Bob Parker's

Internet Marketing 101

Internet Marketing 101

Entrepreneurship

Starting a Business

SEO Tips

www.TheDailyEntrepreneur.com

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Chapter I – Internet Marketing 101

What Is Internet Marketing? And is it allowing thousands of average everyday individuals leave their boring days Jobs to sit at home and bank in literally thousands of dollars per month doing everything from their home PCs. Welcome to Internet marketing! Some call it financial freedom but I just call it Fun! Internet marketing is a lot similar to marketing in a real live situation, buyers & customers have a need, they're looking for that perfect product to satisfy their need. That is where the sellers come into play.

The sellers provide the buyers with the product they've been craving, Thus providing a mutual relationship between seller and buyer. In most cases the buyers don't know where to even start looking for that product they need. On the Internet the first place a interested buyer goes to try and find what they need is... You guessed it the Almighty Google. The buyer types into Google what they are looking in the Internet marketing world those are known as **Keywords.** This is where you the Internet Marketer comes into play. Your Job is simple – to provide the buyers with that they need. *" You will be Wealthy Beyond Your Wildest Dreams If you can master that".*

Finding Your Niche

Now that you understand the relationship between buyers and sellers, It's time for you to start thinking about what you have to offer to the world. What would be interested in creating or selling? A niche is something that that potential buyers may be looking for.

For Example: *Software, Informational Products, Purple Sun Glasses, Blue Nike Shoes... You catch my drift?*

(1) Your niche can be anything. There are billions of people online searching for many, many different things. I can almost guarantee that any product you decide to great & or promote has people willing to buy from you. So Pick something that you're really passionate about. If you do this from the beginning Internet marketing will be very fun & easy. If you pick a niche that you're not too shabby about then Internet marketing could turn into a big headache in which you'll find yourself giving up all together.

Chapter II
Traits Of a Successful Entrepreneur

Alas ! We get to the topic of entrepreneurship. I remember my first dive into the whole Internet marketing scene. I was a sophomore in High School. I remember staying up late nights till 4 in the morning working on some website or another product. I was always doing something online to make money. Homework and grades of course suffered badly, But I had a much larger goal in mind. I was determined by that by the time I graduated High School, that I would have made a million dollars or more online. My hard work paid off. No I didn't get accepted into Harvard for my outstanding academic achievement, I chose to go to community college for the first couple years so that I could continue to focus on my business while getting my continuing education. I didn't graduate from a Top school and look at me! I'm making more than Americas top Lawyers and business men. I'm not a genius, I was just a poor high school student who had a goal to make a comfortable living online. I knew I never wanted to work for someone, have set hours & feel obligated to come into a boring day job every single day.

Setting Goals

When I first started my exciting career of Internet Marketing & Entrepreneurship I set goals for myself. I knew what I wanted and everyday I worked toward them. Step after step. I followed a simple guideline I had mapped out for myself. This guideline was to ensure my success in what I was doing over a set time period of a couple months, weeks, or years. Depending on the goal I had set for myself. First starting out my goal was to make $1 dollar each day. I setup a website targeted towards my niche and started to put that goal into action. I wrote articles daily, submitted my articles, built back links to my website, blogged about my site & many other things in which I'll explain to you in the chapters ahead. After two week of launching my site I had archived my first goal. I was making $1/day....Next I wanted to shoot for $1000/day.

Know Your Customers

This is one trait that has many different meanings. I've also seen this trait taken lightly by some entrepreneurs in the field today. Knowing your customers can determine how much earning potential you'll have online. If you don't know what your target market is looking for (customer needs/wants) then how are you able to deliver that to them?.. I hope I've got you thinking hard about this one. As this is probably one of the most important traits of entrepreneurship. Knowing & listening to your customers will allow you to come up with effortless ideas and concepts for new products, websites & services.

Communicating with you customers. The Internet is changing and during this stage, people now want to know the man behind the mask. They want to be taught mentored too and fed quality information. By building this kind of relationship with you customers you are putting them in a place to continue to supply you with their business. I.E. Con tuning sales, website traffic, and word of mouth marketing (viral marketing).

You don't have to try too hard to be "professional" just be yourself and your customers will love you for it. This also helps you create your own unique presence online. This will set you apart from all the other so called "gurus" online. After all being original is what entrepreneurship is all about.

Consistency

Being consistent is a extremely important trait. Being successful and making the money you want to make online is going to take time & effort. No body gets rich over night, & if they did then that person was probably working at whatever made him wealthy for a long time. Consistency builds wealth. If you're determined to do something and you want to archive a goal then you're going to eventually get what you want! Thats a fact & proven law. It may take months or even a few weeks, but if you follow a set of guidelines as outlined in this book then you are bound to see financial success with your business online. There are a million books online claiming to make you filthy rich overnight – you can find them for a dime a dozen on ebay... If half of those books claimed to do what they say then everyone should be a millionaire by now.

Chapter III

How To Successfully Launch Your Internet Business

So now you've found your niche & the next step would be to setup a website around your product & ultimately get buying customers. Although very easy to do there are are some important measures we're going to want to take to ensure the lasting success of your website & business. We want to employ methods so that the customers come to you, rather than you spending hours pulling them over.

Setting Up A Website

The first step in setting up your business website is to find a domain name. A domain name is a unique name people can use to find & identify you online. I.E. TheDailyEntrepreneur.com Google.com, Yahoo.com etc.

Domains cost anywhere from $5-10 dollars per year. Below is a list of some of the most popular places to get a good domain name for a good price.

Godaddy.com
1and1.com
Network Solutions.com

Note: You want to choose a domain with your niche "Keyword" in the title.

For Example: I have a website selling Dog Collars. I would want a domain such as **DogCollar**Depot.com , notice how I included the keyword "dog collar" in my domain.

By doing that from the start you automatically put your website in a good position for SEO (Search Engine Optimization). Google loves websites with the relevant keyword(s) in the domain name.
After you have found a good domain name for your site. You will need a place

to "host" it. Hosting is very cheap nowadays due to the high completion of hosting companies competing for your business. More & more people are getting their own websites that hosting has become affordable. You can find a basic hosting package for as little as $10/month. Below is a list of the most popular & affordable hosting companies. The company listed below have outstanding customer support and are on 24/7 to help you with getting setup.

HostGator.com

Not A Web Designer? No Problem. You Don't have to be. In fact mostly all websites are designed by other people than the owners. Web Design can be very expensive, or very affordable.

Before you fork our thousands of dollars on a professionally designed website let me show you where to get a professionally designed website for your product/niche for under $300 dollars. Part of being successful online is knowing how to budget, knowing how to get more for your dollar.

GetAFreeLancer.com - I've been using this website to get all my web design work outsourced and professionally designed for under $300. This site is comprised of freelancers (individuals who offer their services based on a project bid) . GetAFreelancer.com has thousands of freelancers from around the world eager to do design your website, write content, programming & pretty much anything & everything you need. You open up a project according to your needs , and freelancer registered at the site will bid on your listing. Prices can steep very low due to the completion of all the eager to work freelances, Making this a perfect site for all your technical needs.

Another easy and Cost Free alternative would be to pick up some HTML skills and design your website(s) yourself. However this can take time. Time that you could be spending marketing your website & products.

Quick Solutions for website would be to start a Blog. There are many blogging platforms and services to choose from. I personally prefer Wordpress over the rest. Wordpress provides more flexibility and customization options for your blog to make it your truly your own & unique. It's also fairly easy to design &

edit Wordpress templates according to your taste.

Wordpress.org
Blogger.com
TypePad.com

By now you should have learned how to successfully setup your website in one medium or another. The next crucial step is to start writing content targeted to your niche. You'll hear on the Internet a lot "Content is King" - this statement can't be more accurate. The more unique content you publish on your site the better. This will keep your customers & search engine's constantly coming back for more. Writing quality content consistently also provides you with credibility and builds trust between your website and the users. This will ultimately determine weather or not they will buy from you or not.

Chapter IV
Diving Right Into Affiliate Marketing

You may have heard of affiliate programs, Or you may want a more in depth explanation. For all intensive purposes I'm going to outline what exactly affiliate marketing is.

Affiliate marketing is plain & simple – promoting other people's products on the web. I.E. John Doe has a product about "how to quit smoking in 7 days" & I have a website about the bad habits of smoking. John offers $25 dollars for every copy of his book that I sell though my website, blog or Pay per click campaign. (Google Adwords). By promoting this affiliate product on my website. I'm:

A). Providing relevant products and ads to my visitors.
B). Earning a consistent income, without the work of making my own product.

If you didn't catch the example in point B. Then here it is again. Affiliate marketing allows you to pick and choose relevant products to promote alongside your website, product, or pay per click (Google Adwords). Promoting affiliates products saves you the time of making your own products &

promoting. However you're doing all the work of promotion for half the earnings. Affiliate marketing is a large par of Internet marketing. You can setup websites targeted toward a specific affiliate product that you want to promote. **Article Marketing** also plays an important role in profiting from affiliate product promotion. You write quality articles that are on topic with the affiliate product you wish to promote. To promote & earn commission on the product you simply write an article and include your affiliate link in the reference at the end of the article.

Affiliate Products are found on what are called "Affiliate Networks" these networks allow products owners and advertisers to list their product or service on the network for affiliates to come and promote. A couple of popular affiliate networks are listed below.

CPAempire.com
Clickbank.com

Ezine Article Marketing

This is perhaps on of the simplest forms of Internet & affiliate marketing. This is a multi-functional method of promotion. You can Drive Traffic, to your website, promote affiliate products, & even build back links. If you can master the simple task of article marketing, than there are not limits to how much you can make online.

The first step in writing an article that sells is to find out what keywords sell. Yes there are keywords that sell & those that don't. When users search Google they are either doing one of two things. Searching for information. Or Searching to buy something. Your goal as a marketer is to write an informative article while subtly pushing your affiliate product, service, or website.

The First thing you're going to need to find the keywords that sell is a keyword tool. This tool will find relevant keywords according to your niche & tell you weather or not the keyword(s) are getting any traffic from Google.

There are many great free keyword tools available to you. Some of them are listed below.

WordTracker.com Keyword Tool

Wordtracker.com provides some of the best keyword research tools you will find on the Internet. It's a web-based service so you won't have to deal with figuring out software. Wordtracker gives you detailed information about your keyword(s) Such as amount of searches per day in all the top search engines: Google, Yahoo & MSN. Amount of searches per month. I like that Wordtracker shows you a detailed report of the completion of all the keywords you select. This way you can see wich ones are worth writing articles & content about. With keyword tools such as Wordtracker you can really speed up your keyword research and our what customers are really searching for. After all, you can't give them what they need unless you know what they're searching for.

To Learn more about keyword research in depth Wordtracker has put together a nice Free Keyword Research Guide for those that are still learning.

While free keyword research tools are great to help you get the initial idea of what your customers are searching for, they fail to provide the finite details that some paid keyword tools can provide. These extra details can make a huge curve on your revenue for good or for worse. If you're one for details like me, I would recommend you try Keyword Elite for your keyword research.

You can preform some basic research right now. Pick out a keyword or phrase that best suites your topic niche. Navigate to Google.com in your browser and tpype in your keyword enclosed in quotes, then click search.

For Example: "entrepreneurship"

Now look at the very top of the Google results. You should see something similar to the following: Results 1 - 10 of about 30,900,000 for "entrepreneurship"

Notice that the results returned over 30 million other competing pages for the keyword "entrepreneurship". This means I would have to do a lot of work to rank or getting a decent amount of traffic for this keyword.

But Wait! - there's a better way. It's called "The Long Tail" which is taking the main keyword "entrepreneurship" and digging for other relevant keywords from that. Again this can all be easily accomplished with tools such as Wordtracker and KeywordElite.

Once you've found the keywords that are most relevant to your product, affiliate, or website than you can proceed with writing articles. There are some

basic guidelines for search engine optimization within your articles. This will ensure that Google shows them the proper respect,and that they are most relevant to the users searches.

Below is a sample article example to show you how your articles should be setup with your keyword(s).

Example of an Search Engine Optimized Article

A Long History of Search Engine Optimization

Before **search engine optimization** became the vogue, all that a web master had to do was to submit a page to search engines which do the job of content crawling through the use of a spider. The spider also searches for links and eventually indexes the relevant information. The search engine spider and the indexer basically did the hard work.

Web masters learned the value of optimizing a site's position in the search engine results by mid-1990s. It was not until 1997 that the phrase **search engine optimization** was used to refer to this process. All sorts of SEO practitioners started sprouting from everywhere. Some worked for legitimate aims; others were out to do dirty business. One such dirty form of search engine optimization is the BlackHat SEO.

Notice: My keyword (search engine optimization) always appears in the title of the article as well as in the first couple sentences of the body content. This is the ideal way to layout an article for maximum exposure in the search engines.

We've covered a little bit of SEO & now you're ready to submit your article to Article Directories. Submitting to these directories will make you the expert on the topic. Users will find the articles in the search engine, read, and follow the advice in the article. Your goal is to see to it that they find your article interesting & helpful enough to follow the link in the reference. (your affiliate link, website, or product). Register and submit your articles to the directories listed below. Article marketing if done right can provide and nice stream of residual income, traffic and awareness for your company.

ArticleGold.com

ArticleDashBoard.com

ArticlePros.com

ArticleAlley.com

There are hundreds of article directories you can submit your articles to. To save you some time You can download a [Free Article Submission Tool](#) from **TheDailyEntrepreneur.com.**

The free article submission tool will defiantly save you some time with those article submissions. If you want something a little more advanced with more features and capabilities I would recommend this [Article Submitter Software.](#)

Chapter V

SEO Basics Getting Your Website Noticed by Google

Getting your website noticed by Google is VERY IMPORTANT. Over 80% of the traffic from the Internet is from search engine traffic. You want Google to be able to easily crawl your website and index your pages. You can direct Google to do so by optimizing your website in what is known as SEO (Search engine optimization). We're going to go over some of the basics of SEO and what you can do to easily ensure that Google give your site the traffic it deserves.

Keyword Research - We talked about this in the previous chapters. You've have to make sure you are using good keywords. Not something with a lot of competition but keywords that are just right. You can use [Keyword Elite](#) for your keyword research.

Title Tags – Google weighs the Title tags of your web pages heavily in it's ranking algorithms. You need to include your main Keyword(s) within the title. Everything following that needs to describe a little something about your website. A Good title is at least 160 Characters in length.

Example of an SEO Optimized Web page Title

<mark>**Dog Collars – Offering a wide variety of Collars For Dogs at DogCollarDepot.com**</mark>

Content & Articles – The same rules apply for content on your website as did the SEO in the ezine articles. You need to include your main keyword(s) in the heading of the article as well as the first couple sentences of the article.

Meta Tags – meta tags are another important way for the search engines to rank and identify your website.

<mark>`<META NAME="Description" CONTENT="Your descriptive sentence or two goes here.">`</mark>

Above is an example of the "meta description" tag. Your website(s) should always include this tag. To optimize simply include your main keyword(s) in the description along with a couple sentences describing the services of your site(s).

Anther meta tag is the "meta keywords" tag. Google and other top search engine

s really don't look at the meta keywords tag anymore. You won't need to worry about that one as much.

Building Backlinks. - This is probably one of the most important aspects of your SEO campaign. A big factor in effecting your rankings in Google relies on the relevancy of the sites linking to you. Sites that link to you form "One-way" back links. You can build links by writing quality content and driving traffic in the hope that other sites owners & blog owners will link back to you. This is known was link baiting. You can also post comments with a link back to your website on other blogs around the net.

Social Bookmarking – Submit your site(s) to various social bookmarking sites. To make it easier I use OnlyWire.com, this free service submits my site and articles to many different social networks at once.

Articles – As mentioned earlier writing lots of articles & including a link to you site in the reference at the end will provide of a wealth of back links to your site.

Text-Link-Ads.com – This is a great service that allows you to purchase one way links to your website. You can choose the website from their marketplace that are relevant to your site. Links are affordable ranging from $15-$50/month. You can get links from sites with PageRank 4-7 for a great price. Keeping these links linking back to you is a fast and affordable way of getting rank fairly fast.

Those are some of The Basics Of SEO. If you follows those guidelines you will not have a problem getting your website noticed by Google. Google provides a lot of traffic, natural traffic coming from Google can be some of the best traffic for your website. If you'd like to learn more in-depth about SEO and boost your rankings fast I would recommend you get [SEO Elite](#). This is an extremely useful piece of software that will greatly help you to increase your rankings in Google.

Chapter VI

Brand New Methods For Promoting You Business & Website

The Web is constantly changing & new methods for promotion & marketing are always on the rise. Here are some suggestion of techniques that have worked for me in the past, and in the present.

Social Media Sites – Submit your site(s) and articles to websites like, Digg, Furl, StumbleUpon and more.

Squidoo.com – Create SEO Optimized Squidoo lenses with useful information and references to your website and products. Squidoo has a lot of authority in Google, lenses that are optimized for keywords usually end up being ranked above the rest faster. Squidoo is also a great resource for quick cash.

Give Away Free Stuff – People love getting free stuff. Give away free stuff on your website(s) this is a great traffic driver. People will keep coming back for more.

Those are just some of the methods & techniques you can use to drive customers to your website(s). You should have enough information to become creative & think of other ways you can utilize the web's services to your needs.

Chapter VII

The Entrepreneurs Mindset

If you've gotten this far in the book, The I say you've got what it takes. You've taken the time to read, learn & educate yourself on the basics of Internet marketing. You should be eager to dive right in, weather it be creating your own product or promoting another via affiliate. You've got the mindset of how an successful entrepreneur & Internet marketer thinks, acts, and carries on with day to day business. Be reading this far you have broken yourself from the barriers of doubt, by know you should be realizing that making money online is not as hard as it looks. When given the proper guidelines outlined in this book you can't go wrong.

Chapter VIII

Time Management

This is an area that I had a lot of trouble with when I first started into Internet marketing. I was like an Owl. I stayed up almost the entire night working or my websites, products & promotion. Not only was I staying up late at night, but I was coming home and spending the majority of my time on the PC. It kept me busy however my social life severely suffered. I wasn't allowing myself to hang out with friends, or spend time with loved ones. Long periods of this method of time management can be highly stressful. I've observer ed many new marketers

falling into this mouse trap. I'm here to make sure that doesn't happen to you.

One day I stopped what I was doing and reflected on what I was actually doing with my time during those 14 hour work days online. I realized. I may have spent 3 hours actually getting some solid work done. And the other 11 hours surfing the Internet, tired & aimlessly. Spending hours flipping between sites. This is when I decided to take a plan of action. I was going to set myself up on a time management system. I was going to squeeze in work, family, friends & sleep without loading on the stress.

This is how it works! - Pick a set bracket of hours during the day where you are going to commit yourself to solid work. I.E. I picked 5am-12pm. I was going to squeeze in everything I wanted to accomplish that between those hours everyday. After 12pm I 'm not going to touch my computer! I found that I got more quality work done, and fit in the rest of my life along with it. By setting yourself on a time management system such as this one, You're actually allowing your mind to rest & be more productive when the next work session comes along. You'll find that the next time you sit back down at the PC to work that you'll be more productive, creative & excited to dive back in. You're the Boss now!, you control your work schedule. If you didn't like the tiresome hours of the typical 9 to 5 job. Why would you put yourself through 14 hour a day Hell?

Chapter IX

Moving Right Along!

If you've gotten to this final chapter, I just know you're going to make it as an Internet Marketer & entrepreneur. So far you've learned the traits of being a successful entrepreneur, setting up a website, article marketing, affiliate marketing, Search Engine Optimization, Time management and more.

You can now officially consider yourself an Internet marketer & aspiring entrepreneur. You're behind the wheel now, It's up to you to take this information & run with it . Move right along. You've got lots to learn though by finishing this book you already 10 steps ahead of all the rest. You could be searching the web aimlessly for a solution to get rich over night. But instead you chose to spend your time reading something worthwhile. If you found the

information in this book useful, pass it along to a friend or co-worker. Let them experienced the awakening of a better financial future online. Thank you for reading this book!

Best Of Success

Bob Parker

Tool & Sites That Where Referenced Throughout This Book.

WordTracker Keyword Tools

Keyword Elite

SEO Elite

OnlyWire.com

HostGator.com

GetAFreelancer.com

ArticleGold.com

ArticleDashBoard.com

ArticlePros.com

ArticleAlley.com

Thank Your For Reading This Book!

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