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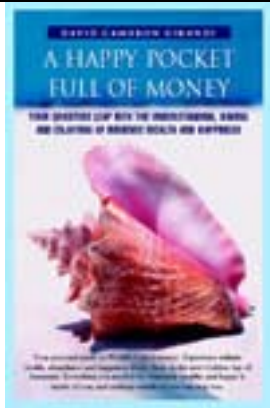
THE COMPLETE INTERNET MARKETING OUTLINE

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**Summary:** This is an outline of all the important things you can do to dramatically improve traffic to your web site. It is designed for a fast read. It does a quick job of pointing you to exactly where you need to go, as fast as possible, as concisely as possible. First, read this guide in whole. Then go back to the beginning and follow this guide in a **step-by-step** manner as much as you can. Do the first thing on this outline first, then when you complete that, do the next, and so on, as much as possible. Marketing is 80% of your business – it is what gets you into business. Spend 80% of your time or your organization's time on marketing. Commit to doing at least 5 things every day, no matter how small, that will add to the marketing of your business.

**Note:** This document was first written in November 2001. It is reviewed often to update major details and you can therefore trust the validity of the methods described in it. However, minor details such as prices of some services or URLs deep within sites that are talked about may change more often or may change without us being alerted of this change. For minor details such as these, check the

site or service talked about online for the latest information.

**Tip:** Anyone can easily follow the instructions shown below. However, if you feel that you do not have the time or the technical inclination to do it yourself, you can also hire quick help affordably at <http://www.elance.com>. The author is unable to personally undertake any tuition beyond this quick guide or perform actual marketing or installation work for any client due. However, you are always welcome to ask your questions at the online forums at <http://www.ImagesOfOne.com>. There may be another reader who will be able to answer your questions.

## FIRST THINGS FIRST

Before you start your marketing, you first need to make sure your site is good for the engines, for people, and for business.

**Site Map:** Some engines only crawl to 2 levels deep (pages that can be got to in one click). Therefore, to ensure that even your 3 plus deep pages get indexed, you should have a site map that has links to all your pages. That site map must also be directly available from your home page so that the engine can find it in one click. You should also submit your site map to the engines. The homepage and a few other pages should link to this site map. That makes all your pages crawl-able by every search engine no matter how deep they are. You can make your site map manually, use server-side scripts, or use a software package to do so.

**Recommend A Friend:** Recommendations are the third most common ways of finding new sites and they have the biggest response rate (because people trust their friends). You should have your recommend a friend form or button on each page. One quick and easy service for this is [www.recommend-it.com](http://www.recommend-it.com).

**No Java, JavaScript, Flash, Shockwave:** Many engines have trouble indexing pages with these technologies accurately. Eliminate them as much as possible.

**Mailing List::** Start a mailing list on your site. Give your users a reason to sign up to your mailing list. Have the subscription form placed on every page on your site. The usefulness of a mailing list is that it keeps you in touch with your clients. Most people never buy anything until after the fifth or so time they are in contact with it. so if most of your site visitors are only coming to your site or somehow dealing with you only once, you are losing the bulk of your sales. A

mailing list enables you to periodically get in touch with them and after a while they become comfortable with you and place orders with you. there is a lot to be said about mailing lists (and newsletters) so you best search the Net for various sites that talk about this in detail.

## HOW TO CHOOSE YOUR KEYWORDS

Choosing the right keywords is an extremely important step in web marketing. After all, people use keywords to search for you. Here are some good keyword selection resources:

1. <http://www.wordtracker.com> – WordTracker uses a scientific approach to help you find the right keywords.
2. <http://www.wordspot.com> – WordSpot helps you find keyword trends.
3. The GoTo.com page at <http://inventory.goto.com/d/searchinventory/suggestion/> is also excellent (and free).

The way to go about the whole keyword selection thing is to first write down all keywords and phrases you think that people may use to find you. then go to the above sites (start with GoTo as it is free) and enter each of these phrases, one at a time, into their query box and run a search on them at these sites. This will give you a count of how many times each of your phrases has been searched for in the last month, plus a list of related terms and how many times they have been searched for. This way you will uncover terms and phrases you never thought of and also see exactly which search phrases are most popular. The most popular search phrase is what should become your main keyword from now on. The second most popular becomes your second keyword, and so on.

## HOW TO WRITE YOUR TAGS

Here is a guide to writing your title, description and keyword tags for your

pages and for writing your titles and descriptions for submission to directories like Yahoo, LookSmart and DMOZ. For all tags:

1. Use only the top 3 to 5 keywords most commonly used to find your site. Use the guide above on keyword selection to figure out your most popular keywords.

2. Keep your title and description tags very short to increase your keyword density (ratio of keywords to total words).

3. Keep your keyword frequency (number of times keyword occurs) at one or two if it makes sense when you read it out. More than two is towards spam (usually but not always), and less than two is sometimes too little.

4. Use the keywords first in the sentences, with the most popular keyword first. This is called keyword prominence. The earlier in the sentence the keyword is, the more it scores on engines.

5. Engines expect tags to follow a certain order. You must have all pages have the title tag come immediately after the head tag, immediately followed by the description and keyword tags, then any other tags and scripts and comments. Otherwise, the engine may not locate the tag.

6. Progressively make your site multilingual, starting with a translation into the top five normal characters languages (like German, Spanish, and French).

This is how your tags on your pages should look in general:

```
<html>
<head>
<title>Keyword words words words
words.</title>
<meta name="description"
content=" Keyword words words
```

```
words words.">
<meta name="keywords" content="
keyword, words, words, words ">
...then any other head tags, javascript
if used, and remaining HTML after...
```

## POSITIONTECH INKTOMI SUBMISSION

PositionTech has been contracted by Inktomi (a search engine) to process their submissions. Inktomi (<http://www.positiontech.com>) powers 125 search engines including the search engine sections of MSN, Hotbot, and AOL. Within 48 hours, pages you submit through PositionTech's paid inclusion service will pop up on all those search engines that use Inktomi. The page rankings also generally improve greatly - paid-inclusion pages generally rank higher than those submitted through the usual free submission service. Your submitted pages are also re-spidered daily so that any change you make to them is guaranteed to show up within 48 hours on all these engines. These pages submitted through the paid inclusion service are added to Inktomi's IFD database. Inktomi also has their old database, the LTD database. IFD pages are added to the LTD every 30 days. All Inktomi partners will show the IFD pages, but they all use LTD pages differently. So, while your pages will show within 48 hours of paid submission, you should also get a little more exposure once your pages are also added to the LTD from the IFD by Inktomi on their next 30-day refresh cycle.

Cost: 1st Page - \$20.00, Pages 2-100 - \$10.00 each, Pages 101+ - \$6.00 each. Only the pages submitted and paid for will be indexed under this preferential treatment. Inktomi will not crawl your submitted pages and add pages it finds on its crawl to your list of pages covered by the paid-inclusion terms. Therefore, submit via the pay-for-inclusion service whatever pages you find important to you.

Have your pages optimized for good ranking. You should optimize your pages (your home page and other site pages) that you are submitting to Inktomi. The easiest

way to optimize your pages is to use the Submit Director service by Position Tech. Because it is all on the same server, Position Tech will be able to suggest ways to improve your regular pages as well as submit them to Inktomi all in one place. Also, make sure your pages have good title, keyword and description tags. Make sure you do not have hidden text and keyword repetitions on your page and tags as these are considered spam. Your title, keyword, and description tags should all have your main keyword. Place the keyword at the beginning of the title and the META tags. Use only one repetition of your keyword in the title, once in the META keywords tag, and once in the META description. Also place your keywords early on in the page text.

Submit to Inktomi first as it feeds major portals such as AOL, MSN, NBCi, iWon, LookSmart, About, HotBot, GoTo, CNET, ICQ, and others, plus about 300 minor portals that also use it.

#### **LOOKSMART SUBMISSION**

LookSmart (<http://www.looksmart.com>) may not be used very much directly, but its listings reach over 83% of the Internet through its partner network. Its power does not come from people actually searching from the Looksmart.com site itself. Its listings actually reach a much wider audience than Yahoo! can provide, by some accounts. LookSmart currently provides its search database to leading Internet portals, 370 ISPs and 600,000 websites including the Microsoft Network, AltaVista, Excite@Home, iWon, Time Warner, Sony, British Telecom, US West, AltaVista, Netscape Netcenter and NetZero. Again, without doubt, you must be in LookSmart, and being in it can bring you up to 50% of your traffic or more.

You can be listed in LookSmart in 2 days for a cost of just \$199 - very worth it for what LookSmart will give you. Its partner sites will pick your listing up shortly after you are listed, usually within a few days or weeks, depending on each partner site's database update

schedule. You will get back your investment in a matter of days and weeks.

LOOKSMART rankings depend on the keywords in your title and description. The title you get listed on LOOKSMART with is usually your business name.

Because the traffic from LOOKSMART is heavy you should think about getting a DBA (doing business as) business name that has the keywords in it. For example, if your primary keyword is 'wedding gowns' but your company is called Tintomas Fashions, Inc., register a business name under your company name that has your keywords. If you specialize in a certain geographic region, include that as well. For example, if your business is in Miami, then register the name Wedding Gowns of Miami. Then have your title tag read Wedding Gowns of Miami – no more, no less. Then, on your home page, place Wedding Gowns of Miami prominently at the top of the page, so that it looks as though this is what the site is called. All your logos and graphics should be changed to reflect the new name, Wedding Gowns of Miami. Remember, this is only temporary until LOOKSMART reviews your site for inclusion. You may change everything back to normal once you are indexed by LOOKSMART. In your About page or company info page, have Wedding Gowns of Miami as the listed business name (you can add that Wedding Gowns of Miami is a Tintomas Fashions subsidiary or DBA business if you like).

LOOKSMART also looks at the Whois database at [www.netsol.com](http://www.netsol.com) to see what company name is listed as the owner of your domain. You should also edit that Whois info at NetworkSolutions ([www.netsol.com](http://www.netsol.com)) to include your new DBA name. When you submit your page to LOOKSMART, in the company field, place Wedding Gowns of Miami as the business name. Once you are listed by LOOKSMART, you may change back your home and about pages to be how they were before. While we are on the topic of domain names, it is a good idea to register a domain name that reflects the new business

name you have for LOOKSMART, such as weddinggownsofmiami.com for our example here. Have that new domain name also point to your site (you can do this by asking your web hosting service to alias it to your current site). This keyword rich domain name is the domain you will list your site under for LOOKSMART. The reason for this step is that keywords found in your domain name give a good boost to your ranking on searches on LOOKSMART.

This may sound like a lot of hassle just for one listing, but it is very important to have your primary keyword in the title that LOOKSMART lists you under if you want to get massive traffic. And the only way to do that is to have those keywords in your legal business name. The description you submit to LOOKSMART is also something that should have your primary keywords early on in the description, preferably starting off the description.

Your listing should not read like an advert - it should be descriptive. Try to make it in a way that it sounds interesting and informative to a potential client, without sounding like a blatant advert. Otherwise, LOOKSMART will re-write it. Start your description with your most important keyword.

Before you submit, make sure all your links are working. Generally, have a good look at your site and remove everything that would make LOOKSMART not list your site - or list it in a way that isn't as you would wish it to be. Once your site is listed at LOOKSMART it is hard to have the way the listing is worded changed. So make sure you get it right the first time around.

To submit to LOOKSMART, simply go to the category where you wish to have your site listed on LOOKSMART and click on the add URL link at the top or bottom of that page.

#### **ALTAVISTA**

Once you receive confirmation from LookSmart that they have included you,

submit to AltaVista. The reason you wait is that many of these engines now check to see certain other ones and if a page is included in one, it is then included in and ranked better in the other.

At this time, please jump ahead in this guide and read the section on SubmitDirector. As you will see, you should usually submit only your home page and your site map, and you should do it manually yourself, and space out each page submission with 25 hours.

#### **YAHOO! SUBMISSION**

Yahoo! (<http://www.yahoo.com>) has an immense reach. Yahoo! receives, directly, more traffic than any other search engine or directory. Being listed on Yahoo! and DMOZ also gives you a great boost on your Google rankings, so if you are not listed on Yahoo! and DMOZ, your pages on Google may never rank highly. You simply must be in Yahoo!

You can guarantee that you will be reviewed and possibly added within 7 days by paying a fee of \$199 to Yahoo! The \$199 fee guarantees that you will get reviewed, but to be included, especially in a way that gets you the most traffic, you must fulfill certain things, which is what we shall look at here.

Yahoo! rankings depend very much on the keywords in your title and description, and the keywords in the category name you are listed under. Select your category very wisely. The best way to find a category for you is to search on Yahoo! for large and popular businesses that you know are in your industry. See which category they are listed under and get listed there as well. That way you will be sure you are at a spot where your potential visitors are used to going. The title you get listed on Yahoo! with is usually your business name.

The first step for you is to figure out which keywords are searched for most in your industry. Make a list of all keywords and phrases you imagine people search for when looking for your kind of products. Then go to GoTo.com and in their inventory search tool

[\(http://inventory.overture.com/d/searchinventory/suggestion/\)](http://inventory.overture.com/d/searchinventory/suggestion/) enter each one of them in, one at a time, and click on the search or go button. That will return a list of related keywords and how many times they have each been searched for. Run through your whole list until you find out which keywords are searched for most. Now this most popular keyword phrase is what you will use in your Yahoo! title and description.

Because the traffic from YAHOO! is heavy you should think about getting a DBA (doing business as) business name that has the keywords in it. For example, if your primary keyword is 'wedding gowns' but your company is called Tintomas Fashions, Inc., register a business name under your company name that has your keywords. If you specialize in a certain geographic region, include that as well. For example, if your business is in Miami, then register the name Wedding Gowns of Miami. Then have your title tag read Wedding Gowns of Miami – no more, no less. Then, on your home page, place Wedding Gowns of Miami prominently at the top of the page, so that it looks as though this is what the site is called. All your logos and graphics should be changed to reflect the new name, Wedding Gowns of Miami. Remember, this is only temporary until YAHOO! reviews your site for inclusion. You may change everything back to normal once you are indexed by YAHOO!. In your About page or company info page, have Wedding Gowns of Miami as the listed business name (you can add that Wedding Gowns of Miami is a Tintomas Fashions subsidiary or DBA business if you like).

YAHOO! also looks at the Whois database at [www.netsol.com](http://www.netsol.com) to see what company name is listed as the owner of your domain. You should also edit that Whois info at Network Solutions ([www.netsol.com](http://www.netsol.com)) to include your new DBA name. When you submit your page to YAHOO!, in the company field, place Wedding Gowns of Miami as the business name. Once you are listed by YAHOO!, you may change back your home and about pages to be how they were before. While we are on the topic of

domain names, it is a good idea to register a domain name that reflects the new business name you have for YAHOO!, such as [weddinggownsofmiami.com](http://weddinggownsofmiami.com) for our example here. Have that new domain name also point to your site (you can do this by asking your web hosting service to alias it to your current site). This keyword rich domain name is the domain you will list your site under for YAHOO!. The reason for this step is that keywords found in your domain name give a good boost to your ranking on searches on YAHOO!.

This may sound like a lot of hassle just for one listing, but it is very important to have your primary keyword in the title that YAHOO! lists you under if you want to get massive traffic. And the only way to do that is to have those keywords in your legal business name. The description you submit to YAHOO! is also something that should have your primary keywords early on in the description, preferably starting off the description.

Your listing should not read like an advert - it should be descriptive. Try to make it in a way that it sounds interesting and informative to a potential client, without sounding like a blatant advert. Otherwise, YAHOO! will rewrite it. Start your description with your most important keyword.

Before you submit, make sure all your links are working. Generally, have a good look at your site and remove everything that would make YAHOO! not list your site - or list it in a way that isn't as you would wish it to be. Once your site is listed at YAHOO! it is hard to have the way the listing is worded changed. So make sure you get it right the first time around. So, again as it is worth repeating here, before you submit, make sure all your links are working - Yahoo! tests your page HTML before it includes you. Generally, have a good look at your site and remove everything that would make Yahoo! not list your site - or list it in a way that isn't as you would want it to be.

Yahoo! gives a lot of information on how they review a site - see their submission help pages at <http://add.yahoo.com/fast/add> and <http://docs.yahoo.com/info/suggest/faq.html>. Follow them to the letter and follow the above instructions to the letter. Once your site is listed at Yahoo! it is next to impossible to have the way the listing is worded changed. So make sure you get it right the first time around.

To submit to Yahoo!, simply go to the category where you wish to have your site listed on Yahoo! and click on the Suggest link at the bottom of that page.

### **DMOZ.ORG (OPEN DIRECTORY PROJECT) SUBMISSION**

After you have received word from Yahoo that they have included you, you then submit to DMOZ. It is important to wait for that confirmation from Yahoo first because DMOZ editors often check to see whether your site is in Yahoo before they include you (rational being that what's good for Yahoo is good for DMOZ). DMOZ (<http://www.dmoz.org>), also called the Open Directory Project, actually powers the search results of several of the top search engine's directory listings (127 search engines' directories, including AOL, Hotbot and Lycos, use it's database). Being listed on Yahoo! and DMOZ also gives you a great boost on your Google rankings, so if you are not listed on Yahoo! and DMOZ, your pages on Google may never rank highly.

It is free to get listed on DMOZ.org. It takes about 3 weeks to get indexed once you submit, and up to a couple of months for your listing to start showing up on the engines that use DMOZ. The most important thing to try to do is to have a domain name that is high on the alphabetic order (starts with a number or an 'a') and also includes your primary keyword phrase - the one most people use to find your site - in your web site name (title) and its description. DMOZ rankings depend on the keywords in your title and description. The title you get listed on DMOZ with is usually your business name.

Because the traffic from DMOZ is heavy you should think about getting a DBA (doing business as) business name that has the keywords in it. For example, if your primary keyword is 'wedding gowns' but your company is called Tintomas Fashions, Inc., register a business name under your company name that has your keywords. If you specialize in a certain geographic region, include that as well. For example, if your business is in Miami, then register the name Wedding Gowns of Miami. Then have your title tag read Wedding Gowns of Miami - no more, no less. Then, on your home page, place Wedding Gowns of Miami prominently at the top of the page, so that it looks as though this is what the site is called. All your logos and graphics should be changed to reflect the new name, Wedding Gowns of Miami. Remember, this is only temporary until DMOZ reviews your site for inclusion. You may change everything back to normal once you are indexed by DMOZ. In your About page or company info page, have Wedding Gowns of Miami as the listed business name (you can add that Wedding Gowns of Miami is a Tintomas Fashions subsidiary or DBA business if you like).

DMOZ also looks at the Whois database at [www.netsol.com](http://www.netsol.com) to see what company name is listed as the owner of your domain. You should also edit that Whois info at NetworkSolutions ([www.netsol.com](http://www.netsol.com)) to include your new DBA name. When you submit your page to DMOZ, in the company field, place Wedding Gowns of Miami as the business name. Once you are listed by DMOZ, you may change back your home and about pages to be how they were before. While we are on the topic of domain names, it is a good idea to register a domain name that reflects the new business name you have for DMOZ, such as [weddinggownsofmiami.com](http://weddinggownsofmiami.com) for our example here. Have that new domain name also point to your site (you can do this by asking your web hosting service to alias it to your current site). This keyword rich domain name is the domain you will list your site under for DMOZ. The reason for this step is that keywords found in your domain

name give a good boost to your ranking on searches on DMOZ.

This may sound like a lot of hassle just for one listing, but it is very important to have your primary keyword in the title that DMOZ lists you under if you want to get massive traffic. And the only way to do that is to have those keywords in your legal business name. The description you submit to DMOZ is also something that should have your primary keywords early on in the description, preferably starting off the description.

Your listing should not read like an advert - it should be descriptive. Try to make it in a way that it sounds interesting and informative to a potential client, without sounding like a blatant advert. Otherwise, DMOZ will rewrite it. Start your description with your most important keyword.

Before you submit, make sure all your links are working. Generally, have a good look at your site and remove everything that would make DMOZ not list your site - or list it in a way that isn't as you would wish it to be. Once your site is listed at DMOZ it is hard to have the way the listing is worded changed. So make sure you get it right the first time around.

To submit to DMOZ, simply go to the category where you wish to have your site listed on DMOZ.org and click on the add URL link at the top or bottom of that page.

### **FAST/ALL THE WEB**

Then submit to Fast ([www.alltheweb.com](http://www.alltheweb.com)), again manually, just the home page and site map.

### **GOOGLE.COM ADWORDS AND PREMIER SPONSORSHIPS**

Now, after you have done all the above, you submit to Google. The reason you wait is that Google highly relies on incoming links to judge whether or not your site is important. And the most powerful source of incoming links are obviously Yahoo and DMOZ/ODP. So wait first until DMOZ and Yahoo has

confirmed that you are indexed with them before you submit to Google.

Google.com's AdWords (<https://adwords.google.com/AdWords/Welcome.html>) is one of the largest and most popular search engines today. Before you continue reading this, please go to their site and review the information they have there on it so that you may understand better what you are about to read.

You can advertise on Google affordably using their AdWords system. Your AdWords text ads will appear on search result pages for your selected keywords. You can even target by language and country. Pricing for AdWords is based on the position they take among the other ads. Google positions your ads depending on how many users click on it as time goes by. Current rates are \$15, \$12, \$10 for every one thousand ads shown for positions 1, 2, and 3 respectively, and \$8 per one thousand ads shown in positions 4 through 8. Your account can be opened with a credit card and no minimum deposit is required.

What you should do is choose highly targeted keywords that will trigger your ad. This means that only very targeted buyers will ever see your ad and your conversion ration will be incredibly high. If your keywords are not well selected, you will end up having your ad showing often but with very few people clicking on it. If this happens, because Google charges you for ad displays and not click throughs, you will be loosing money.

You can also set how much you wish to spend. Google takes the money out of your credit card after it reaches \$50, by which time your ad will have been displayed roughly about 5,000 times. If your keywords are highly targeted, many of the people who see your ad will instantly become buyers and you will actually get your money in before you even pay Google.

Because there are thousands of searches a day, Google alone can be one of your biggest sales drivers with its AdWords program. Your

ad shows up in about an hour of your having created it.

It is more effective to have about 20 or more keywords/phrases you are targeting, specific and related to your site, than it is to have just one. That is how you win this game easily.

Google allows you to create campaigns. A campaign holds its own keywords and adverts. Each campaign has its own statistics that are reported to you. Therefore, the best strategy to use is to create separate campaigns for each keyword and each advert, rather than put all your ads and keywords into one campaign. That way, you will easily be able to tell which keywords and ads are doing well and which ones are not so that you can eliminate those that are wasting your money.

You should also ensure that for each ad you create for a particular keyword or phrase, that keyword or phrase appears in both the title and description on that ad. Click through ratios can be significantly improved when you have the keyword being searched for included in the title and description of the ad. For example, if your ad is for Sydney real estate, the words 'Sydney real estate' should appear in the title and body of your ad, and be the only keywords that trigger that ad to show.

#### **GOTO.COM AND OTHER PAY-PER-CLICK SEARCH ENGINES**

Goto.com (<http://goto.com>), now called Overture, is a powerful pay-per-click search engine. Before you continue reading this, please go to their site and review the information they have there on their site listing service. This will help you understand what you are about to read here.

If your products are highly priced or have a high click-to-sales conversion ratio (number of people who click on the ad verses the number that buy the product after clicking on the ad), the best strategy is usually to pay for the top 1 position, or at least the top 1 to 3 positions. Depending on your product, how much gross profit you make out of it, and

what your conversion ratio is, you may be able to profit very well with the top spot. The 1<sup>st</sup> position literally guarantees that a large number of people will see your ad every day, guaranteed. Goto's top search results reach over 75% of all Internet users through their affiliate partner network, which includes Yahoo!, America Online, Microsoft Internet Explorer, EarthLink, Lycos, and AltaVista. These partner sites only show Goto.com's top one to three results for any search.

Goto uses the bidding model to charge you for listing your site. You bid and pay for click throughs, not for the number of times your ad is shown. How much you pay for per click-through on your listing depends on what other webmasters have bid to pay for a click on that same keyword. The more you bid, the higher your listing is ranked.

You can list your site using multiple titles and descriptions, all targeted for different keywords. Simply look for the top spot if your gross margin and conversion ratio can allow it. The good thing about Goto.com is that they only charge you for a click through, so you only pay when someone clicks on your link to your site. Top spots can cost you anywhere from 0.05 cents to over \$4 depending on the keyword. Your listing shows up in about 3 days. It is more effective to have about 20 or more keywords/phrases that you are targeting, specific and related to your site, than it is to have just one. That is what you do if you really want to win this game easily. And because Goto charges you for clicks and not displays/impressions, you can list for as many keywords as possible. Their Power Advertiser Change form at <http://www.goto.com/d/about/advertisers/uspowerform.jhtml> allows you to easily compose and submit up to 25,000 adverts. Submit for as many keywords as possible that are related to your site since you only pay for clicks on those ads. That form also helps you compose ads in the right format, especially including the appropriate keywords in the title and description of the ads.

You should ensure that for each ad you create for a particular keyword or phrase, that

keyword or phrase appears in both the title and description on that ad. Click through ratios can be significantly improved when you have the keyword being searched for included in the title and description of the ad.

There are many other pay-per-click search engines. Goto.com is simply the biggest of them. In fact, you may be able to pay less for your listing at the smaller engines and so have a higher return on your investment. The only downside with these smaller engines is that they are visited far less so drive less traffic per day (but at a lower cost per click to you). One of the best strategies to use is to list with all the pay per click engines. In any case, you only pay for clicks so there is no reason not to list with all of them.

You may also do well to look at services such as [www.keyword-bid-optimizer.com](http://www.keyword-bid-optimizer.com). This service will save you considerable time and money and point you to may good pay per click engines.

#### **YAHOO! SPONSORSHIP**

Once you get listed, you should also sign up to have your site become a sponsored site within Yahoo! It costs \$25 to \$300 or more a month at the time of this writing, depending on the category. Sponsored sites appear in a separate, clearly demarcated listing box, located on appropriate category pages in the directory at the top - which means that you will get a lot more traffic - significantly higher than the non-sponsored listings. To sponsor your site, simply go to the directory page on Yahoo! where it is listed, then click on the Sponsor link and follow the directions.

#### **ARTICLES**

Articles are one of the easiest and best ways to get free promotion. You should compile a list of newsletters and magazines that run articles on topics related to your business. Then you should write articles or get some written by other people for you (such as local university students), and submit these to those publications free. That way you get your name and brand out free. To build your list of newsletters that publish on topics related to

yours, search the Internet search engines, directories, and mailing list directories such as Listz.com.

#### **PRESS RELEASES**

Every single happening at your website or with your products must have a press release issued and distributed to global media. You should work up to the point where you can release a press release to journalist circuits worldwide in all major languages. The best services are PRNewswire.com and BusinessWire.com, although these two are also the most expensive in general.

#### **EZINE ADVERTS**

Find newsletters and ezines that run articles related to your site's topic. Contact their owner and see whether you can run advertising on these newsletters. Ads in ezines usually have a very good return because they are targeted at people with a keen interest in the subject, people who have gone as far as to subscribe to the ezine. Pennmedia.com lists all newsletters that accept advertising and also places ads in them for you. Other similar services include e-zinez.com, liszt.com, [www.meer.net/~johnl/e-zine-list/index.html](http://www.meer.net/~johnl/e-zine-list/index.html), [www.bestnewsletters.com/best/index.shtml](http://www.bestnewsletters.com/best/index.shtml), [homeincome.com/search-it/ezine/ezine-add.html](http://homeincome.com/search-it/ezine/ezine-add.html), [ezinestoday.com](http://ezinestoday.com), [www.listnet.com/cmwelcome.html](http://www.listnet.com/cmwelcome.html), [ezine-universe.com](http://ezine-universe.com), [topezineads.com](http://topezineads.com).

#### **JOINT VENTURES**

Develop work-together partnerships of various forms with various businesses that are complimentary to yours. This exposes you to those businesses' customers and brings about revenue sharing as well.

#### **DIRECTHIT.COM/ASKJEEVES.COM**

DirectHit/AskJeeves (<http://sponsor.directhit.com>) also has a paid text ads system similar to Google's. Before you continue reading this, please go to their site and review the information they have there on this. This will help you understand the techniques shown here.

Your link appears alongside their search results for every search topic you sponsor, right where Ask Jeeves users are looking for the best link to follow. Your link also appears alongside search results on Web sites that participate in the Jeeves Text Sponsorship Network, including MSN, Searchlot, Bomis.com, SuperCyberSearch, and Direct Hit. Your ads appear in a few days and you just need a minimum deposit of \$25 to start. You pay for the number of times your ad is shown. They use a bidding system to arrive at this payment amount. How much you pay depends on what the target keyword is and how much other webmasters have bid to pay for their ads to be shown. Bids start at \$5 for every 1,000 times the ad is displayed. For most keywords, that is all you will pay.

The trick is to choose very targeted keywords that will trigger your ad. Which means that only very targeted buyers will ever see your ad and your conversion ration will be incredibly high. If your keywords are not well selected, you will end up having your ad showing often but with very few people clicking on it. And because they charge you for ad displays and not click throughs, you will be loosing money. It is more effective to have about 20 or more keywords/phrases you are targeting, specific and related to your site, than it is to have just one. So come up with 20 or more very specific and targeted keywords/phrases if you really want to win this game easily.

DirectHit allows you to create sponsorships. A sponsorship holds its own keywords and adverts. Each sponsorship has its own statistics that are reported to you. The best strategy to use is to create a separate sponsorship for each keyword and each advert, rather than put all your ads and keywords into one sponsorship. That way, you will easily be able to tell which keywords and ads are doing well and which ones are not so that you can eliminate those that are wasting your money. You should also ensure that for each ad you create for a particular keyword or phrase, that keyword or phrase appears in both the title and description on that ad. Click through rations can be

significantly improved when you have the keyword being searched for included in the title and description of the ad.

## **AFFILIATE SYSTEMS**

An affiliate program allows you to offer commissions for people linking to your site and also enables you to make joint ventures and partnerships better. You can outsource affiliate acquisition and maintenance to companies that specialize in this task. These companies, such as Commission Junction, Be Free and Link Share, have heaps of affiliates that you get instant access to once you join them. Have a look at CJ.com, BeFree.com, LinkShare.com, myaffiliateprogram.com and websponsors.com affiliate programs. You can also outsource affiliate management (see <http://www.affiliatehandbook.com/art/outso-urcing.html>).

## **NBCI**

NBCi does not have as much traffic as the other major engines, so you should only pay for inclusion here after you are done paying for the more popular engines. But if it is within your budget (\$199), you should certainly consider to have your site added to NBCi's Top Sites Directory. Paying for this inclusion gets your site to advance in ranking within 5 business days, and gets it in a position to keep on improving over time. NBCi is a directory similar to Yahoo! You should choose a descriptive title for your site. Title must not exceed 128 characters. Start your title with your most important keyword. An editor will visit your site before adding it to NBCi. Therefore, make sure your title tag on your home page and the name of your site as it is displayed on your home page all match the title you submit to NBCi. The description you submit to NBCi is also something that should have your most important keyword at the start. It should not read like an advert - it should be descriptive. Try to make it in a way that it sounds interesting and informative to a potential client, without sounding like a blatant advert, otherwise NBCi will re-write it. Start your description with your most important keyword. You are allowed 255

characters maximum. Submit at <http://www.nbc.com>.

### **OTHER SEARCH ENGINES**

You can now submit to all other search engines that you know of. The vast majority of English speaking Internet users use the above engines anyway and any other small engine else is just a trickle in comparison.

### **SUBMITDIRECTOR**

SubmitDirector is one of the very few automated submission tools you should ever consider using. See <http://www.submitdirector.com>. Search engines nowadays are quite strict on spam. When you are submitting your pages to the search engines, you should usually do it manually and not with a submission service or software. There are a few services and software packages that do a good job, but many can cause you trouble. Many of the top engines nowadays have methods to detect automated submissions. Because most spammers use automation instead of manual submission, many of these engines are either blocking most automated submissions or downgrading them. There are also many other smaller rules that need to be complied. A service or software like SubmitDirector does a thorough job of complying to these rules so that your automated submissions look to the search engines like carefully done manual ones.

### **LINK SWAPPING**

Traffic from incoming links is one of the top 3 sources of traffic for many web sites. Incoming links are also crucial to your search engine rankings. Search engines give a much higher rank to pages and sites that have many external links to them. The rationale is that if other sites would link to a particular site, then that site must be useful. So it is in your highest interests, for both these reasons, to develop incoming links to your site.

There are software packages and services to help you do this. These include Zeus ([www.cyber-robotics.com](http://www.cyber-robotics.com)), Link-swap.com,

LinkageXpress, and LinkToLink by Boundaries Unlimited, Inc. You must get as many sites as possible to link to us. This not only gets you massive traffic, it also guarantees very good and dominant top ranking on search engines.

### **FOR SOFTWARE DEVELOPERS**

If you are marketing a software package you have created, an easy way to get it listed with all the top 80 or so download sites such as CNet and ZDNet is using AddSoft ([www.cyberspacehq.com](http://www.cyberspacehq.com)).

### **GUERRILLA TECHNIQUES**

Guerilla Marketing Techniques, a book by Jay Conrad Levinson, is a must read. You can buy this book at amazon.com and subscribe to his newsletters at [www.guerillamarkeeting.com](http://www.guerillamarkeeting.com). This is cheap but highly-effective marketing!

### **SEARCH ENGINE OPTIMIZATION**

As you know, search engines are one of the highest drivers of traffic to most sites. They mostly use mathematics to figure out how to rank pages whenever a search is conducted. There are companies out there that specialize in creating pages designed to look favorable on these search engine math formulas and hence rank highly. This is what search engine optimization is all about. It is a great way to get traffic but you must be very careful. Some firms will do a great job while others can possibly harm you rather than help. Do your research and pick what you feel is best for you. You can also read the research document on this at MarketingSherpa.com. You can also do your own quick analysis using tools like [www.searchengineoptimizer.com](http://www.searchengineoptimizer.com). Also read the information they have for you at [www.searchenginewatch.com](http://www.searchenginewatch.com) and [www.se-news.com](http://www.se-news.com). Subscribe to their paid information – it is invaluable.

### **FOREIGN SEARCH ENGINES**

50% of Internet users are not native English speakers. Many don't even speak English but can read English pages using

online translators. So do not forget foreign search engines. Submit to them either manually or using a suitable submission service. Even if your site is in English, mostly, remember that these users can read it in their language using online translators. So all you need to do is translate a few optimized pages or your home page and submit that to these foreign engines. The engines will index your translated home page and it will be found using searches conducted in that language. For example, say your site is in English. Many Germans would like to see your site but never do because they search in German and your site is in English. Now if you translated key pages on your site to German, you would now have a chance to be found on searches conducted in German.

### **BANNER EXCHANGES**

Consider joining a banner exchange such as [Linkexchange.com](http://Linkexchange.com).

### **POP UPS AND POP UNDERS**

Consider using popups and popunders exit popunders such as the ones at <http://www.exitblaze.com> and [www.amazingpopups.com](http://www.amazingpopups.com). Don't over do it as they can be annoying to the visitor but these help you earn more traffic and newsletter subscriptions.

### **SMS MARKETING**

This is very new and hardly any sites use this. The idea is to have a form on your site pages that allow your users to enter a friend's mobile number and at the click of a button an SMS text message is sent to their phone telling them about your site. This would cost you only about \$0.05 per message and so it is quite a good investment. See [www.simplewire.com](http://www.simplewire.com) for suitable packages.

### **BUYING RUNNING DOMAINS**

Many domain names are sold every day. We are not talking about new domain names here. We are talking about existing sites that are owned by a webmaster who wishes to get out of her or his business. Often, a webmaster

with a site that has a good amount of traffic may wish to sell their web site and go into any other business. It is possible to buy just the domain name alone without having to buy all the other assets that the webmaster may have in that site. When you get just the domain name, you get all the traffic that usually comes to it by way of external links and search engine positions. Of course, this will all change once you assume the domain name. Some of the sites that link to the domain you just bought may stop linking to it and new ones start to do so. The search engines will also re-index that domain. All in all, the transition will be smooth. The point is, buying a running domain name with existing traffic gives you that traffic instantly.

The way to go about buying one is to see what is on sale at sites such as [www.eBay.com](http://www.eBay.com), [www.Afternic.com](http://www.Afternic.com) and [www.GreatDomains.com](http://www.GreatDomains.com). If you wish to use an escrow service to ensure that you get the domain and the seller gets their money, you can use [Escrow.com](http://Escrow.com). Then make an offer based on the type of traffic that domain gets (is it made up of people highly likely to be interested in your products or not) and your gross margins and so on. In other words, depending on what you sell and for how much, you and only you will be able to know what is a fair price to pay for traffic. Buying a domain is basically an act of buying traffic, just like buying banner ad spots is. So all you do is figure out how much to pay for every 1000 unique impressions.

Once you own a domain, all you do is have your web hosting provider alias it to your web site. So now when people type it in, they are seamlessly taken to your site. It is very simple. Over time, you may end up owning a few hundred domain names all pointing to your site!

### **THIRD-PARTY SITE COMPETITIONS**

Another novel way to get traffic is to sponsor competitions running on other people's sites. For example, say you sell downloadable eBooks on the topic of wedding planning. You can approach

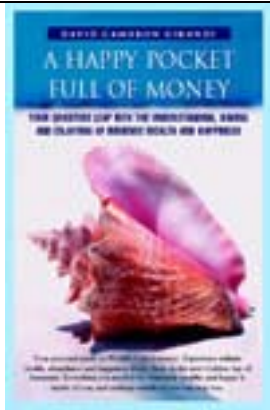
About.com's wedding section and other wedding planning sites and such related sites. Give them 5 free ebooks to give out to their site visitors in some sort of competition. It will cost you nothing and it will improve their offering to their clients. The way you get traffic from this is that they will obviously have to run the competition and promote it on their site for a while. All along, there will be people reading about the competition, seeing what the prize is (your books) and that is free promotion! A few people will join in the competition and wait, hoping to win, but many will just not want to wait so they will head to your site and buy a copy for themselves. That is how it works.

## THIS IS NOT THE END

This outline will definitely boost your traffic if you following well. But this is not the end. remember, marketing is 80% of your business. Do something everyday that contributes to marketing. Do five things every day, no matter how small, that are marketing related. And never stop learning. There will always be new tricks to learn. Keep your eyes open and the world will expand! But most of all, watch your thoughts and state, for that is First Cause. For more on this, see the book *A Happy Pocket Full Of Money* at [www.ImagesOfOne.com](http://www.ImagesOfOne.com).

Enjoy!

## THE END, THE BEGINNING



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