefit of submitting articles (beyond the SEO benefit), is that your article pages themselves can show up in the search engines, especially if you have good keyword-rich article titles.

The Holy Grail of Link Building – My Favorite and Easiest Method

I saved the best for last here... I think this method of link building is one of the most powerful and also one of the easiest.

I've been a member of this service for about 7-8 months now, and I can honestly say that this is the easiest and fastest method of link building that I've ever used. Not only that, but the links you'll get using this service tend to have more power and weighting with the search engines because they diversify your links from so many different domains (with quality PageRank).

The service I've been using is at:

<http://www.BuildQualityLinks.com>

I can't believe I never discovered this service until recently. The service does involve a monthly fee, but I can tell you from being a member of it myself that it is probably the best and most powerful SEO method that I've used. Also, the fee is fairly nominal if you consider that it pays for itself each month if it even brings in 1 or 2 new customers because of your improved rankings.

Here's why this service is even more powerful than article submissions for building quality anchor text links and improving your SEO... Basically, what this service entails is that it allows you to write 100-word blog posts about any topic of your choice, and you get 1 link back to any of your sites in each blog post. The great thing is that it only takes about 3-5 minutes to write a 100-word blog post, and the reward is that you get a quality anchor text rich link back to your site on a quality domain that you didn't have any links on before. This is one reason why this system is actually more powerful for link building than normal article submissions... because each time you submit a blog post, it gets submitted to a different domain each time instead of the same article directory domains all the time. All of the domains are high quality blogs with PageRank ranging from 2 to 6 that the owners of the service maintain.

You're allowed to do up to 4-5 blog posts maximum per day to as many of your websites as you wish. The important thing you need to do to maximize the linking power of this service is to use as many different variations of anchor text that you can think of that are related to your site. It's important to continuously rotate different anchor text variations in each of your blog posts, and also to make sure that you do about 40-50% of your linking to some of your internal sub-pages on your website instead of always just linking to your homepage.

Again, I think you can still do great with SEO in the long term if you're consistent with article submissions and other forms of link building, but if you really want to step up the game and build your links faster and with more power, I'd recommend using this system:

www.BuildQualityLinks.com

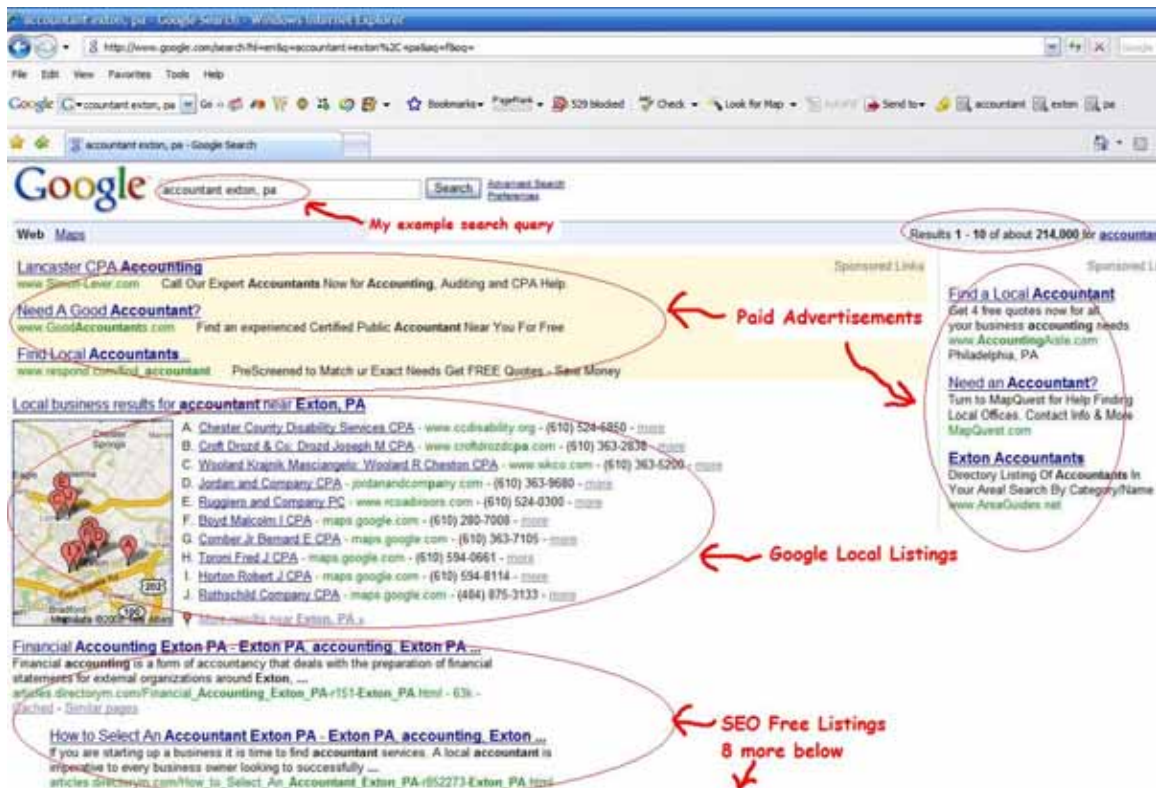
In my opinion, from being a member of the service myself for several months, it is well worth the investment in building your business and getting better search engine rankings.

The Power of Google Adwords

As I mentioned earlier, Google Adwords is one of the most powerful advertising methods you have in your arsenal to attract new customers to your business. You may think that since the SEO traffic we talked about in the earlier chapter was free traffic, why would you want to pay for Google Adwords traffic as well?

Just remember that on any given search query, the customer has about 15-20 different options on the page to click on, so the more of those options that lead to your business, the more web traffic and potential customers that you can gain. Why only show up for SEO, when you can show up for a paid ad as well and double your chances of getting that customer!

Just as a reminder, here is the screenshot again of an example search query showing the paid ads (Google adwords) as well as the Google local listings and the SEO rankings:



Google ranks all of the adwords paid ads using a complicated algorithm and a quality score ranking based on what keywords you are targeting, the quality of your website as it relates to the keywords, your maximum bid price, your average click-through-rate (CTR), and other factors.

As you can see in the example query above, there are 6 paid adwords ads showing on the first page of that query. That means that those 6 advertisers had the highest rankings for their ads based on all of those ranking factors mentioned. There may have been dozens of other advertisers bidding on those keywords, but they may not have

had high enough ranking factors to show up for the query or to show up on the first page for the search.

In general, the higher your ad rank, the more traffic you can pull from any given search query, since the higher ad positions will show up higher on the page, and users won't have to scroll down to find them.

Keep in mind that the adwords system is dynamic and always calculating. Therefore, some search queries may only show 1 or 2 ads that Google's system felt were relevant and had high enough quality scores and price bids, and other times, they may show 9 or 10 ads. Occasionally, they may not even show any ads for a given query even if advertisers are bidding on those terms, if Google's system calculates that the quality scores are not high enough to show those ads.

I hope that all of this technical talk about the adwords system is not scaring you away from trying adwords yourself for your business. Even though it's technically a very complicated system in how it works, it can actually be fairly simple to use most times, and I'll try to give you everything you need to know in this chapter without getting too complicated.

Before I show you the exact steps in setting up your own Google adwords ads, we'll need to clarify the different types of ads that you can run on Google. I think you'll be blown away with how powerful the Google adwords system really is once you see all of your advertising options on there. It's truly incredible!

Here are the types of ad formats that you can run on Google adwords:

- Text ads
- Image ads
- Video ads
- Audio ads
- Mobile ads
- Local business ads

Most likely, the 2 ad formats that you'll be most interested in as a local small business owner will be text ads and local business ads. If you have a unique type of business, you may want to get creative and get involved with testing image ads, video ads, and other ad formats, but those will be out of the scope of this manual for most business owners.

Now, the next thing we need to clarify is the types of networks that your ads can run on. For online ads, these are:

- Google search network – your ads show up when someone searches on Google for the keywords you targeted
- Google partners search network – your ads show up when someone searches on a Google partner site (such as aol.com and other search engines that Google partners with) for the keywords you targeted

- Google content network - your ads can show up on other businesses websites, blogs, or anywhere else that runs Google AdSense... you can even get your ads on your competitors websites if they are running AdSense on their sites!

In addition, most people don't know this, but you can also use the Google Adwords system to run **Offline Ads** such as radio ads, TV ads, and even newspaper ads, all right through the Adwords interface. It's actually quite simple to do. Please realize though that for many types of businesses, your ad money may be much better spent for online advertising vs. the offline ads that are available through Google. However, for certain types of local businesses, it may be worth your while to test out a Google radio ad, TV ad, or newspaper ad if you have some way to track whether you get results from the ad or not.

If you want to explore the options of doing radio, TV, or newspaper ads through the Google interface, it's as simple as logging into your Google Adwords account and looking for the links for more info on each listed as:

- Print Campaigns
- Television Campaigns
- Audio Campaigns

Now back to the Online Advertising available through Google...

If you don't already have a Google Adwords account, you can go to this link to sign up:

<https://adwords.Google.com/select/starter/signup/ForkAuth>

Take note that you will want to choose the Standard Edition, and NOT the Starter edition. You want to have access to all available features and don't want to be limited by using the Starter Edition.

After you choose the Standard Edition, it will take you through some standard steps to get your account set up.

Keep in mind as you're setting up your account, Google may ask you to set up your very first ad in the process. Even if you don't know what your best ad is going to be, just set up a "placeholder" ad to begin with (you can delete or change this later). You can simply set a really low budget at first (such as \$5/day) and then pause your ad once your account is set up and you're allowed to login.

Setting Up Text Ad Campaigns

In this section, I'm going to walk you through the steps of setting up a Text Ad Campaign and show you many of the campaign settings that you'll want to make sure you get right. I'll even show you screenshots and go through an example mock campaign setup.

1. First, make sure that you're in the 'Campaign Management' tab at the top of the page, and then the 'Campaign Summary' sub-tab.

2. Then, click on 'New Online Campaign' and choose 'Start with Keywords' (I'll show you an advanced way to use the 'start with placements' option later to expand your traffic with some pretty cool options).

3. Name your campaign, and also your first ad group. The ad group name should reflect a particular keyword theme that you'll target in that ad group. In the example image below, you can see that I used a Calgary accountant as the example, and the ad group name of 'accounting firm'. Other ad groups that you create after this initial setup could target other keyword themes such as 'CPA Calgary' as an example.

Want to save time? Copy your settings from an existing campaign, then edit as needed. ?

<select campaign to copy> Go

Create this campaign's first ad group

Name your campaign: [Example](#) **Example Mock Campaign name**
A campaign is the top level of account organization for all your ads. ?

Name your new ad group: [Example](#) **Example ad group name (keyword theme)**
Ad groups are subsets of campaigns. They match your ads with selected keywords. This name is for your use; it won't be seen by customers. ?

Target customers by language

What language(s) do your customers speak?

Hold down the control or command key to select multiple languages.

- English
- Chinese (simplified)
- Chinese (traditional)
- Danish
- Dutch
- Finnish
- French
- German

Target customers by location

Where are your customers located?

Currently targeting: [Change targeting](#) **This can be changed to target any or all countries, or if you have just a local business, you can target only a particular city or zip code.**

[How will my location choices affect my ad performance?](#)

[Continue >](#)

4. Make sure that your geographic targeting is set to exactly what you want. For example, if you're selling a product online, you might set it to all countries if you have the capability to ship to all countries or if your product is a downloadable product that can be sold in any country.

However, if you're simply advertising your local business in only one particular region or city, then you can choose your target areas by querying by certain cities, states, or even zip codes. You won't be able to select your particular zip codes or cities or states until you de-select the entire country or countries that are selected by default in your Google account.

5. Your next screen allows you to enter your ad text as shown below:

Create an ad

Create ad: [Text ad](#) | [Image ad](#) | [Display ad builder](#) **New!** | [Local business ad](#) | [Mobile ad](#) | [Click-to-play video ad](#)

Example:
Unique Calgary Accountant
 I'll show you how to save big money
 on your taxes. Calgary Accounting
www.Best-Calgary-Accountant.com

Headline: Max 25 characters
 Description line 1: Max 35 characters
 Description line 2: Max 35 characters
 Display URL: Max 35 characters
 Destination URL: Max 35 characters

[Back](#) [Reset Ad](#) [Continue »](#)

I added the word 'unique' to help this headline stand out from the boring crowd
Most ads are just listing boring info. Instead you might want to have some text that makes your ad more interesting.
You can't use the word 'best' in your ad text, but you CAN use it in your website URL! Nice little trick!

As you can see, in the mock example I used in the screenshot above (not a real website), I tried to make the ad a little more interesting than most other advertisers while still keeping the main keywords in the ad text (since the keywords that are searched for will be bolded in your ad when it shows up on Google).

Headline: Most advertisers are probably going to use something boring like 'Calgary Accountant'. So in an attempt to stand out from the crowd, I used the headline 'Unique Calgary Accountant'. Might sound silly for an ad for an account, but think about it...

If you see 3 other ads all saying the same thing such as 'calgary accountant', and then your ad says 'unique' before that phrase, you most likely stand a better chance of getting that customer to click on your ad instead of the competition. This is just an example of a word that may help to make your ad stand out. Use your creativity and you may find better options for your case.

Ad body text: In this case, most advertisers might just use bland ad text such as "accounting firm in Calgary, Canada for all your needs". So I tried to grab more attention by using a benefit driven phrase in the ad text – "I'll show you how to save big money on your taxes. Calgary accounting."

Display URL: This is the website that you want to show up in your Ad. Note that this can be different from your destination URL. When choosing your Domain name, it can help to get important keywords in your domain name, but also to get an attention grabbing word like "Best" in there as well. While words such as 'best' are not allowed in your headline or body text, they are allowed in your domain name in your ad.

Destination URL: Like I mentioned, you can use a different destination URL here instead of having to send the traffic directly to your homepage. This can be a subpage on your site that is setup to directly track any sales or new customers that come from your ad (although you can still send the traffic to your homepage if that is the most relevant page). Depending on your type of business, this may not always be possible to track if the ad produced your customers or not. It is easy to track sales produced from an ad if you sell an online product directly, but it will be harder if you are advertising an offline service.

6. Next, Google will ask you for your relevant keywords. Remember these 2 useful tools in selecting your keywords:

<https://adwords.Google.com/select/KeywordToolExternal>

<http://www.keyworddiscovery.com/search.htm>

Notice below how in my example mock campaign, I added a couple keywords, but also added those keywords with brackets surrounding them as well as quotes surrounding them. You can add in as many keywords as you want in here that you feel are relevant to people searching for your type of business.

The purpose of the brackets is for your ads to show up for an exact match of that keyword phrase, while the quotes mean that your ads could show up for a phrase match in which your keywords are just part of a larger phrase. The keywords listed without brackets or quotes means that your ads could show up for any variation that a user searches for that contain any or all of the keywords you listed.

Generally, for most businesses, you'll want to use all 3 variations of keyword matching when you input your keywords. Here's a keyword wrapping tool that can automatically insert quotes and brackets into all keywords if you just paste or type in a list of keywords:

<http://www.affiliatemarketingformula.com/tools/keyword-wrapper.php>

Start a New Campaign with Keywords

Target customers > Create ad > **Choose keywords** > Set pricing > Review and save

[Unique Calgary Accountant](#)
I'll show you how to save big money
on your taxes. Calgary Accounting
www.Best-Calgary-Accountant.com
[Edit](#) - [Delete](#)

You can create additional ads for this ad group, if you choose.

+ [Create new ad](#)

Choose keywords

Who will see your ad?

When people search Google for the keywords you choose here, your ad can show. Keywords must be directly related to your ad. (Don't enter 20 or fewer keywords for best results. [Example list](#))

Enter as many specific words or phrases as you like, one per line:

```
accounting firm calgary
accountant calgary
[accounting firm calgary]
[accountant calgary]
"accounting firm calgary"
"accountant calgary"
```

*notice the use of
brackets and quotes for
the same keywords*

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords

Sample keywords based on a scan of your website

If they describe your product or service, click

Click categories to view keywords:

► [Category: calgary alberta](#)

► [Category: in calgary](#)

► [Category: calgary canada](#)

► [Category: calgary hotel](#)

► [Category: calgary job](#)

► [Category: calgary](#)

► [Category: accountant](#)

► [Category: Miscellaneous keywords](#)

Want more?

This example above only shows 2 keyword phrases. You can input as many keyword phrases as you feel are a fit for your business. If there are certain keywords that you feel would be more appropriate for a new ad group that contains a slightly different worded ad, then you can make the different ads and different keywords in a new ad group.

An example of this would be in the case of the accountant to have a separate ad group if they offer book-keeping services. In that case, your ad text can be more specific to the bookkeeping services and the keywords will be relevant to that as well.

7. The next screen you'll see is to set your daily budget and your cost per click (CPC). You should test small daily budgets at first until you find if the advertising is working for you or not. Just think about how much you might be willing to spend on a monthly basis, and work back to set your daily budget. If you think you might be willing to spend \$1000/month on these internet ads, then maybe set a daily budget of \$35/day.

I've literally had campaigns with budgets of \$3/day and I've had others with budgets of \$4000/day depending on what business I'm advertising.

its position.) Raise or lower your budget as often as you like.

Enter your daily budget: \$ 50.00 (Please use this format: 25.00) ^(?) **start small to test out your campaign first**

[How will my budget affect my ad performance?](#)

What is the maximum you are willing to pay each time someone clicks on your ad?

You influence your ad's position by setting its maximum cost per click (CPC) ^(?). The max CPC is the highest price you're willing to pay each time a user clicks on your ad. Your max CPC can be changed as often as you like.

Maximum CPC bid: \$ 0.35 (Minimum: \$0.01) **this could be anywhere from 1 cent to several dollars. A good test starting point might be \$0.10 to \$0.50 depending on your market.**

CPC Content bid: \$ 0.12 (Optional) [Get content from publishers](#) **This is optional. I'll explain why later.**

Higher CPCs lead to higher ad positions, which usually get more clicks.

[Want to purchase the most clicks possible?](#)

▶ [View Traffic Estimator](#) - Enter a CPC and see the estimated rank, traffic, and costs for your keyword(s).

Three things to remember:

- You can always change your CPC and budget, or pause your account entirely.
- Your budget controls your spending. If your daily budget is \$5.00 and there are 30 days in a month, you'll never be charged more than \$150 in that month.
- Lower your costs by choosing more specific keywords, like *red roses* instead of *flowers*. Specific keywords are more likely to turn a click into a customer. [Edit your keyword list](#).

[« Back](#) [Continue »](#)

For your cost-per-click, this is going to take some testing on your part to find out what the going rate is for your market. I've advertised in markets where I could get clicks as cheap as 1 - 3 cents per click, and I've advertised in other markets that demanded 80 cents to \$1.00 or more per click to compete with other advertisers.

What you can do is to set your bid price somewhere between 10 cents to 50 cents to start off (\$0.10 to \$0.50) and see what ad ranking you start to get with that. You may find that you rank #1 at 30 cents and you could have still achieved good placement with a bid of only 10 cents or less. On the other hand, you might find that you're not ranking at all at 50 cents and may need to bid up to \$1.00 or more per click to get placement. You just need to make sure that you can make a profit trying to gain visitors to your site at such a high price.

Personally, I've found that if you start off your account by writing quality ads that get high click-through rates (CTR), you can usually get fairly cheap clicks compared to some of your competitors who may not be as savvy at writing eye-catching ads.

Google ranks ads based on a combination of your bid price, your on-going CTR as your account racks up data, and other factors such as relevancy of your site to keywords, etc. If you think about it, if you get double the CTR of your competitors, you can basically get your traffic for about half the price they might be paying. It's a fairly complicated system, but this just shows how important it is for you to write high quality eye catching ads (that are highly relevant to your keywords).

As for the CPC content bid, this is basically only applicable if you want your ads to show up on Google's content network (other sites running AdSense ads), which will show your ad on any websites on the entire internet that are related to your keywords. Remember that this is different than just having your ads show up for keyword searches on Google or Google's search partners.

Keeping the content network active may not be a great thing to do unless you are sure that you selected an appropriate geographic targeting area when you set up your campaign.

If you wish to turn off the content network and only show your ads for searches, you can go into your campaign settings after the campaign has been completed and de-select the content network. I'll also show you a little later on how you can set up a separate campaign and use the content network to specifically target other websites and even some of your competitor sites that may be running AdSense ads on their site.

Ok, that's about it for setting up a basic text ad campaign. Now let's get into something a little more advanced – site targeting or placement targeting!

Using Google Adwords to Use Your Competitors Sites for Traffic

As I mentioned before, there is a way to use Google Adwords to get your ads showing on your competitors websites or on other popular websites that could give you more visitors and more business.

Let's look back at an example again to show how this can work. We'll go back to my example search query of "accountant Exton, PA":

The screenshot shows a Google search results page for the query "accountant Exton, PA". The browser window is titled "Google Search" and the address bar shows "http://www.google.com/search?hl=en&q=accountant+Exton%2C+PA&aq=f&oeq=".

Annotations with red arrows point to various elements:

- My example search query:** Points to the search bar containing "accountant Exton, PA".
- Paid Advertisements:** Points to the top section of results, which includes sponsored links like "Lancaster CPA Accounting" and "Need A Good Accountant?".
- Google Local Listings:** Points to the "Local business results for accountant near Exton, PA" section, which includes a map and a list of local accountants.
- SEO Free Listings:** Points to the "Financial Accounting Exton PA - Exton PA, accounting, Exton PA" section, which includes a link to "articles.directory.com".

Other visible elements include "Results 1 - 10 of about 214,000 for accountant" and "8 more below" at the bottom of the SEO Free Listings section.

If you look at the website that's ranking in the #1 and #2 spots for SEO natural listings (below the local listings), it appears to be some sort of article website (articles.directory.com). However, if you click on their site (I did to check it out), their page has Google AdSense Ads all over the place, which gives you the opportunity to get

some of their traffic by trying to get one of those ad spots. It's possible you could get those ad spots on that site if you get lucky by doing the right keyword combinations and having the Google content network enabled on your campaign. However, here is the easier way:

Setting up a Placement Targeted (Site Targeted) Campaign or Ad Group

1.. You can do this as either a separate ad group or a separate campaign. For this example, let's set it up as a new ad group. First, go to 'new ad group' and then 'start with placements' as seen below:



Campaign: Calgary Accountant - Paused | Resume campaign | Delete campaign
Budget: \$50.00 / day | Edit campaign settings | Opportunities for improvement
Targeting: 1 language | Edit | 1 location | Edit
No campaign negative keywords: Add | No site or category exclusions: Add

► **New ad group** | View all ad groups

Start with keywords | Start with placements | Help me choose

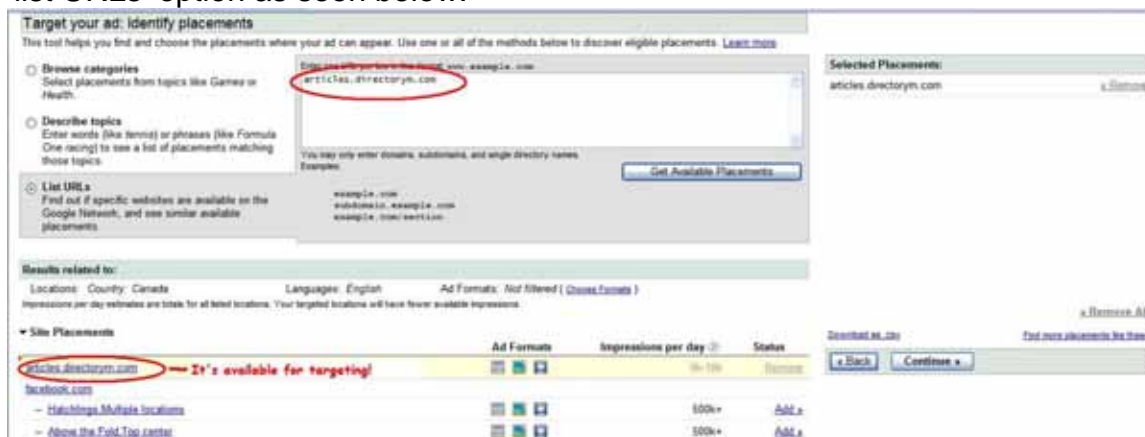
Resume | Delete | Customize columns

Summary

Ad Group Name	Status	Current Bids - Max CPC		Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. %
		Default	Content							
► accounting firm	Ad Group Paused	\$0.35	\$0.12	0	0	-	-	-	-	0.00
Total				0	0	-	-	-	-	0.00

2. Name the ad group, and then the next screen allows you to set up the text ad. You can use one of your text ads you've already used or something that you think will be appropriate for the site or sites that you'll be trying to get your ads on. **Note:** after the ad group is set up, you can go back in and add an image ad too, if the placements you're targeting allow image ads.

3. Next, you'll get to the screen where you'll be finding the sites you want to target. It gives you the options to 'browse categories', 'describe topics', or 'list URLs'. For this example, we had found that the website *articles.directorym.com* had showed up in the top listings for our hypothetical search of 'accountant Exton, PA'. Since we saw adsense ads on that site, we want to try to get our ads on those pages, so we'll use the 'list URLs' option as seen below:



Target your ad: identify placements
This tool helps you find and choose the placements where your ad can appear. Use one or all of the methods below to discover eligible placements. [Learn more](#)

☐ Browse categories
Select placements from topics like Games or Health.

☐ Describe topics
Enter words (like tennis) or phrases (like Formula One racing) to see a list of placements matching those topics.

☒ List URLs
Find out if specific websites are available on the Google Network, and see similar available placements.

Enter one or more URLs in the format: www.example.com

articles.directorym.com

You may only enter domains, subdomains, and single directory names.
Examples:
example.com
subdomain.example.com
example.com/section

Get Available Placements

Results related to:
Locations: Country: Canada | Language: English | Ad Formats: Not filtered (Choose format)

Impressions per day estimates are totals for all listed locations. Your targeted locations will have fewer available impressions.

▼ Site Placements

Site Placements	Ad Formats	Impressions per day	Status
articles.directorym.com		10-100	Eligible
facebook.com			
↳ Hatching Multiple locations		100k+	Add
↳ Above the Fold Top center		100k+	Add

Selected Placements:
articles.directorym.com | Remove

Download All | Find more placements like these

Back | Continue

As you can see, I typed in that website URL and it was available, so I would have selected it.

Note: You can also select as many other websites as you want on this screen to choose for targeting. For example, keeping on the theme of accounting and taxes... if I select the 'describe topics' button and then type in 'taxes', a few dozen related sites will come up that you can choose to target also if you wish. In this example, one of the first sites that came up was *taxtips.ca*, which looks like it gets some decent traffic levels. So you could choose this and as many other sites as you wish.

Remember, even if you only want your ads to show in one region or city instead of an entire country or the entire world, as long as you selected your proper geotargeting in the campaign settings, your ads should only be displayed to people in that geographic area that you selected (even if you chose a popular international website such as *nytimes.com* to target ads on).

I know I've been using the example of an accountant here, but this strategy can work for any type of business. For example, if you own a landscaping company, you can type in the topic of 'gardening' or 'lawn care' or other related terms and then target any popular websites that you might be able to get your ads on.

In this example, if you're a Landscaping company located in Bethesda, Maryland, and people that live in your area just happen to be reading something on Better Home & Gardens (*bhg.com*), if you target that site, you could gain customers from people that see your ad on *bhg.com*!

Now you can see how powerful this technique is! I can tell you that most of your competitors have NO IDEA how to do this method I described above. If your competitors know how to do any internet advertising at all, most likely, they only know that they can set up text ads for local searches, and that's about it. But this is a whole different world of targeted ads that most people don't know how to set up, so you really have a chance to dominate with this method above. You can literally get your ads on major traffic sites such as *weather.com*, *nytimes.com*, *cnn.com*, and other big-time news sites, etc.

Image ads for Placement Targeting

Setting up image ads in addition to your text ads can be an advanced method to gain even more traffic because there are a lot of sites that only have targeting available for image ads instead of text ads.

If you find some websites that you want to target with image ads, here's how to set them up:

1. After you've set up the ad group and saved it with at least 1 text ad, you can go to the 'ad variations' tab in that placement ad group and choose 'create new ad', and 'image ad'. You'll need to already have the image ad made from either Photoshop or another image editing program.

The ad sizes that you can target are (in pixels):

120x600, 160x600, 200x200, 250x250, 300x250, 336x280, 468x60, and 728x90 (the most common sizes you'll see available most often are 300x250, 160x600, 468x60, and 728x90).



As you can see above, if you don't know how to create image ads in those sizes (or have someone do them for you), then you can use the simple 'Display ad builder' to create them in Google. Keep in mind that the rules for image ads aren't that strict and you don't have to use pretty pictures in your image ads. You can use all text if you want (in any color), a combo of text and pictures, or anything your creativity can conjure up.

Just make sure that you have a call to action on the image – to click on your website or call a phone number if that's what you want the viewer to do when they see your image ad.

Keep in mind that if you want to get really creative, you can also choose to set up a video ad in Google and run that on available video ad placements.

Local Business Advertising on Google Adwords

We briefly mentioned it before, but one of the latest features added to Google Adwords is the ability to run local business ads for a specific radius from your business. Local business ads are AdWords ads associated with specific business locations. They appear on Google Maps, Google, and across Google's advertising network. Local business ads are beneficial to both business owners and customers searching for products locally (think it like the yellow pages, except you get to pre-sell your customers, or give them information about your business before they start randomly calling your competition).

Local business ads are different from the regional and customized campaign targeting that we spoke about earlier, and they provide another way to reach users in a specific geographic area. Campaign targeting doesn't require a business address in your targeted area, whereas local business ads are designed to drive traffic to your physical location. Regional and customized targeting are best for driving traffic to your website, whereas local business ads are geared towards driving traffic into your store or business.

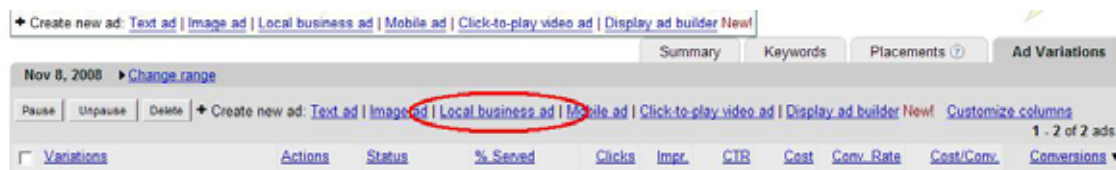
Local business ads will change depending on where they appear. On Google Maps, your ad can appear right on the map, and you can pick a special icon related to your business. On the Google Maps text view, Google, and other sites in the Google Network, your local business ad may also appear in a text-only format.

Now that you know what a local business ad is, let's talk about how you get started. In section 8 we talk about how to take advantage of Google Local and yahoo local to get your business listed in their directories. If your business is not currently listed with Google local, take this opportunity to do it now. This is the first step in being able to run local business ads in Google Adwords.

Google Local is tied into Google Maps, which is a service offering powerful mapping technology and local business information-including business locations, contact information, and driving directions. Once listed, you can edit and change your business information at anytime through Google Local. Now that you are listed with Google Local, it is time to create an ad.

Whether you already have ad campaigns running, or if you are starting from scratch with the Local Business Ads, the process will still be the same.

1. Log in to your Google Adwords account at www.Google.com/adwords
2. Click the campaign that has the ad group you want to put the local ad in, or if you are start fresh, create a campaign to place your ad in.
3. Click the appropriate ad group and you should see the header below

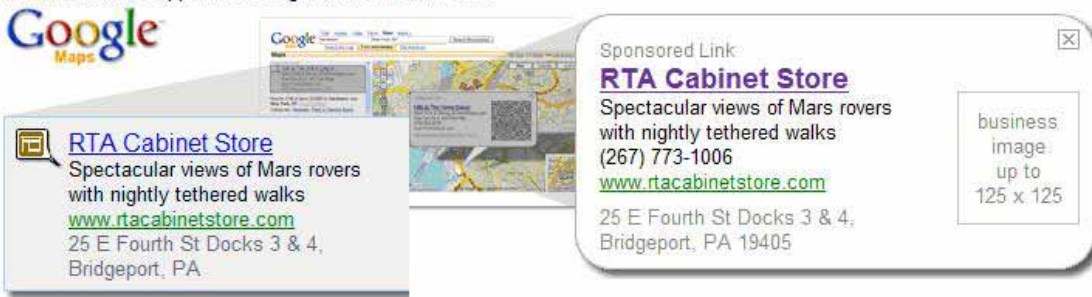


4. Click on Local Business Ad and you will be directed to select the business that you added to Google Local or to add a new business. Once that information is chosen, you will be directed to the screen below.

Create an ad

Preview of your ad on Google Maps:

Your ad will also appear on Google web search results.



Business name: RTA Cabinet Store
Address: 25 E Fourth St Docks 3 & 4, Bridgeport, PA 19405
Description line 1: 35 max
Description line 2: 35 max
Phone: (267) 773-1006 Optional
Destination URL: http:// www.rtacabinetstore.com 1024 max
Display URL: www.rtacabinetstore.com [edit]
Map icon:  [edit]

As you can see above, the Local Ads give you the option of uploading an image, adding descriptive text, and selecting the radius from your business that you would like the ad to be visible.

Important Tip - The text you want to use for local ads will be different from the type of copy or text that you would use for your regional or national ad campaigns. The goal of your content and search ad campaigns is to get customers to your website, so your copy or text should be enticing and eye-catching. With local ads, your goal is to draw them into your business, so you will want to promote any sales or specific products/services that you can offer that your competition doesn't.

5. Save your ad, and you are ready to go.

Google Local Is Free. Why Should I pay for local ads in Google Adwords?

Google Local is a great free service, but there is no guarantee that a customer will get to your business listing during their search process. By taking advantage of local ads, you will be able to highlight your business name and information in front of anyone searching for your particular type of business in your area through Google and Google Maps. Not only will your business stand out among the dozens (hundreds in some cases) or similar businesses in your area, but it will also allow you to tell customers a little bit about your business, which your competition can't. Since Local Ads are a new feature of Adwords, not many business owners know that it is available, which means that your competition won't know about it either.

The New Monster of Web Traffic - Facebook Ads

If you've paid any attention to what's going on in the online world, Facebook.com has become the new powerhouse. Facebook has over 150 Million users worldwide, and in some countries, over 70% of the adult population has a Facebook account.

What does this mean for you as the small business owner? It means a MASSIVE advertising opportunity with the sophistication to target your exact market by demographics and geography!

No matter what business you're in, I guarantee you that your target market is on Facebook interacting with their friends, family, and colleagues. And this gives you the opportunity to get ads for your business in front of those prospects on their facebook pages.

Don't overlook this opportunity to get your ads in front of your super targeted prospects for as little as 5 or 10 cents per visitor to your website (sometimes more). Even if you just have a local business, Facebook allows you to target your ads only to your local city or state or province.

To get started, you will go to this page: <http://www.facebook.com/advertising/>

Setting up ads is quite simple and easy to follow in their interface. You will be running text ads just like the text ads I showed you how to set up in Google Adwords. However, the great thing is that with Facebook ads, you can also display a picture in the middle of your text ad. This helps draw more attention to your ad, and it also give you the chance to use some sort of unique picture to gain more visitors to your ad.

Just realize that Facebook's ad approval team can be quite picky sometimes with what images they will allow for approval. In my experience, sometimes if you just try again another day (even with the same picture), you will get your ad approved.

Here is what the screen looks like when you go to set up a Facebook ad:

Get started in four easy steps.

1. Get Started Help: Creating an Ad

What do you want to advertise?

☒ [http://](#)

☐ I want to copy an existing ad.

2. Create your Ad Help: Creating an Ad

Ads are reviewed to ensure that they meet our content guidelines. We recommend reviewing

- a list of suggested best practices
- a list of common reasons for rejection

Title: 0/25

Body: 0/null

Line breaks are not preserved.

Photo:

Example Ad

This is a sample ad.

3. Reach the exact audience you want Help: Targeting an Ad

Location:

☒ Everywhere ☐ By State/Province ☐ By City

Sex: ☐ Male ☐ Female

Age: -

Keywords:

(interests, favorite music, movies, job titles, etc.)

Education: ☒ All ☐ College Grad ☐ In College ☐ In High School

Workplaces:

Relationships:

Here are the basics of setting up Facebook ads:

1. Set up a headline and body text of the ad (this can be similar verbiage to what you already know works for your Google ads). Facebook allows you considerably more text in the body of the ad compared to a Google ad.
2. Insert a picture that is appropriate and relevant to your business, but that also catches the eye and grabs attention. Your picture is what will make or break your ad in terms of getting users to actually notice your ad. **Note:** Facebook uses both your bid price (cost per click) as well as your click through rate (CTR) to determine how well your ad will rank and if you will beat out other advertisers. So this means that the higher the CTR you can get, the cheaper the clicks you can get. If you don't use an eye-catching picture in your ad, your CTR will be too low, and your cost per click will skyrocket or will exceed your bid price, meaning that they won't display your ad. CTR is everything if you want to perform well in Facebook ads!
3. Geographic area: Next, you will choose your geographic targeting. Note that you can choose an entire country to target your ads, or you can also narrow down to an individual state, city, or province. This can be very powerful if you only want to target your visitors to your region. On the other hand, if you're selling a product or service online to anybody in the world, you have a massive audience to advertise to in lots of countries.

4. Gender: choose if you want to target only men, women, or both. Again, this can be very powerful, because if you have a business such as a nail salon, you may want to only target women. On the other hand, if you own some sort of men's store or service, you can target men without wasting your ads on women that aren't interested in your services or products.

5. Age range: choose your age range that you want to target. This can be very useful as well. For example, if your business targets only college students, then you may want to only target ages 18-22 (approximately). Or if your business caters to retirees, you may want to target ages 55 and up (approximately). **Note:** You may be surprised at how many people are on Facebook at older age ranges – in the US alone, there are over 1 Million people over age 55 with Facebook accounts! This isn't just for kids anymore!

6. Keywords (optional): Please realize that you don't need keywords in this section of your ad setup if you simply want to target everyone according to your other demographic and geographic options. By inputting keywords, you will greatly reduce the amount of people that see your ad. However, for some businesses, you may NEED to input keywords to make sure that your ad is not showing to people that have no interest whatsoever in your business. For example, if you have a guitar store, you may want to input a few guitar or music related keywords to make sure that your ads are only showing to your target prospects. This will keep your CTR much higher and make it possible for you to get super-cheap clicks. Basically, if your business has mass market appeal to almost everyone, you don't need to input keywords, but if your business is in a tight niche, you will want to input keywords to target your exact prospects.

7. Education (optional): You have the option to target specific education levels if you feel that there's a reason to do so for your business. Example -- your business only targets college students or high school students.

8. Relationship status (optional): This can come in handy for some businesses as you can target only single people or only married people. Another example – if your business targets weddings, you may choose to only target your ads to “engaged” people. Pretty powerful stuff, huh!

9. Your bid price: The minimum bid is 1 penny (\$0.01). However, from my experience, there's not much traffic available for 1 cent anymore (there was when facebook ads first initiated). Also, take note that Facebook will display a “suggested bid range”. I've found that this range is usually WAY higher than where you really need to be (if you can get a reasonably high CTR).

For example, when I set up ads, the system usually gives me a suggested bid range of \$0.40 to \$0.60 per click or higher. However, I can honestly say that I've never spent more than about 17 cents/click for Facebook traffic (and I've bought over \$500,000 worth of traffic!).

A good strategy is to set your bid price slightly higher than what you really want to pay per click and let the ad get started. This seems to help to “jump start” your ad to get displayed. Then, log back into your account the next day and reduce your bid price a

little bit as long as you got a decent CTR on your ad. Sometimes, I've started my ads at 15 to 18 cents/click and then come back in the next day and reduced them to under 10 cents (and they'll still keep getting tons of traffic after the bid reduction if you have a high CTR).

10. Name the ad and submit it. As I mentioned previously, the ad approval team can be a little picky sometimes and disapprove your ads, but you may be able to get them approved later by just changing minor wording or trying a different picture.

That's about it for the Facebook ads. I think you'll be blown away at how much business you can generate (whether your business is local or even global) with Facebook ads and the available demographics targeting.

Myspace Ads – Another Great Demographic Targeting Opportunity

Although the popularity of Myspace.com has been shrinking in recent years due to the emergence and dominance of Facebook, don't write them off just yet. Realize that myspace still has over 200 Million Users, and although a lot of those people may not actively use myspace as much anymore, since they are using Facebook... Myspace still has massive reach for your advertising dollars!

Another thing to realize is that Myspace's self-serve ad platform is a lot newer than Facebook's, and therefore, you have a lot less competition from other advertisers on Myspace. Trust me... I've used Myspace for advertising and their traffic potential is still unbelievable!

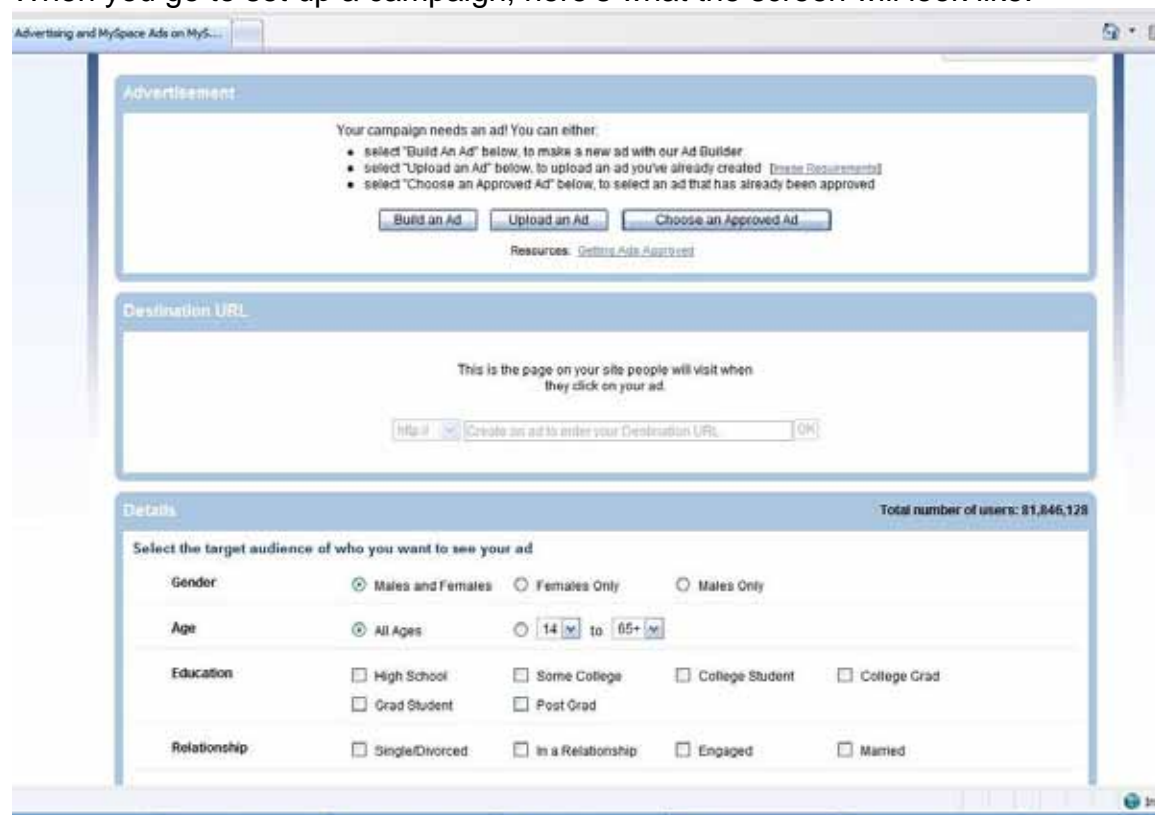
Two Things You Must Know About Myspace Ads:

1. They only allow image ads (728x90 px, 160x600, and 300x250 px) – they even have an "ad builder" to help you if you don't know how to make image ads.
2. They have a minimum bid of 25 cents/click (this can be limiting for a lot of businesses as that is a fairly high click price from my experience).

Here's the page to get started with an advertising account with Myspace:

<https://advertise.myspace.com/login.html>

When you go to set up a campaign, here's what the screen will look like:



The screenshot shows the Myspace Advertising setup interface. It is divided into three main sections: Advertisement, Destination URL, and Details.

Advertisement: This section prompts the user to create an ad. It lists three options: "Build An Ad" (to use the Ad Builder), "Upload an Ad" (to upload an existing ad), and "Choose an Approved Ad" (to select an already approved ad). There are buttons for each option and a link to "Resources: Getting Ads Approved".

Destination URL: This section asks for the page on the user's site that visitors will see when they click the ad. It includes a dropdown menu for "http://", a text input field for the URL, and an "OK" button.

Details: This section allows the user to select a target audience. It includes a "Total number of users: 81,846,128" indicator. The audience selection is based on four criteria: Gender, Age, Education, and Relationship. Each criterion has a set of radio buttons or checkboxes to select the desired demographic.

Gender	Age	Education	Relationship
<input checked="" type="radio"/> Males and Females	<input checked="" type="radio"/> All Ages	<input type="checkbox"/> High School	<input type="checkbox"/> Single/Divorced
<input type="radio"/> Females Only	<input type="radio"/> 14 to 65+	<input type="checkbox"/> Some College	<input type="checkbox"/> In a Relationship
<input type="radio"/> Males Only		<input type="checkbox"/> College Student	<input type="checkbox"/> Engaged
		<input type="checkbox"/> College Grad	<input type="checkbox"/> Married
		<input type="checkbox"/> Grad Student	
		<input type="checkbox"/> Post Grad	

Setting up an ad on Myspace:

- 1.. First, you can either build your own image ad or you can upload an image ad that you already have made. Sizes are 300x250, 160x600, and 728x90.
2. Enter your destination URL – remember, just like Facebook ads, this doesn't have to be your home page... this can be any landing page you create that you feel is most appropriate for your target market that the ad is intended for.
3. Choose your Gender – either male or female separately, or you can target both genders.
4. Chose the age ranges you want to target – the age range you choose is VERY important. Also, please realize that if you're trying to sell a product online, you need to be targeting adults, and not teenagers... teenagers don't have credit cards, so an online sale is almost impossible when you're targeting teenagers.
5. Next, just like with the Facebook ads, you have the option to target education levels, marital status, and parental status if it makes sense for your business to target any of these.
6. Next, you get to do your geo-targeting – you can choose by national, regional, city/state, or zip code (you can even choose a radius around a specific zip code!).
7. Next, if you wish, you can choose interest types for your target prospect. This can come in handy for businesses that want to only target people specifically interested in their business – for example, a golf course only targeting people interested in golf or a motorcycle shop only targeting motorcycle enthusiasts.
8. Next, set your daily budget and your bid price. Note: although the system will recommend a higher bid price range such as 33 to 38 cents/click, I always just set the minimum of 25 cents/click for these myspace ads, and they always still max out my traffic. Please realize that you need to know your numbers and know if you can afford to pay 25 cents/click to get visitors to your website. You can blast through large budgets fast on myspace, so know your numbers!
9. Submit your ad to Myspace for approval. The good news here is that Myspace is MUCH more lenient with the types of ads that they'll approve compared to Facebook, so you're almost guaranteed to get your ad approved (as long as there's nothing profane about your ad).

That's about it for Myspace ads. This is yet another super-powerful method of advertising because of the laser-targeted demographics that you can choose and geo-targeting of your customers.

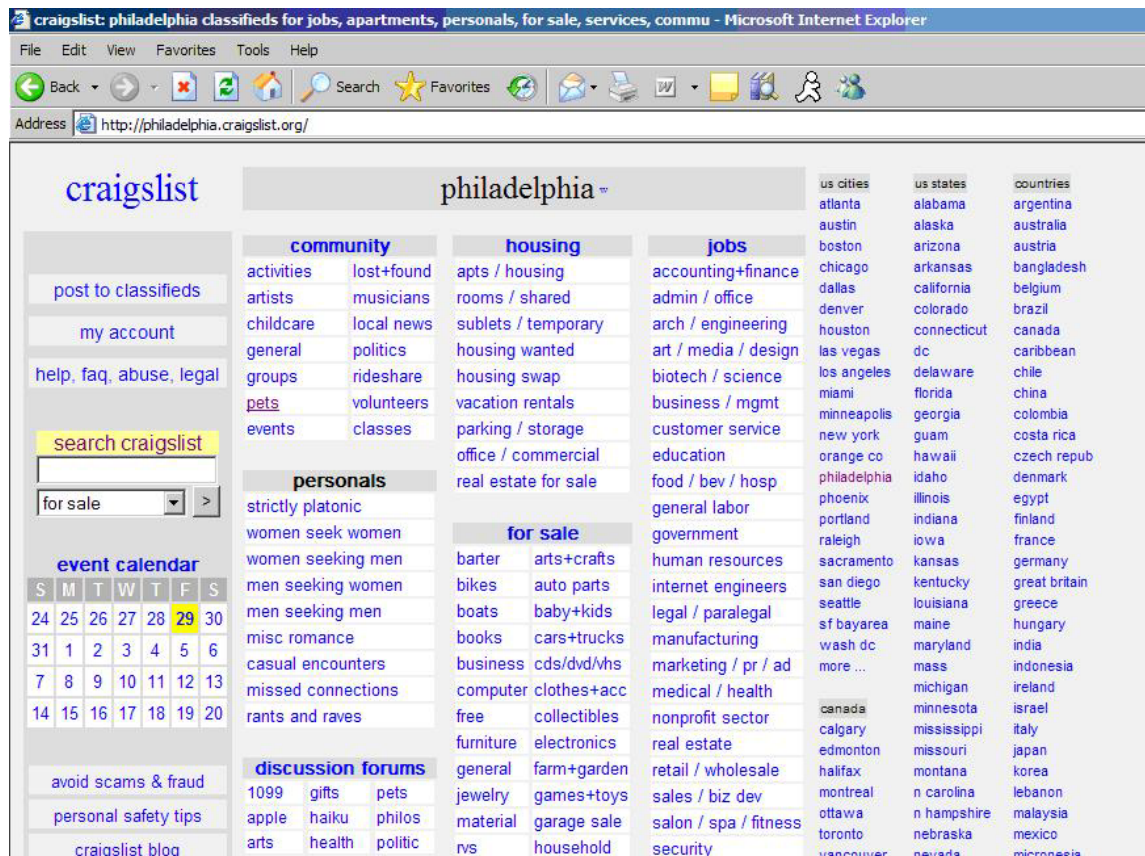
Craigslist and BackPage Marketing

Regardless of the size of your business, Craigslist can be a very powerful tool for directing traffic to your website and your business. On a national level, Craig List averages over 40 million visitors per month in over 500 cities. While actual traffic will vary from city-to-city, and for each of the categories, it is a powerful and FREE way to market your business. How you utilize Craig's List will depend on where your target audience is. This can really be broken up into 3 different categories- Locally, Regionally, and Nationally. Before we get into how to best utilize Craig's List, let's talk about what Craig's is and how it works.

What is Craig's List

Craig's List (www.craigslist.org) and other sites like Backpage (www.backpage.com) are really just online classifieds, similar to what you would find in your local paper. They are broken down by state, city (in some cases different sections of larger cities), and then by category. Of all the online classifieds sites, Craig's List by far has the most traffic, and the most stringent posting policies to go along with it. Each category will have its own posting guidelines, so it is important to focus your efforts on the categories and cities that will get the most relevant exposure for your company. Backpage is laid out the same as Craig's List, but doesn't have the exposure or number of visitors that Craig's List will have. Even so, it is important to maximize the exposure for your business, so I recommend using the techniques you will learn and apply them to Backpage as well.

Since the online classifieds are constantly changing and new ads are being added all the time, once you post an ad it will start shifting further and further away from the main page. Since you want to ensure that your ad is always visible, it is important to establish a routine of posting ads once a week or once every other week. If your ad is not in the top 15-20 ads, it is not likely that your ad will get read. By continuously posting new ads, it will keep a steady stream of visible ads in front of your target audience.



As you can see by the screen shot above, Craig's List provides a breakdown of the most popular cities on the side, as well as each state and country that you can post to. Under each city, you will find the list of areas that you can post to, just like the sample screen shot from the Philadelphia page. It is not uncommon to have ads flagged or removed if you do not follow their guidelines, or your ad appears to be SPAM. Depending on the city, an ad will usually run for 7 days or 45 days, which is really dependant on how many ads get submitted to that city and category in a month (the bigger the city, the short the time your ad remains on the site). Below you will discover some of the secrets that Craigs List doesn't want you to know and that will ensure your ads don't get flagged, but first let's talk about where to post to ensure you are getting your ads in front of your target audience.

How Do You Get Started?

As you can see in the screen shot above, there are a wide range of categories that you can post to in each city, and more than likely there will be multiple categories that will apply to your business. For a company with a physical product, there is no reason why you couldn't post an ad in literally every city. For a company like an Accounting Firm or a Real Estate office, you will want to focus your efforts locally. Since there is a different strategy for posting ads on a local, regional, and national level, I provided step-by-step instructions for all three strategies below. While the basic format of the ad will remain the same, it is the method of posting that will change. Here are the basic steps for posting an ad:


Step 1: **Choosing a category**

[illegible]


Step 2: Creating an Ad

Once you have narrowed down the category you want to post in, it is now time to create an ad. Creating an ad for Craig's List will use some of the same techniques that were used for creating an ad in Google Adwords, with the biggest difference being that you have unlimited amount of words to letters to work with. The key to any ad is going to be an eye catching title. With the number of ads on Craig's List, if you title doesn't catch the readers eye, they are not going to click on the description to find out what it is all about. Below is a screen shot of what you would see if you were searching under Household Services in the Philadelphia Craig's List. Just looking at the titles used in these ads, I would be

more likely to click on the circled ad versus the others because it leads me to want to find out more. Even if a reader wasn't searching for a bathroom remodeling company, the question might peak their interest to read further.

[AIR DUCTS CLEANING SPECIAL- S.O.S DEEP CLEANING](#) - (PA area) 

[S.O.S Deep Cleaning - Carpet and Upholstery Cleaning Service](#) - (PA area) 

[S.O.S DEEP CLEANING - DRYER VENT CLEAN](#) - (PA area) 

[Tired Of Your Old Bathroom? This Is Too Quick & Easy To Pass Up!](#) - (All Philly)

[heater inspection and cleaned no more carbon monoxide in your home](#) - (delco)

[Cleaning service requested](#) - (University City)

[experienced baby sitter](#) - (phila suraundibg areas)

[reliable cleaning by tamara](#) - (philadelphia suburbs)

[Ikea and all furniture assembly](#) - (Tri-State Area) 

It is a good idea to come up with several different titles that you can rotate so that each time you post it will look like a new, unique ad (there are other tricks that can be used to create unique titles which are highlighted at the end of the section). Once you have a title, it is time to move on to the body of your ad. This is where the category guidelines will come into play, so it is important to read them before creating your ad to see if there are any specific characteristics that they will be looking for.

When you begin to write your ads, there will be a natural tendency to try to cram in as much information about your company and services/products as possible. While it is important to convey what it is you do, and why they should use your company, most readers will click away from ads that are too wordy. By breaking your content down to short, concise bullet points, it will ensure that your message is getting across without turning off the person reading it. Going back to the Bathroom ad, there is a good example of how to format your ad. Below are two examples of ads- you decide for yourself which one is easier to read.

Tired Of Your Old Bathroom? This Is Too Quick & Easy

Reply to: serc-818774833@craigslist.org
Date: 2008-08-29, 6:19PM EDT

Are you sick of your old bathroom? Want a new one but can't afford to renovate? Don't want to renovate?

Forget about all that! We are [REDACTED]! We have been doing bathroom refinishing and

Look at the benefits:

*We will repair any cracks, chips, rust or scratches

*2-3 hours to do

*Hundreds & hundreds of colors

*Ready to use in 24 hours

*No messy tear-outs

*Save up to 90% of renovating costs

*Tub and tile will look showroom new

*3 year guarantee

*No dirty grout lines anymore. Grout is sealed. In fact the whole thing is mildew resistant.

*Free non-skid mat when mentioning this ad.

So you have nothing to lose and a new bathroom to gain. Give either Charlie or Paul a call at [REDACTED] call you back as soon as possible!

CHEAPER THAN A DUMPSTER***CLEANOUT & REMOVAL SERVICES*** (HAVERTOWN-DECO & CHESTER COUNTIES)

Reply to: serc-818170637@craigslist.org
Date: 2008-08-29, 11:50AM EDT

[REDACTED] & REMOVAL SERVICES *** FREE ESTIMATES *** LOWEST RATES
ON CONTENTS OF PROPERTIES ... ATTIC CLUTTER ... BASEMENT JUNK ... YARD DEBRIS
FURNITURE ... CARPETS ... GARAGE JUNK ESTATES ... CONTENTS of : OFFICES - W/OUT
AT [REDACTED] ***** WERE CHEAPER THAN A DUMPSTER & WE DO THE WORK FOR

- Location: HAVERTOWN-DECO & CHESTER COUNTIES.
- it's NOT ok to contact this poster with services or other commercial interests

By making bullet points and keeping it to short sentences, the ad on the left makes it much easier for the reader to scan through and find the information they need. In the ad on the right, the reader is less likely to get to the information contained on the third line because everything is jumbled together and harder to read. So while interesting content is extremely important, making it easy to read and follow is equally important. Just as you created multiple titles, it is a good idea to create multiple ads. Just like in Adwords, by simply changing the way a statement is phrased, it could mean the difference between the reader contacting your company or moving on to the next ad. By creating multiple ads, you can experiment with different combinations of ads and titles to see what formula produces the most results.

When creating an ad it is important to decide how you want customers to reach you. Are you trying to direct customers to your website? Do you want customers to call you for a quote or an estimate? Is e-mail the best way to reach you? For a physical product, you may want to just direct them to a website. In a service industry, the goal might be to get them to talk to a live person. Every business will have a different goal from advertising on Craig's List, so it is important to figure that out and include it into your ad. If your goal is to just get them to the website, you may want your ad to have fewer details, but leave them wanting more information which they can only get from going to your site.

If you are including a link to your website in your ad, there is a specific code that you will want to use. Some categories may frown upon using links in the ad, but it never hurts to experiment with it (the worst that can happen is that ad gets removed and you have to post another one). To include a link in your ad, you can use the following code:

`Click Here`

Whatever you put in place of "Click Here" will be the text that the reader can click on to get to your website.

The interesting aspect to on-line classifieds is that the webmaster or anyone reading the ad has the ability to flag or remove your ad. While this may sound odd, it is a way of regulating the amount of SPAM ads that are on the site. This

is why it is really important to get creative with your ads and to make sure that they adhere to the guidelines for each category. That being said, there are some cool tricks that can be employed to avoid getting flagged by the people at Craig's List (keep reading for more details).

Step 3: Posting an Ad

Now that you have a handful of titles and ads, and you know which categories you are going to be posting in, it is time to start posting. As noted earlier, the format for posting multiple ads in multiple locations will change how this is done, but here is the process for placing a basic ad.

There are two ways to go about posting an ad and there are advantages to both. You can create an account on Craig's List which will allow you monitor your ads, when they were posted, and where they were posted.

4 most recent postings
of 150 maximum returned [\[change\]](#)

[\[active pending removed by me expired flagged deleted \]](#)

regardless of status (active, expired, deleted), all posts will appear on this list. we are not able to offer a removal option at this time.

ID	Date	Site	Category	Title	Fee
818996502	Aug 29 08	plh	household	Kitchen Cabinets- Solid Wood	
706857586	Jun 03 08	bal	household services	Solid Wood Kitchen Cabinets- 40% Below Retail	
706853310	Jun 03 08	wde	household services	Kitchen Cabinets- Buy Direct and Save 30-40%	
706849816	Jun 03 08	plh	household services	Save Thousands on Kitchen Cabinets	

As you can see by the screen shot above, by creating an account you have full visibility of all your ads, including any ads that got flagged. While this is great for keeping track of when and where you are posting ads, if you are planning on posting more than 5 or 6 ads at a time, it could actually work against you. By posting ads through an account, it allows Craig's List to track when and where you are posting and they will start to flag repeat ads or multiple ads in multiple categories.

The other option is to just post ads without an account. The procedure for posting them will be the same, but you won't be able to keep track of the ads, when they expire, or if they have been removed. The advantage to this is that you can get away with posting in different categories if you are using multiple ads (and even multiple e-mail addresses). Again, it is important to read the posting guidelines for each category because some of them require an account in order to post in that particular category (for example, any of the services categories will require an account to ensure that the person or company is a local company). So once you decide which way to go, it is time to post your first ad.

If you are posting an ad without an account, you will see the screen on the left and you will want to click on "post to classifieds". Once you click on that, or if you are going through an account, you will see the screen on the right.



It is important to note the highlighted section on screen shot on the right. As mentioned before, Craigslist tries to prevent users from posting the same ad in multiple cities or multiple categories, so it is important to switch up your ad, your title, and in some cases your e-mail address if you are going beyond just posting locally.

Once you click you the category that you would like to post in, you will be brought to this screen:

[philadelphia craigslist](#) > [household services](#) > **create posting**

Your posting will expire from the site in 45 days.

Required fields are in **green** - please avoid ALL CAPS and unnecessary symbols.

Posting Title:	Specific Location:
<input type="text"/>	<input type="text"/>
Posting Description:	
<div><div></div></div>	
Your Email address:	
<input type="text"/>	
<input type="radio"/> use this email address as my reply-to	
<input checked="" type="radio"/> reply to: serv-xxxxxxx@craigslist.org (craigslist anonymizes your real address and relays replies to it)	
<input type="radio"/> do not show any email address (be sure to put a phone # or other contact info in your posting!)	
Permissions:	
<input type="checkbox"/> ok for others to contact you about other services, products or commercial interests	

Each of the categories will have slightly different options for you to fill in or choose from, but this is the basic format for the posting screen. For the services category, they require that a phone number be included in the ad. With any of the categories, you will be given the option to allow the reader to see your e-mail address, or you can use a craigslist address to mask your real e-mail address.

Once you have everything filled in and you click submit, if you are logged into an account it will automatically post your ad. If you are not logged in, it will send a confirmation e-mail to the address you provide, which you will have to manually authorize in order for your ad to be posted. Those are the basic steps to posting an ad on Craigslist, Backpage, or any of the other on-line classifieds sites. Now that you have the basic steps, it is time to move on to the methods to posting locally, regionally, and nationally.

Posting Ads Locally

Posting to your local market is really just applying the basic techniques that were outlined above. Since you will only be posting a small amount of ads at a time, creating an account is the best way to go. The key to getting steady business out of Craig's List is consistency. Create a schedule of when you are going to post your ads, and stick to it. Rotate the ads and the titles, and create the need for customers to call you, go to your website, or send you an e-mail. Great ways to do this is by offering a special that they can only get by contacting you, or

provide a special coupon code in the ad that they can use when they call. Not only will it give them a reason to contact you, but it will also give you a method for tracking where they are contacting you from. Using different codes for different ads will even let you track which ads they are coming from.

Posting Ads Regionally

A lot of local businesses may cover multiple cities or multiple states. Using the previous example of a plumber in Philadelphia, he may want to advertise in Pennsylvania, Delaware, and New Jersey because of the proximity to his business. When you start posting to multiple states or multiple cities, setting up an account is not always the best method. Using the same e-mail address to consistently post to the same multiple cities and categories is an easy way to get your ads flagged before anyone has a chance to see them. So how do you get around the no cross-posting rule of Craig's List? The secret is multiple e-mail addresses.

Craigs List uses a couple of criteria for determining if an ad is SPAM. 1) duplicate ads and titles 2) repeat ads from the same e-mail address 3) repeat ads from the same IP address. The third one is more difficult to get around, but the first two are quite easy and won't cost you a dime.

You already know how to use multiple ads and multiple titles, so how do you go about getting multiple e-mail addresses? If you use AOL, Compuserv, or any of the other big name companies to connect to the internet, they will usually allow you to create multiple e-mail addresses under the same account. My favorite places to get free e-mail addresses would have to be Gmail and Yahoo. By using multiple e-mail addresses, it allows me to post the same exact ad in different cities without be flagged by Craig's List. Depending on how large of an geographic region you cover, 3-4 e-mail addresses should allow you to post multiple ads, in multiple cities, under multiple categories without being flagged.

Posting Ads Nationally

Many small businesses, particularly those that are selling physically products, tend to think of themselves as limited to a particular geographic area. The great thing about using Craig's List as a marketing tool is that you can hit a national market for customers that are interested in your product.

One of our business partners started a business selling cabinets. While his business was doing well in the local market, he didn't see the full potential of what Craig's List could do for his business. After some encouragement, he reluctantly ran a couple of ads in other states for the kitchen cabinets he was selling. After just 3 ads, he had 9 inquires about quoting kitchen cabinets. The secret to Craig's List is that whether you are selling a physical product or providing a service, the people that are searching on Craig's List don't care where you are located, as long as they are getting a quality product at the best price possible.

Posting nation-wide presents a huge market through free advertising, but there are some hoops to jump through to prevent getting your ads flagged. While you can use the multiple e-mail addresses, with multiple ads, you are still limited to

the number of cities you can cover before getting flagged. A good rule of thumb is to not post more than 5 ads per e-mail address at any given time. Any more than that and Craig's List will catch on to the pattern and start flagging all of the ads you are posting.

With that in mind, there are two methods you can use for posting ads nationally

- 1) Manual Posting- Target the cities with the most traffic
- 2) Auto-Posting- Use a software program to automate the process

Manual Posting

Unless you have several people with multiple e-mail addresses for each person, it is going to be hard to cover the entire country on a regular basis and maintain ads that are on the first couple of pages. With limited resources, wouldn't it be great if you could target the cities with the most traffic rather than trying to cover every city on Craig's List? Did you know that 63% of the traffic Craig's List receives comes from 20 cities? If you were to post 5 different ads using 4 different e-mail addresses, you could cover the top 20 cities for traffic to Craig's List. So how do you find out what cities to target?

The key to finding out which cities to target is a website called www.alexa.com . Among other things, Alexa will give you the traffic rankings for each of the sub-pages on any website that you enter. By clicking on 'traffic rankings' and entering craigslist.org, you will get a wealth of information about the site, but what you are really looking for is at the bottom of the page. The screen shot below is from Alexa and shows the results for www.craigslist.org .

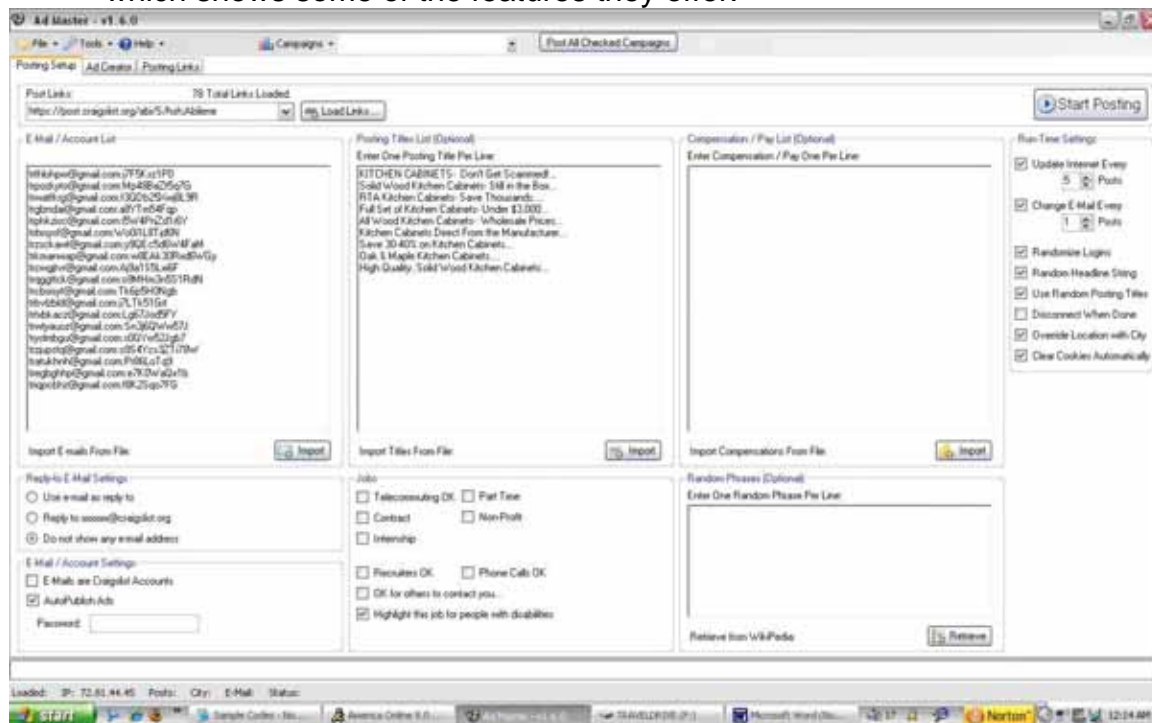


By using the Alexa rankings, you can focus your ads on the cities that receive the most traffic.

Using Auto-Posting Software

Manually posting ads each week can be very time consuming and may not be the most efficient use of your valuable time. The most effective option would be to use an auto-post software. There are several products on the market that all provide similar features, such as Craigslist Genius 1.5 and Auto Post Deluxe. I have been using AdMaster for over a year now, and it has skyrocketed my sales! (unfortunately this product appears to have been taken off the market, so I can't provide a link for it). While I have never tried the other two that I mentioned above, I have heard good things about both. I won't go into the step-by-step process of using these programs, but I will show you how they work and how they can save you time and help explode your business.

All of the programs take the techniques that we have talked about and automate the process. They automatically create new e-mail addresses for you, rotate your ads and titles, help generate unique content, and help you get over the hurdles that Craig's List uses to prevent SPAM. Below is a screen shot from which shows some of the features they offer.



All of the software programs will:

- Automatically generate email addresses for you from GMail
- Randomize the Posting Titles
- Allow custom tags for random text
- Auto-rotate multiple ads
- Generate cities and categories

Once you decide to take your business to that next level, using an auto-posting software program is the most time efficient way to continuously post ads on Craig's List. Without automating the process, I wouldn't have been able to take the cabinet business from \$30,000 a month to \$230,000 a month!

3 Secrets Craig's List Doesn't Want You to Know

Throughout this tutorial on Craig's List I have mentioned tricks you can use to get around the safe guards Craig's List has in place. These are secrets that you will only find here, so guard them with your life!

Secret # 1- Creating Unique Titles

Whether you are using the auto-post software or manually posting ads, one of the challenges that you will inevitably face is creating unique and interesting titles. What you will eventually find is that a handful of titles work better than others... so how do you use the best titles all of the time? When Craig's List is analyzing the title of the ad, it is looking at the entire string of characters. An easy trick for using the same title over and over is to add random text at the end of it. Here is a sample title for an Accounting Firm: "One Trick to Saving Thousands on Your Taxes". While the title might work very well, Craig's List is going to flag the ad if the same title is used over and over. By simply modifying the title- "One Trick to Saving Thousands on Your Taxes.....tazwnk" The random letters or numbers on the end will trick Craig's List's monitoring system into thinking it is a unique title.

Secret #2- Hidden Text

Hidden text is a way to give Craig's List the content it is looking for, without having to include it in your ad. As I mentioned before, you want to keep your ad as short and to the point as possible. While this works well for keeping the readers attention, it isn't what Craig's List sees as a good ad, so it can easily get flagged. So rather than jumbling up your ad, there are two ways to create "hidden text". Below is example #1.

Oak & Maple Kitchen Cabinets - \$50 (PHL)

Reply to: see below
Date: 2008-08-30, 7:28AM EDT

Solid Wood Kitchen Cabinets starting at as little as \$50 each - Oak, Ginger Maple, Honey Maple, Sun

- Solid Wood Face Frames and Doors
 - Solid Plywood Cabinet Box (no particleboard!)
 - 30-40% cheaper than what you find at the big box stores
 - Free help with layout and design
- Email Jake @ jake@rtacabinetstore.com or [Click Here](#) for more information

- Location: PHL
- it's NOT ok to contact this poster with services or other commercial interests

PostingID: 819378713

Oak & Maple Kitchen Cabinets - \$50 (PHL)

Reply to: see below
Date: 2008-08-30, 7:28AM EDT

Solid Wood Kitchen Cabinets starting at as little as \$50 each - Oak, Ginger Maple, Honey Maple

- Solid Wood Face Frames and Doors
 - Solid Plywood Cabinet Box (no particleboard!)
 - 30-40% cheaper than what you find at the big box stores
 - Free help with layout and design
- Email Jake @ jake@rtacabinetstore.com or [Click Here](#) for more information

(hidden) (unhidden) (reply) (to: see below) (cabinets are the perfect solution for homeowners. By importing them directly from China, I am able to

- Location: PHL
- it's NOT ok to contact this poster with services or other commercial interests

PostingID: 819378713

The screen shot on the left is the actual ad from Craig's List. When you highlight the ad as in the screen shot on the right, you will notice that there is text in the middle that you didn't see on the left. How did they do that? It is quite simple.

The text has always been there, it was just typed in a font color that you couldn't see. This is very effective if you are posting in the jobs category where they will be looking for detailed info about the position and the salary being offered. When using short bullet points, this is also a great way to get additional content in your ad to satisfy Craig's List without having the reader see it. Since Craig's List reads the html code and not the ad itself as presented on the left, it doesn't differentiate between what is visible and what is not. This also works really well with picture ads, which is what we will cover in the next secret. Use the html code below to create hidden text as I did above-

<p style="COLOR: seashell">Enter text here</p>

The other way to create hidden text without having to use a different font to mask the text, is to simply put it in plain view. Going back to the ad above, you will notice that all of the Craig's List ad end with the same basic information- Location, PostingID, and any features you selected posting your ad. By copying the text that is below the ad, and going back into the edit mode, we can create the illusion that the ad has ended and still be able add "hidden" text.

[illegible]

By simply adding that text and using the html code **
** several times, it will create the following look for the ad. (The code **
** is another way of creating a break in a paragraph or starting a new line)

philadelphia craigslist > household

Avoid scams and fraud by dealing locally! Beware any deal involving Western Union, Moneygram, wire transfer, cashier check, money order, or any process of transaction protection/certification/guarantee. [More info](#)

Oak & Maple Kitchen Cabinets - \$50 (PHL)

Reply to: see below
Date: 2008-08-30, 7:28AM EDT

Solid Wood Kitchen Cabinets starting at as little as \$50 each - Oak, Ginger Maple, Honey Maple, Sunset Maple, More available

- Solid Wood Face Frames and Doors
- Solid Plywood Cabinet Box (no particleboard!)
- 30-40% cheaper than what you find at the big box stores
- Free help with layout and design

Email [@rtacabinetstore.com](#) or [Click Here](#) for more information

Location: Philadelphia
It's NOT ok to contact this poster with services or other commercial interests
PostingID: 81954395

Location: Philadelphia
It's NOT ok to contact this poster with services or other commercial interests
PostingID: 81954395

You can contact us directly at [@rtacabinetstore.com](#) or click on the link above to go to [Click Here](#)

As you can see on the left, the ad looks the same to the reader and it looks like it ends at the PostingID. But when you scroll down as I did on the right, you see the text we entered at the bottom. You can use as many **
** codes as you want to hide the text at the bottom of the page.

Secret #3- Picture Ads

While they are a bit more complicated to use, creating and using pictures in your ads is a one of the best ways to make your ads stand out, to say whatever you want without getting your ad flagged, and to include high quality images of describing your product or services. As I mentioned earlier, Craig's List views the html code for your ad, and doesn't look at the actual ad. If you were to include text in your image, the filters wouldn't know that there is text in it, they would only see the code for the image file.

Let's take a look at two sample ads and assume that both of them had eye-catching titles that made you want to click on them. These are two opposite ends of the spectrum when it comes to Craig's List ads. The one on the top, just posted a simple ad for cleaning your home heater (basic ad). The second ad, which is for a carpet cleaning company, utilized a full page color ad that included the website address, images and details about the company and it's services. It is actually so large, that I can't fit it into a full screen. When the filters look at this ad, all they will see is the name of the image, not the content in the image.

[philadelphia craigslist](#) > [household services](#)

do you love your loved ones get your heater checked and cleaned now

Reply to: serv-818837488@craigslist.org

Date: 2008-08-29, 7:06PM EDT

get your heater ready for the winter will check for proper draft so you are not getting carbon monoxide into the house. v
all for \$75.00 you will not get this service cheaper

- Location: \$75.00 delco
- it's NOT ok to contact this poster with services or other commercial interests

PostingID: 818837488

Address <http://philadelphia.craigslist.org/res/818785559.html>

S.O.S Deep Cleaning



Protecting Life's Little Treasures

**Professional Carpet
and
Upholstery Cleaning Services**

sonal, friendly, reliable service at very reasonable prices.

No hidden fees - No upsell pressure

Price includes services that others classify as "add-ons" or "extra services"

Residential and Commercial

PRICES AS LOW AS \$14.99 PER ROOM (up to 300sf)

CONTACT US TODAY FOR A FREE CONSULTATION !!

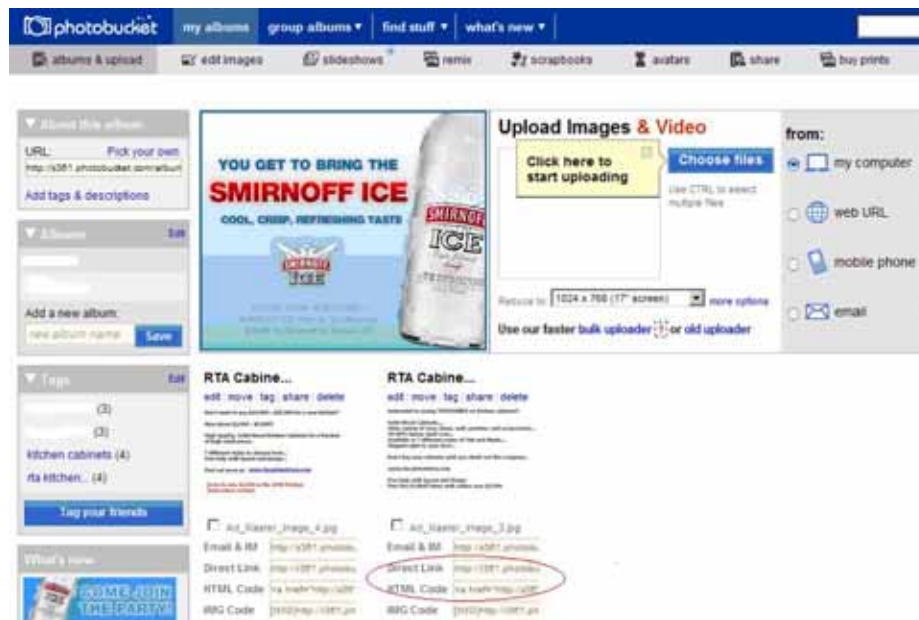
PA: 215-833-9484

PA: 215-833-9484



Not only does the ad stand out, but they were able to create a custom layout that you wouldn't be able to do with just a standard text ad on Craig's List. So how do you create image ads?

There are a wide range of programs out there that you buy, such as Photoshop, Printshop, Adobe ImageReady, etc. But all you really need for an image ad is Microsoft Paint, which is a free program that customs with just about every computer. I won't go into details about how to use Microsoft Paint, since it is a very basic program, but with MS Paint you have to ability to crop images, add text, and create some of the features that was used in the ad above. Once you have your images created, the next step is to make them accessible. Since your images will be embedded into the ad, they have to be accessible for Craig's List to find. The easiest way to do this is to upload the images to an online service such as Photobucket (www.photobucket.com). Photobucket allows you to store your images on the internet and it will create the links that you need to embed the image into your ad.



In the screen shot above, you can see how simple it is. You can either upload your images from your computer, the internet, e-mail, or mobile phone. Once your image is uploaded, it will automatically create the codes needed to add them to your Craig's List ad. The code that it generates should look like this:

<http://i361.photobucket.com/albums/youralbum/imagenam.jpg>

With this code, you are now ready to post an image ad on Craig's List. Using the example of a kitchen cabinet company, we are going to post a simple image ad that was created in MS Paint.

<p>Posting Title: Kitchen Cabinets</p> <p>Price: \$ AUB</p> <p>Specific Location: AUB</p> <p>Posting Description:</p> <pre>

 Click Here for More Details

 <p style="color: seashell;">Hidden text about Kitchen Cabinets is entered here. This would include information about Oak, Ginger Maple, Honey Maple, Marquis Cinnamon, Windsor Maple, and Chestnut Glazed.

 Cabinets are ready to ship and can be delivered right to your door.</p></pre> <p>Your Email address:</p> <p>Type email address again:</p> <p><small>Reply to: sale-xxxxxxx@craigslist.org (craigslist automatically relays replies to it) do not show any email address (be sure to put a phone # or other contact info in your posting?)</small></p> <p>Add/Edit Images</p> <p>Permissions: <input type="checkbox"/> ok for others to contact you about other services, products or commercial interests</p>	<p>Kitchen Cabinets (AUB)</p> <p>Reply to: your anonymous craigslist address will appear here Date: 2008-08-30, 9:50AM EDT</p> <p>Tired of paying the high prices at Home Depot & Lowes</p> <p>Get high quality kitchen cabinets at 30-40% below reta Cabinets feature</p> <ul style="list-style-type: none"> - Solid Wood Face frames and Doors - Solid Plywood Cabinet Box - Wide Variety of sizes available - Available in Oak, Ginger Maple, Honey Maple, Chestnu Maple, Marquis Cinnamon, and Windsor Maple <p>Free help with layout and design.</p> <p>For more information go to- www.rtacabinetstore.com</p> <p>Enter to win \$2,000 in the Kitchen Renovation Contest</p> <p>Click Here for More Details</p>
--	--

On the left you will see the text that was entered into Craig's List and the ad that resulted. There are a couple of things to point out in the text that was used. You will notice two codes that are highlighted, which I will show you below. The first line is what pulled the Image Ad into the Craig's List ad (while that all looks like text, all of the black lettering is actually an image). The second line of code is what created a clickable link

back to my site, and it is the lettering that turned out in purple. Here is the exact code that was used for both features:

```
Click Here for More  
Details </a>
```

These two codes can be combined to make the actual image that you insert into the ad a clickable link back to your site. The resulting code would be as follows:

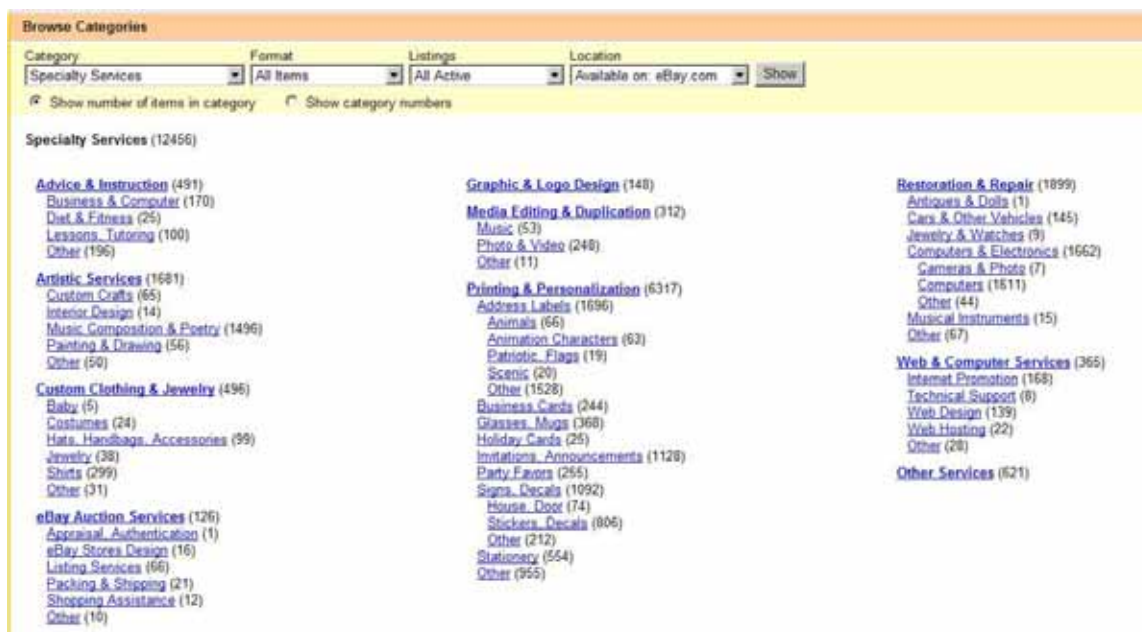
```
<a href="http://www.rtacabinetstore.com" rel="nofollow"><img  
src="http://i361.photobucket.com/albums/oo57/nealon52/Ad_Master_Image_1.jpg  
></a>
```

Craig's List tends to frown upon links to websites in some of the categories, which is why an image ad is a great way to get your website address out there without having to include it in the content of your ad. If you find that some of your ads are being flagged with the website in them, trying creating an image with the website in it as I did above.

Ebay Marketing – More Than Just an Auction Site

Everyone is familiar with E-Bay and the amount of items being bought and sold on a daily basis. Everything from antique dolls to houses and cars are now being sold through E-Bay. E-Bay is traditionally thought of as a market place for physical goods, but it is a little known fact that you can also sell services on there as well, or even just direct traffic directly to your website without selling anything at all on Ebay.

There are literally thousands of categories that items can be sold under, but with a little bit of sorting through the categories, you can even find some specialty services being promoted on E-Bay.

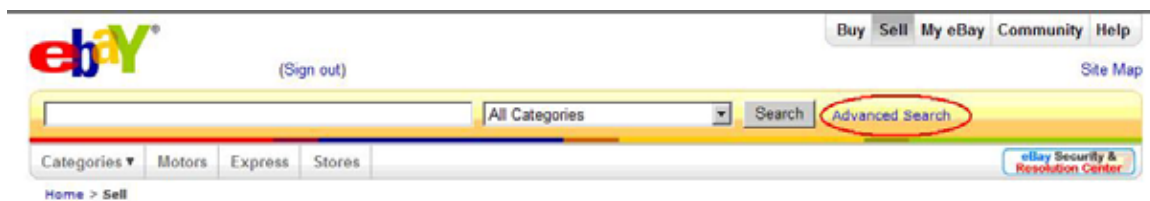


Creating an E-Bay storefront is very similar to creating a new website. You can customize how ever you like and add as much or as little content as you would like. Depending on the type of product or service that you trying to promote, you may not even use your storefront to sell a product, but more as an advertising tool to get traffic to your own website. Regardless of your marketing strategy, for the monthly cost of maintaining a storefront, I find it to be a huge asset to my marketing strategy.

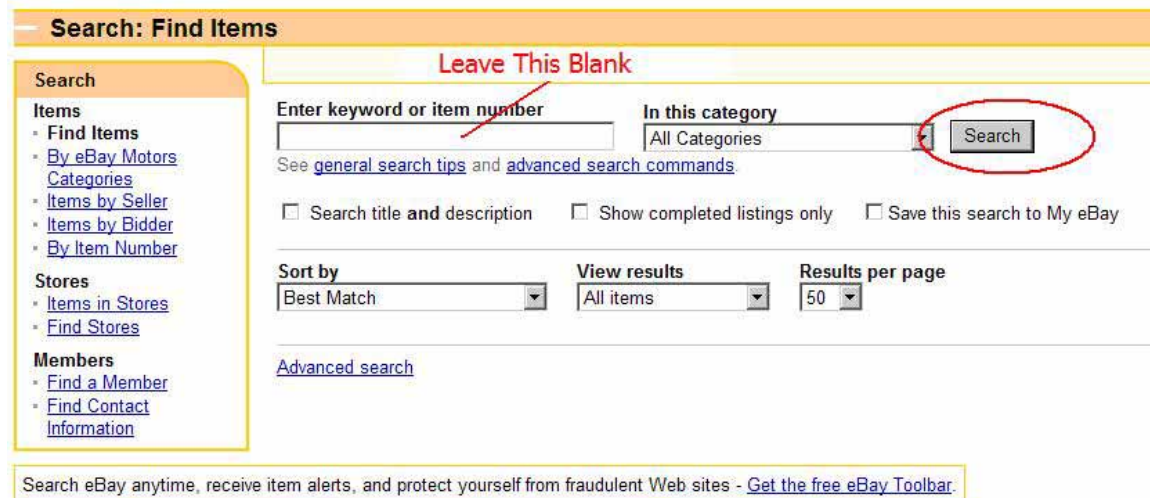
Even if you decide that a storefront isn't the best use of your time or marketing budget, there is a little known secret on E-Bay that every business should be using- E-Bay Classifieds. E-Bay Classifieds are one of the best kept secrets in the internet marketing world. Not all categories allow classified ads, but with my help you will be able to harness the power of the largest on-line auction website for as little as \$10 a month per ad!

First let's start from the beginning. You will need to create an E-Bay account (www.ebay.com) if you don't have one already. Regardless of whether you decide to set up a storefront or not, you will still be selling a product or service through the classifieds so you will need a sellers account. Once you have your account set up, it is time to find the right category to place your ad in.

On the main page, at the top of the screen you will see a couple of tabs, and you will want to click on the 'Sell' tab.



Once on the sell page, you will want to click on 'Advanced Search', which will bring you to the screen below. On this screen you will want to leave the search blank and just click the 'Search' button.

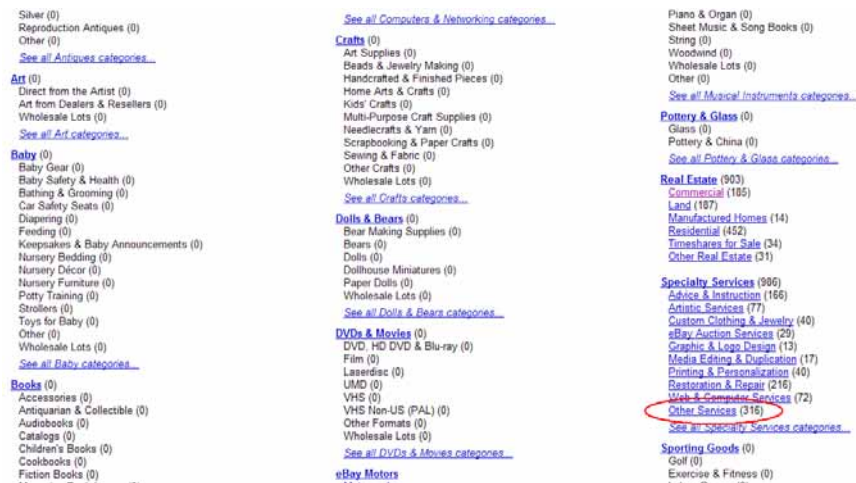


This is where you will find the classifieds listing. This is one of the only screens on the site where you will find a reference to the classifieds, which is why it is such a well-kept secret. Once you get to the screen below, you will want to select Classifieds from the drop down menu under the heading 'Format'.



Once you have selected 'Classified Ads', click on show and it will take you to a listing of all the categories that are accepting Classified Ads. As you will see, there are only a limited number of sections that are currently accepting them, but that number is growing every day. The nice thing about this page is that it will tell you the number of ads in each category. While you want to try to find a category that is somewhat associated with your product, it is not as important as just getting an ad up on E-Bay. Since most searches are done through keywords, the title of your ad will have a greater impact on it being found than selecting the right category. **Note:** Ebay serves up results to user searches based on what words are contained in your listing title, and not what words are in your actual listing body, so be sure to use important keywords in your titles.

If none of the categories seem like a good fit for your company, the best thing to do is go with 'other services' under Specialty Services.



Now that you have a category selected, it is time to create a classified ad. Go back up to the top of the screen and click on the 'Sell' tab again. You will be directed to the main sell screen which will ask you for the name of your product. This is where the coaching on Adwords will come into play. As I mentioned earlier, most of the searches on E-Bay are done by keywords versus scrolling through a category. This is why it is important to choose the correct descriptive words for your product or service. You want to make sure that it will cover the most search terms available and use as many of the 55 characters that are allowed to use. On the next screen you will be asked to fill in the following categories:

Category- this is where you will select the sub-category that you want your classified ad to be placed in. In the event that none of them really applied, opt for 'Other Services' under 'Specialty Services'.

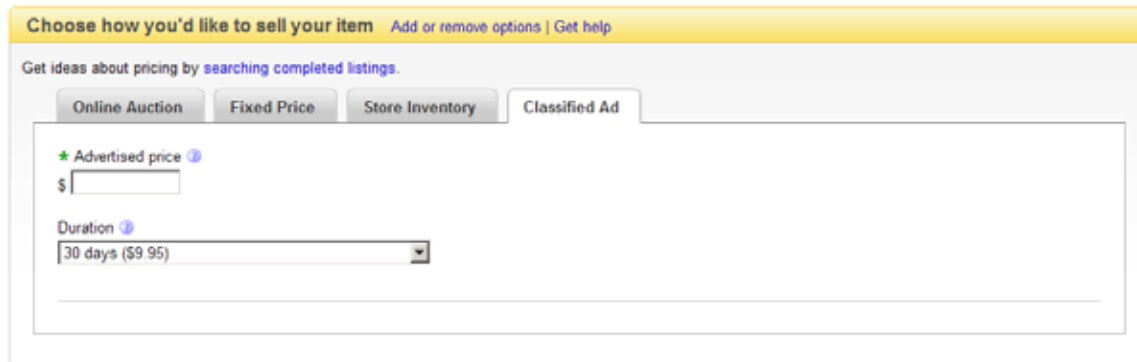
Title- this is where those keywords come into play. This is how potential customers will locate your product or service, so use the 55 characters wisely. You can also add a Sub-title for an extra \$.50 if you want to add more detail to your listing

Pictures- for an additional \$.15 each, you can add as many pictures as you want.

Description of your Product- this is where you can take advantage of all the Adwords and Craig's List techniques you learned to really create an eye-catching ad.

Listing Designer- you can use pre-designed themes for your ad

How to Sell Your Item- this is where the process of creating a product for your store and creating a classified ad will change. In the screen shot below, you can see multiple tabs where you can select Classified Ad. Under the payment options you will be able to select just a 30 day ad, or you can select to have it run until you cancel it. Either way, it will be \$9.95 for each 30 day period.



Once that is complete, just give the customer a way to contact you and select your location. For \$10 you are going to have an ad running on E-Bay for 30 days that is potentially visible by millions of visitors per day. That is \$.33 a day, which is cheaper than what most pay per clicks will cost.

I have tested classified ads in many different niches just to get traffic to various affiliate websites and they can work quite well if you do enough variations of listings using different keywords in your titles (gets you maximum exposure). Some of your ads will flop if you don't choose the right keywords, but others will get tons of traffic to your websites if you do it right. It just takes a little testing different titles until you get it right.

For example, each classified ad I run usually costs me about \$15 for a 30-day listing because I upgrade to a bolded listing. So if I run 10 different ads with different keyword-rich titles, I'll usually find a handful that work really well, and some that won't work at all. So next time you renew the ads, you can just choose the ads that worked for you and discard the others.

Important trick for ebay classifieds: You have to remember that most searches done on ebay are for some sort of products and not services per se. Therefore, if your website is selling a service, you can simply put related product keywords in your title and then in the body of your ad, you send them off to your website for your service. Beware that if you use totally unrelated product keywords in your listing title, there is the chance that Ebay will notice it and shut down your ad (without refunding you), so try to keep the keywords at least somewhat related.

Remember, classified ads don't involve selling a product on Ebay... you are simply writing a short ad and directing traffic to your website...whether that website sells a product on the website (instead of on ebay) or sells a service that you provide.

Now that I have shared this long held secret, it is time to unleash the power of E-Bay to help grow your business! I've found that conversions from Ebay traffic are higher than many other sources since Ebay searchers are typically buyers already.

Joint Ventures and Cross Promotions

One of the mistakes that business owners commonly make is that they don't take advantage of the relationships that they have or other businesses in their area. Just like your business, other local businesses are also going to have a customer list that may vary dramatically from yours. One of the fastest ways that I have been able to grow my business is by partnering up with other businesses and sharing customer lists or establishing partnerships.

Sometimes the hardest aspect of gaining new business is establishing that trust factor or credibility. By partnering with other businesses in your area, you are taking advantage of the relationships that they have built with their customers to help promote your business. A couple of good examples that come to mind would be a chiropractor partnering up with a gym or fitness instructor, or a mortgage broker partnering up with a real estate agent. For a new company, the goal will be to get exposure to a new customer base, where as an existing business may expect compensation for use of their customer list rather than swapping lists.

Cross Promotion- some companies will not want to expose their entire customer list, but will be willing to recommend your product or service in exchange for a commission or percentage of any sales. This is a great way to protect both your customer list and theirs, but you are then relying on the other person to accurately describe and promote your product.

Joint Venture- in some cases, partnering up to offer a combined service may be the way to go. Where a joint service is going to be most effective is where two companies share complimentary services or products, such as the mortgage broker and real estate agent example above. In a situation like this, the combination creates a perceived higher value in the eyes of the customer and exposes your product or service to a larger potential customer base.

How to make website revenue outside of your direct business

Now that we have shown you how to maximize the amount of traffic to your site to help drive your sales through the roof, I am also going to show you how to generate additional revenue on top of your regular revenue stream. While your website is primarily a selling tool for your own product, there is no reason why it couldn't be a source of income from advertising and other products.

As we have mentioned time and time again, getting your product in front of potential customers is the most important aspect of owning a website. Just like you are trying to get your product in front of as many people as possible, so are other companies, and they are willing to pay for it. There are several ways to generate revenue outside of your traditional revenue stream.

Adsense

Did you ever wonder how some websites get advertising on their site? They are most likely using Google AdSense. Google AdSense allows you to create advertising boxes like the one below that will pull ads for related products or services.

Adirondack Chair Plans Build It Yourself! Quality Plans, Wood & Hardware for Your Project www.Rockler.com	Adirondack Chair Pattern Quality Furniture Plans Plus all the Tools & Supplies You'll Need Woodworker.com	Rocking Chairs since 1834 Indoor & Outdoor Styles Heirloom quality and built to last! www.HinkleChairCompany.com	Anglewood Adirondack Adirondack Chairs Adirondack Furniture anglewood.us
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Ads by Google

AdSense will also play image ads on your site as well. Similar to Google Adwords, it is based on a cost per click, except this time you are getting paid for it! While this will not be a huge source of revenue if you don't have a lot of traffic, it is an easy way to get extra revenue out of your website. Creating an AdSense account is simple. Go to www.Google.com/adsense and create an account.

[Reports](#)
[AdSense Setup](#)
[My Account](#)
[Resources](#)

[Overview](#)
[Advanced Reports](#)
[Report Manager](#)
[Site Diagnostics](#)

Today's Earnings: \$1.23
[View payment history](#)

TIP If you haven't received last month's payment by the 25th of this month, please [contact us](#) using your login email address and include the check details of your payment.

View: Today

	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
AdSense for Content ▶ top channels	196	5	2.55%	\$6.28	\$1.23
AdSense for Search - Get started					
Referrals - Get started					
AdSense for Mobile Content - Get started					
AdSense for Feeds - Get started					
Total Earnings					\$1.23

TIP Boost your earnings with [link units](#) -- engaging, appealing ads that make the most of limited space on your site. [Learn more...](#)

Recent messages [View all messages »](#)

Sender	Subject	Date
Optimization Team	July 2008 Optimization Report	Jul 1

Above is a snapshot of the AdSense account screen, which allows you to track the revenue you are generating per day. You can customize the look of the ad blocks that are added to your site by changing the look, color, and layout of the ad (see picture below)

[Reports](#)
[AdSense Setup](#)
[My Account](#)
[Resources](#)

[Get Ads](#) | [Manage Ads](#) | [Color Palettes](#) | [Channels](#) | [Competitive Ad Filter](#) | [Site Authentication](#) | [Allowed Sites](#)

[Get Ads](#) > AdSense for Content

AdSense for Content

[Choose Ad Type](#) > [Choose Ad Format and Colors](#) > [Choose Ad Channels](#) > [Save and Get Ad Code](#)

[Wizard](#) | [Single page](#)

Google AdSense [program policies](#) allow you to place up to three ad units and three link units on any page.

☒ **Ad unit** Text and image ads (default)
 Ad units contain either text ads, image ads, or both. The ads are targeted to the content of your page using contextual and placement targeting.

Linked Title
Advertiser's ad text here
[www.advertiser-url.com](#)
Ads by Google

☐ **Link unit**
 Each link unit displays a list of topics that are relevant to your page. When users click a topic, they're brought to a page of related ads.

Ads by Google
[Bicycle parts](#)
[Bicycle training](#)
[Bicycle shops](#)
[Cycling news](#)

One word of caution with Google AdSense... since you will inevitably be displaying ads for other companies and other products similar to yours, you run the risk of losing customers because they click away from your site for those ads. If you decide to use AdSense ads, it is recommended that you put them at the very bottom of your site, or on internal pages that require your customers to read about your products before coming across the ads. Some internet marketers build websites solely for the purpose of AdSense revenue, and in those cases,

they put the AdSense ads in the most noticeable spots such as right at the top of the page, etc.

Affiliate Product Recommendations

There are businesses that are built entirely on promoting other peoples products. One of the advantages to building a customer list is that you now have a captive audience that you can use to promote new products or other peoples products. Whether you do this by adding the products to your website, or by promoting them through your customer list, it is an easy way to generate additional revenue and it won't cost you anything to do it. The key to promoting other peoples products is to find products or services that you genuinely believe would help your customer base and that you would be willing to stand behind. You can actually turn off your customers by promoting too many products or selecting products that are not quality products.

By simply doing an internet search for your industry, you will inevitably come across websites that are selling products or services that have affiliate programs. If you find a product that you would like to promote, and they don't have a structural program you can usually work out something to promote their product.

There are also websites that specialize in affiliate products that allow you to search for products to promote based on category or topic. The two most common are www.commissionjunction.com and www.clickbank.com

Clickbank

Clickbank is a great place to search for e-books and other downloadable e-products that will compliment the products or services that you offer. As you can see in the screen below, it gives you a quick summary of the product, sale price, and commission payout. It is important to review the pitch page for each product and ensure that it is something that you really want to promote before adding it to your site or trying to sell it through Google Adwords.

CLICKBANK® Sell Products Promote Products Buy Products About Us Customer Service

Affiliate Home | Why ClickBank | SignUp | Marketplace | Faq | Tools | Resources

Marketplace > Fun & Entertainment Search Help | Rankings Help

Search the ClickBank Marketplace

Category: Fun & Entertainment Subcat: All Sub-Categories
Keywords: Sort by: Popularity
Product Type: All Products Language: All
Show: 10 results per page Go Reset

1) New Edition - Satellite Tv For Pc. Satellite Tv = www.SatelliteSoft.com = Go To www.SatelliteSoft.com = Go To www.SatelliteSoft.com = Go To www.SatelliteSoft.com = \$55.
\$/sale: \$33.85 | Future \$: - | Total \$/sale: \$33.85 | %/sale: 75.0% | %refd: 93.0% | grav: 408.87
[view pitch page](#) | [create hoplink](#)

2) Earth 4 Energy - Renewable Energy Solutions - Wind And Solar Power! Hottest Product On CB!!! Earn \$53.29 With Our Backend Sale - This Is Not An Overnight Product. We Are Here To Stay And Our Conversion Rate Is Seriously Amazing. Start Selling This Product As A PI! - Go To www.earth4energy.com For Affiliate Material.
\$/sale: \$33.25 | Future \$: - | Total \$/sale: \$33.25 | %/sale: 75.0% | %refd: 91.0% | grav: 297.95
[view pitch page](#) | [create hoplink](#)

3) Run A Car On Water. Brand New Water Fueled Car / Run A Car On Water Site That Pays Out 75% Commission! \$20 Of Ads Will Give You Over \$100 Of Sales! Affiliates: Go To <http://www.runyourcarwithwater.com/affiliate>.
\$/sale: \$33.88 | Future \$: - | Total \$/sale: \$33.88 | %/sale: 75.0% | %refd: 90.0% | grav: 292.64
[view pitch page](#) | [create hoplink](#)

4) TheMovieDownloads.com Look At The Payout!!! New Movie Site. Flash! Now With Google/Yahoo Tracking! - - For More... Visit www.AdvertiserCash.com.

Sponsored Links

[Game Copy Pro \(Version 2.73\)](#)
Backup virtually any video games.
gamecopypro.com

*****Internet TV on PP*****
New sites/week **EARN 75%**
www.isoftwaretv.com

WINNING LOTTO STRATEGIES
Great Conv, 75% & Rebills.
<http://winninglottostrategies.com/aff/>

*****MAKE \$1000 IN 1 DAY*****
Necessary 4 ALL, **EARN 75%**
www.PartnerWelcome.com

[Ton Movie Download Site](#)

One of the best things about clickbank is that since these are mostly digital products, commissions are typically sky-high and usually range from 50% to 75% commissions (so it's almost like having your own product to sell and make almost all of the revenue yourself).

By clicking "create a hoplink", it will create a unique code that you then insert into a link on your website or e-mail marketing to start promoting that particular product. A hoplink is a code, much like the URL for your site that you use to create a direct link to the sales page of the item you are promoting and it gives the seller a way to track where the sales are coming from. A hoplink would look like this- <http://nealon52.mikegeary1.hop.clickbank.net/> (where nealon52 is the affiliate id and mikegeary1 is the publisher id). Clickbank also gives you an easy management tool to track your daily sales. It breaks it down by day, and you can then drill down to an individual order to see where it came from and what product it was for. See examples below of how the interface looks inside clickbank once you are making sales.

reporting, click on the "[Reporting](#)" tab above. New to ClickBank?

Weekly Sales Snapshot

Week Ending	Gross Sales
2009-03-04 (current week)	\$3,202.72
2009-02-25	\$14,281.26
2009-02-18	\$16,977.36
2009-02-11	\$20,781.15
2009-02-04	\$13,915.84

Daily Sales Snapshot

Thu	Feb	26	\$1,579.56	<div></div>
Wed	Feb	25	\$1,623.16	<div></div>
Tue	Feb	24	\$2,235.87	<div></div>
Mon	Feb	23	\$2,258.49	<div></div>
Sun	Feb	22	\$2,202.63	<div></div>
Sat	Feb	21	\$1,598.20	<div></div>
Fri	Feb	20	\$1,552.34	<div></div>
Thu	Feb	19	\$1,959.36	<div></div>
Wed	Feb	18	\$2,474.37	<div></div>
Tue	Feb	17	\$2,535.24	<div></div>
Mon	Feb	16	\$2,740.01	<div></div>
Sun	Feb	15	\$2,302.52	<div></div>
Sat	Feb	14	\$1,894.66	<div></div>
Fri	Feb	13	\$2,175.52	<div></div>
Thu	Feb	12	\$2,725.18	<div></div>

Current ClickBank time: 16:31:45
 Current ClickBank date: 2009-02-26
 Date account opened: 2008-11-08

Displaying all 27 results. Total: \$613.83

Actions	Date	Time	Receipt	TID	Pmt	Txn Type	Item	Amount	Publisher	Affiliate	CC+	St.	Last Name	First Name
	2008-09-17	23:24	[REDACTED]		VISA	Sale	1	\$26.53			GR		PAPAGEORGIOU	ANTONIOS
	2008-09-17	22:47	[REDACTED]		VISA	Sale -RB	3	\$2.68			MY		CHUO	ONG
	2008-09-17	19:22	[REDACTED]	IMAGE2	VISA	Sale	1	\$26.96			SG		ADDOO	EBENEZER
	2008-09-17	16:48	[REDACTED]	IMAGE2	PYPL	Sale -RB	3	\$2.63			GB		OKUBOYEJO	TEMITAYO
	2008-09-17	14:24	[REDACTED]	IMAGE2	VISA	Sale	2	\$45.69			GB		ADENIJI	ADEGBOYEGA
	2008-09-16	13:19	[REDACTED]		MSTR	Sale -RB	3	\$2.63			GB		COLLINS TAYLOR	SUE
	2008-09-16	05:50	[REDACTED]		VISA	Sale	1	\$26.96			BH		CORONADO	MACARIO
	2008-09-16	04:12	[REDACTED]		MSTR	Sale	1	\$26.53			FR		DESEAU	BERNARD
	2008-09-15	19:44	[REDACTED]		AMEX	Sale -RB	3	\$2.68			MY		CHOO	LIM
	2008-09-15	05:48	[REDACTED]	IMAGE2	VISA	Sale	1	\$26.96			US		ARMSTRONG	DANIELLE
	2008-09-15	05:17	[REDACTED]	IMAGE2	VISA	Sale	2	\$45.69			GB		ANDERSON	MICHAEL
	2008-09-14	03:53	[REDACTED]	IMAGE2	AMEX	Sale	1	\$26.96			IL		EISENSTADT	SHIRLEY
	2008-09-14	00:01	[REDACTED]		AMEX	Rebill	3	\$23.65			HK		JONES	MARK
	2008-09-13	23:06	[REDACTED]	IMAGE2	VISA	Sale -RB	3	\$2.68			AU		GWITIMA	INNOCENT
	2008-09-13	11:00	[REDACTED]	IMAGE2	AMEX	Sale	2	\$46.36			PR		ANDERSON	SCOTT
	2008-09-13	05:48	[REDACTED]		MSTR	Sale	1	\$26.53			NL		KELLAND	A
	2008-09-13	00:01	[REDACTED]	PYPL	Rebill	3	\$23.04				SE		MARTYN	ANDREW
	2008-09-13	00:01	[REDACTED]	PYPL	Rebill	3	\$23.04				SE		MARTYN	ANDREW

TIP- Clickbank gives you a way to track results for different ads or different outlets that you place ads on. The column TID stands for tracking ID. By adding ?tid=youridhere to your hoplink code, you can differentiate where the sales are coming from. Here is a sample code to show you what I am talking about- <http://yournamehere.mikegeary1.hop.clickbank.net/?tid=page1>

Example of ways to use clickbank for a local business owner:

As an example, let's say that you own a chiropractic office, a local gym, or any kind of wellness, health, nutrition, or fitness business. Well, you could promote www.TruthAboutAbs.com as an affiliate and make 75% of every sale that you make to your customers, which would be about \$28 per sale on average that you would earn (without any work on your part).

This way, you give a good recommendation to your customers about a high quality exercise and nutrition program to help them get in better shape, eat healthier, and lose body fat... but you also receive 75% commissions on every sale that you make, so it's a win-win for everybody!



A pretty cool way to do this is to simply buy a new domain for a mere \$9 in Godaddy that is related but different than TruthAboutAbs.com. So for example, you could buy something like www.LeanStomach101.com and then you go into 'domain forwarding', and you forward that domain to your affiliate link (hoplink) for TruthAboutAbs.com. Now you have your own domain as an affiliate of the product that you can recommend to all of your customers, and you automatically are tracked to receive commissions on all sales.

That's just 1 example of how this can work to increase your customer value.

There are plenty of high quality products in various categories on clickbank that can pay very high commissions in some cases.

Commission Junction

Commission Junction (www.cj.com) is similar to Clickbank, except they deal more with physical products versus the e-products that you will find on Clickbank. Commission Junction offers a similar management system for your account, but what they do a little bit differently is that they provide access to affiliate banners right through Commission Junction and it tells you which banners have been performing better than others over the past 7 days and the past 30 days. Depending on the type of products that you would promote, some pay simply for each referral, others give a percentage of the total sale. Below are two screen shots showing some of the information that they provide about the advertisers in the Home and Garden category, along with a list of the banners and images that you would have access to for a company called Global Industrial.

<input checked="" type="checkbox"/> Apply to Program <input type="checkbox"/> Select All		Advertiser	3 Month EPC (USD)	7 Day EPC (USD)	Network Earnings	Sale	Lead	Click	Status	Category
<input type="checkbox"/>		Steve's Blinds & Wallpaper » View Links	\$146.75	\$82.29	<div><div></div></div>	Sale: 6.00% USD			No Relationship	Furniture
<input type="checkbox"/>		Global Equipment Company » View Links	\$111.60	\$152.40	<div><div></div></div>	Sale: 7.00% USD Performance Incentive			No Relationship	Construction
<input type="checkbox"/>		Vattenfall Elvalat » View Links	\$110.90	\$106.54	<div><div></div></div>	Lead: kr135.00 SEK			No Relationship	Utilities
<input type="checkbox"/>		SunSetter Awnings » View Links	\$108.62	\$13.08	<div><div></div></div>	Lead: \$10.00 USD			No Relationship	Garden
<input type="checkbox"/>		Modern Bathroom » View Links » View Products	\$108.77	\$90.01	<div><div></div></div>	Sale: 8.00% USD			No Relationship	Bed & Bath
<input type="checkbox"/>		YLighting » View Links » View Products	\$108.11	\$0.00	<div><div></div></div>	Sale: 8.00% USD			No Relationship	Furniture
<input type="checkbox"/>		Thomas Sanderson » View Links	\$89.69	N/A	<div><div></div></div>	Lead: £10.00 - £20.00 GBP			No Relationship	Garden
<input type="checkbox"/>		Mantis Garden Products » View Links	\$89.65	\$55.17	<div><div></div></div>	Sale: 12.00% - 15.00% USD			No Relationship	Garden
<input type="checkbox"/>			\$88.50	\$68.97	<div><div></div></div>	Sale: 5.00% USD Performance Incentive			No Relationship	Kitchen





	Link	Name	Link ID	3 Month EPC (USD)	7 Day EPC (USD)	Sale	Lead	Click	Advertiser	Status	Get Links
<input type="checkbox"/>		10360100 save today banner		\$304.96	N/A	Sale: 7.00% USD Performance Incentive			GLOBAL* globalindustrial.com Global Equipment Company	No Relationship	Get JavaScript Get HTML
<input type="checkbox"/>		10360099 global banner		\$217.97	\$138.51	Sale: 7.00% USD Performance Incentive			GLOBAL* globalindustrial.com Global Equipment Company	No Relationship	Get JavaScript Get HTML
<input type="checkbox"/>	Click here for the best discounts on ... Text Link Sale/Discount	10366483 best discounts		\$171.59	\$184.54	Sale: 7.00% USD Performance Incentive			GLOBAL* globalindustrial.com Global Equipment Company	No Relationship	Get JavaScript Get HTML
<input type="checkbox"/>	Over 30,000 products online for all y... Text Link Hot Product	10360440 30,000 industrial prod...		\$148.82	N/A	Sale: 7.00% USD Performance Incentive			GLOBAL* globalindustrial.com	No Relationship	Get JavaScript Get HTML

To start promoting a product, all you have to do is register with the advertiser (some are approved manually and others are automatic). Each image or text link in Commission Junction will have it's own unique code, which you generate by clicking on the get links column on the right.

Link Share

Link Share (www.linkshare.com) is another affiliate based marketing program that specializes in some of the name brand internet stores. On Link Share you

will find companies like Ace Hardware, Lucky Jeans, Advanta Bank Corp, etc. Most of these programs will be a 8-10% commission on total sales.

<input type="checkbox"/> Advertiser		Date Joined ▼	Commission	Return Days▼	Status
<input type="checkbox"/>  Lane Bryant Catalog (Arizona Mail Order)	Lane Bryant Catalog (Arizona Mail Order) ★ 🇺🇸 Lane Bryant catalog is the best way to shop sizes 14W to 44W, with fashions and styles you won't find in retail stores. It's a special collection designed just for you. View Links	02-OCT-07	0.00%-7.00% commission on all goods [0.00% commission on selected goods]	30 Days	No Relationship Apply
<input type="checkbox"/>  PETITE SOPHISTICATE Petite Sophisticate	Petite Sophisticate ★ 🇺🇸 Offering refined, exquisitely-crafted apparel for women 5'4" and under, sizes 0P-14P. Petite Sophisticate understands how to make our customers look and feel their very best. View Links	20-SEP-07	6.00%-8.00% commission on all goods	30 Days	No Relationship Apply
<input type="checkbox"/>  identitydirect Identity Direct	Identity Direct ★ 🇺🇸 Identity Direct has a huge range of personalised gifts for children as well as for the rest of the family! Customers can choose from over 500 personalised products, many of which include their favourite Disney, Nickelodeon & Marvel characters. View Links	01-AUG-07	10.00%-14.00% commission on all goods	45 Days	No Relationship Apply
<input type="checkbox"/>  VITAMIN WORLD vitamin world	Vitamin World ★ 🇺🇸 Vitamin World, Your #1 Vitamin Source, manufactures over 1,000 high quality vitamins and nutritional supplements including popular sports nutrition and weight	13-JUN-07	10.00%-12.00% commission on all	120 Days	No Relationship Apply

Marketing Through Youtube

For those of you not familiar with Youtube, it is a video network where you can upload, watch, and share videos, and it is an important part of internet marketing for several reasons. Many people over the past couple of years have actually found their 15 minutes of fame by simply creating a video and posting it on Youtube (if you have ever seen the video of the spraying fountains using Mentos and soda, then you have seen the power that Youtube has). Whether it is informative or just flat out funny, by having people watch a video that you have created gives you the opportunity to sell your business and your products.

Think of it as product placement. By coming up with creative videos, even if they have nothing to do with your business or your products, you have an opportunity to promote your business multiple times to a captive audience (usually at the very beginning and very end by having your website or business name pop up in the video). Creating Youtube content is easier than you think. Think about old home movies and recorded events that would be informative or funny. Most digital cameras have a video feature now that you can use to record your own video, if you want to make a demonstration video about how to use your products. The most successful videos are going to be comical or overly funny. There are plenty of free video conversion software programs that will help you convert the video to a web-based format.

The videos that are the most shocking, funny, or interesting in any way can sometimes go “viral” on Youtube. A video that has gone “viral” means that people like the video so much that everyone is forwarding it on to all of their friends via email (or word of mouth too). Videos that go “viral” can literally get millions of views in a matter of weeks on Youtube. And if you had the end of the video with a quick showing of your website, or a link to your website next to your video, you have the potential of getting massive amounts of eyeballs on your business.

Keep in mind that getting a Youtube video to go “viral” is not necessarily easy, and your video really has to be extremely funny or interesting in some way. But even without a viral video, just by providing useful information for people can help those potential customers find your video and gain trust in what you have to offer.

In addition to product placement in the video, and additional exposure to a captive audience, posting videos on Youtube has another big advantage.... You actually can get a link back to your site off to the right of the video where your profile listing is located. So not only can you display a website address in your actual video, but you can also get a **LIVE link** back to your site to the right of your video.

To really harness the power of Youtube, you can also take advantage of their domain ranking to get your video pages to show up in the Search Engines for various keyword searches...and this is free traffic for you! By taking a few extra steps when creating your Youtube videos, you can not only boost the ranking of your site, but you can also get your videos to rank for the same keywords!

The most important things you need to consider for your Youtube pages are:

1. Using a keyword-rich title to the video, but also making that title eye-catching.
2. Making sure to build incoming links from other sites back to that Youtube video page that you created.

Let's look at an example:

If you are accountant in Chicago and you want to do a video about preparing for tax season, I would use a title like- "Tax Preparation Tips From An Accountant in Chicago" or "7 Secrets to Big Tax Savings, from an Accountant in Chicago". By including your location and business description in the title, you have a really good chance of getting your video to rank high on a search in Google for "*Accountant in Chicago*".... and you could even show up in Google for people that search general keywords such as "*tax preparation tips*" or "*tax savings*" since those are in your video title as well!

Now to really make sure that your video gets some high rankings in google, use the same SEO techniques (that we discussed earlier in the course) for your business domain and try to get a decent amount of direct links to that video page of yours on Youtube through article submissions, blogs, and other websites that you control. Since the domain power of Youtube (PageRank 9) will be higher than your own domain, it may take less linking to actually get your Youtube videos to show up in the Google search engine rankings for your given keywords.

By building this network of interweaving links, you will not only build up the rank for your own site, but you can easily get your Youtube videos to rank on the first page of a google search (especially if you are targeting 'Service + City ' keywords as there's typically not stiff competition for these).

Conclusion

I hope that this course has put you on the right path to gaining as much new business as you want using internet marketing. This is truly a time in which many business owners that ignore internet marketing are going to be left in the dust and their businesses will slowly die.

On the other hand, the business owners like yourself, that take action on these powerful internet marketing techniques are going to have more customers and business than you can imagine and will prosper in these new times.

Remember that you don't have to master every single advertising or traffic method that we talked about in this course... The most important thing is simply to take immediate action on at least a couple of the methods to start, and progress onto more of the techniques as you advance. The more of these web marketing and traffic strategies that you can build up over time, the more diverse your sources of new business will be, and therefore, you will be more secure if you lose 1 or 2 traffic sources for any unexpected reasons.

If you implement the ideas in this manual, there's absolutely no reason that you can't grow your business to entirely new levels. The internet is EXTREMELY powerful and 6-figure, 7-figure, or even 8-figure businesses are certainly possible even for small companies or individuals.

I hope you're as excited to succeed as we were to help you out with this part of your business.

If you've found the information in this course to be helpful, we would be very appreciative if you would be willing to send us a testimonial about your satisfaction with this manual. You can email a testimonial to us at:

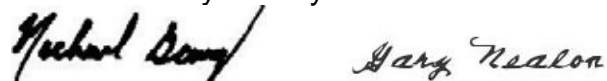
contact@smallbusinessinternetsecrets.net

Also, feel free to contact us if you have any other questions. We may be building a coaching group or online forum in the near future for those that want some extra attention on an on-going basis with improving your website results and marketing.

If you have any ideas or would like to see anything specific in terms of a coaching group, mentoring, or an online forum to interact with other business owners that are trying to build their internet marketing, please email us and let us know what services you'd like to see. If we get enough requests for certain types of services, we'll do our best to try to provide that help for you.

To your success,

Michael Geary & Gary Nealon

The block contains two handwritten signatures in black ink. The signature on the left is 'Michael Geary' and the signature on the right is 'Gary Nealon'.