

The Bottom Line for Success Online:

Use These Practical Steps
To Successfully Promote Your Business

The Bottom Line to Successful Blogging

5 STEPS TO SUCCESSFUL BLOGGING

Blogging is an excellent way to use the Internet to promote you and your Business. As with any “tool,” however, to be most beneficial it has to be used properly. Below are 5 thoughts you need to keep in mind when using Blogging as a Marketing tool.

1) Write About What You Know About—in Detail

Blogging helps you establish yourself as an expert in your field. As a result, you will want to concentrate on making sure your Posts demonstrate your expertise. The key is to share in-depth on a topic rather than addressing a lot of topics without sharing any real information. The catch phrase here is “**Depth is more important than Breadth.**”

Be as articulate as you can, because for many prospective clients your Blog will be your First Impression to them. As a result, you may want to opt to have someone Ghost Write your Posts, either someone on your staff with more flair for writing, or by retaining a professional.

2) Be Genuine—Not Promotional

This is *not* a time to “hype” yourself and/or your company. Share *real* information regarding the topic you have chosen. For example, if you are operating a Sporting Goods Store and are Blogging about the Five Best Flies for Trout Fishing in June, elaborate on the Flies, not on why everyone should come to your store to purchase them! If you share valuable and valid information in your Posts, people will be drawn back to your site and, eventually, to your store to meet you in person and get more information—and, hopefully, the Five Flies!

3) You need to be Consistent—and Prolific

Blogging is often like exercise—we know we *should* do it, and have every intention *of* doing it—when we can get around to it! Also like exercising, it is only truly beneficial when we do it consistently. A minimum of two Blog Posts per week will start to give you the kind of content amount you need, but four a week would be even better.

4) Choose the Right Blogging Tool

There are two basic Blogging Tools you can use—Compendium and WordPress. While the latter is free, the former may be far more beneficial for your needs. Understanding that a major goal of Blogging is to establish “Page Rankings” in GOOGLE and other Search Engines, it is important to remember that WordPress is *not* designed to give you those rankings, while Compendium is. Based on Return on Investment, Compendium is, typically, a far better Blogging Tool than WordPress simply because of the fact that it does, in fact, allow your Blog Posts to help improve your Page Rankings.





5) Pick the Right Terms

Using the right Terms and Keywords in your blog Posts will result in increased Page Rankings. This is accomplished by determining your Winnable Keywords via Keyword Research, and then incorporating those words and terms into the text as you write. You can do this Keyword Research on your own, or retain a company adept at the process.

…And a Bonus Step to Successful Blogging

6) Protect Your Content

WordPress has a habit of just closing down Blog Sites if they determine that the User has violated their standards. Unfortunately, they don't really share what those "standards" are, nor do they give you the opportunity to change your content to adhere to their prerequisites. The best way to **Protect Your Content** is to install it on your own Server rather than WordPress. A simple task, this is truly a worthwhile endeavor as a precautionary measure.

The Bottom Line to Successful Emailing

4 STEPS TO SUCCESSFUL E-MAIL MARKETING

An excellent way to communicate, E-Mails have become so prevalent and efficient that they have the U.S. Postal Service Trembling in its Boots! To get the most out of your E-Mail Program you will want to consider the following:

1) Build Your House File

Typically, this consists of your Customer File; your Best Customer File; your Requestor File (Call Backs, White Papers); and your Newsletter File. Inasmuch as E-mail Success is measured as a percent of the overall mailing, it stands to reason that a larger size file will reap greater numbers of positive replies with the same percentage of return.

2) Test, Test, Test

There are several ways to proceed in this realm. First, you will want to conduct a Split Test. This is where you send out two, three or four versions of the same E-mail to determine which one(s) give you the best results. By determining which one(s) Tank, you can eliminate them and concentrate on the ones that were productive and successful.

3) Evaluate Your "Core Metrics"

This is a ratio that is based on the Number of E-Mails Delivered and what degree of success you enjoyed in three separate areas:

- a. How Many Were Opened—This reflects the Effectiveness of the Subject Line.
- b. How Many Clicked Through—This reflects the Effectiveness of the E-Mail itself.
- c. How Many Conversions—This reflects the Effectiveness of your Landing Page.

An additional item to consider regarding Conversions is the average amount of each sale, which, again, will help you determine the overall value of your E-Mail Program.

4) **Fuss Around to Optimize**

Keep tweaking your program, Optimizing it after you have Reviewed it. Figure out what people are Clicking on and *Accentuate the Positive, Eliminate the Negative!*

The Bottom Line to Successful Search Engine Marketing

6 STEPS TO SUCCESSFUL SEARCH ENGINE MARKETING

Since the inception of the Internet, one of its most popular uses has been Search. As a result, Search Engines, such as Google, Yahoo and Bing have become prevalent and Search Engine Marketing became a viable business undertaking. Due to fact worldwide competition when participating in Search Engine Marketing, the successful company needs to know, and adhere, to all of the following steps:



1) **Conduct Comprehensive Keyword Research**

Preparatory to undertaking your Search Engine Marketing Program you *must* devote the time/money to conducting comprehensive Keyword Research. Once you have completed your Keyword Research, prioritize the words/terms into winnable keywords for your company, meaning those you have a probable chance of winning a Page One ranking.

2) **Search Engine Optimize Your Website**

To enhance your chance for success, you need to optimize your Website for two or three of the winnable terms you chose. This will increase your Page Ranking in Google and the other Search Engines, thus bringing qualified potential clients to your site.

3) **Launch Google Pay Per Click**

A wonderful form of Marketing, as you only have to pay when someone actually clicks on your ad and *goes* to your site, Pay Per Click allows you to run tests to discover which terms are getting you *sales!* Once you have ascertained this information, these are the terms you will want to use in the other four areas as well: SEO, blogging, linking, social networking.

4) **Begin Keyword Blogging**

As much as possible, you want to blog about the terms you are trying to win! There are, typically, a number of variations on a keyword theme, which will allow you to write about the terms from slightly different perspectives.

5) **Start Social Media Marketing in Facebook, then Twitter**

The first step here is to acquire your Company "Real Estate" as soon as possible. Once that is accomplished, the next step is to develop your social media strategy. Think of yourself as an ambassador for your company in Facebook and/or Twitter. You need to abide by the rules of the channel as you look for appropriate ways to represent your company to those markets.

6) Start Link Building

While concentrating on your Keyword Terms and Phrases, you need to approach Back Linking with a four-pronged attack:

- a. Develop Volume Links back to your company website
- b. Develop Deep Links to subpages of your site
- c. Pursue Authoritative Links—If you are a Sporting Goods Store and get linked to SPORTS ILLUSTRATED, FIELD & STREAM and DUCKS UNLIMITED you *will* have Authoritative Links!
- d. Establish Local Links within Local and Business Directories

To validate the success of this undertaking, you will want to monitor results at least monthly if not weekly! Links will give you traffic and improve your standings in the search engine results.

The Bottom Line to Successful Facebooking



4 STEPS TO USING FACEBOOK SUCCESSFULLY

For the creative businessperson, the fact that Facebook now allows companies to have pages presents yet another opportunity for successful Marketing to take place. Again, there are certain steps that will lead to greater success in this realm as well!

1) Obtain a Facebook page for your company

The proper Real Estate allows you to proceed and use Facebook as part of your Marketing Plan. These pages are also public, so you don't have to be logged into Facebook to find them or interact on them.

2) Develop Your Facebook Strategy

You have to determine what, exactly, you want to accomplish using your Facebook Page, which will help you determine what you are going to do. If increasing your Fan Count is your goal, are you going to do that by running a Contest or Sweepstakes? If so, regarding what? The ideal situation is to integrate what you are doing in your business in general to your Facebook. For example, if you are planning on stocking an entire section of your Sporting Goods Store with fishing equipment to correspond with the upcoming Fishing Season, you might run a Contest to name the area (*Anglers Corner, Getting Hooked, Rod and Reel*). Also, part of the entry could include the entrant explaining why they think we need to pass the Love of Fishing to future generations. Now your contest ties directly into what you are doing anyway!

3) Talk to People about Exciting Things

And, talk about them with *passion and fervor*. You can't expect others to get excited about what you are doing unless you are! Your goal is to transmit *enthusiasm* and the written word is an excellent way to do that!

4) Build Your Fan Base to Larger Levels

As you undoubtedly know, when you post something on Facebook, it is spread exponentially as it is exposed to your Friends and their Friends and so on. So, obviously,

everything you can do to increase your Fan Base is going to greatly affect your contact levels. Plus some things you do to build your fans can also let you acquire their email addresses as well.

...And a Bonus Thought Regarding Facebook

Leverage Your Facebook Page to Help You Get Strategic Assets

You will notice that your Facebook Page is going to bring you success in a sequential manner: You will get Likes and then Likes and E-mail Addresses and finally Links, E-mail Addresses and Sales. It is that final step that will make your Facebook efforts a successful business venture!

The Bottom Line to Successful Keyword Research

3 STEPS TO SUCCESSFUL KEYWORD RESEARCH

There is, perhaps, nothing more fundamental to successful Internet Marketing than Keyword Research. Due to its importance, you either have to retain a professional to undertake this project, or commit to doing it right yourself. If you choose the latter, be prepared to devote a minimum of 15-20 hours to your comprehensive keyword research *after* you learn how to use the tools you will need.

1) Identify All the Terms that Might Work for You

To identify all the words and terms that might work for you, learn how to use the *Google Keyword Tool*. This will allow you to identify all the possible words and terms *and* variations on that theme. You will want to start with the Root Terms. Be prepared to discover that there will be 100s of variations on each word/term, and let the Google Tool expand it to the nth degree.

2) Pick the Correct Metrics and Rank Your Terms

The two metrics that Google gives you for free are the Cost Per Click Data and Global Monthly Search Volume. In evaluating your Metric Results, the following is a good Rule of Thumb:

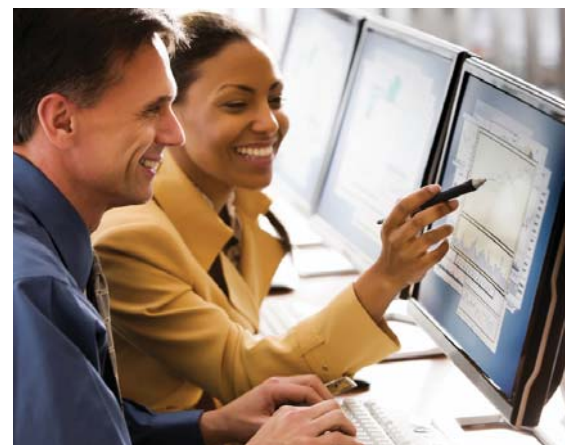
Cost Per Click—Anything above \$2.25 is too difficult to win free listings.

Global Search Volume—Anything above 2500 is too difficult to win free listings.

Finally, if you can afford it, get the Difficulty Rankings for your terms from SEOMoz. Any term above 45% is too difficult to win free listings.

3) Sort Your List into Winnable Terms

Any term that receives three thumbs up based on the criteria above has a high probability of being a Winnable Term. The fewer thumbs up you have, the lower the probability that you have a Winnable Term. Pursue the winnable keywords. They are the low hanging fruit that you can grab without a ton of time or money.





The Bottom Line to Successful Link Building

4 STEPS TO SUCCESSFUL LINK BUILDING

When viewing Link Building as an avenue to success on the Internet you need to know how, exactly, linking is going to bring that success. Generally speaking, there are two ways linking can help you: (1) By helping to get you leads and (2) to build link juice in your Algorithms per the search engines. With that in mind, the following should help you realize the success you desire:

1) Develop a Voluminous Quantity of in-bound Links

While you want to establish as many links as possible, you also want to make them as relevant as possible. For example, if you are running a Sporting Goods Store, being linked to Shakespeare Reels is going to be much better than being linked to Safeway Grocery stores.

2) Develop Deep Links

Whenever possible get backlinks from other Websites to subpages within your own Website, rather than just having them linked to your home page. Typically this will take the reader to the in-depth content they are looking for, and Google tends to find it unnatural when all of the links lead to your home page.

3) Develop Authoritative Links

Using our Sporting Goods Store example again, if you get backlinked from such entities as DUCKS UNLIMITED; NORTH AMERICAN HUNTING; the NCAA and the AAU, it adds a tremendous amount of credibility to you, your store, and your Website. Once you accomplish this, it tends to give you a great deal of Google Link Juice.

4) Develop Local Links

This includes any local or niche directories that you can become a part of. Get yourself into the Top 10 business directories, the Top 40 local directories, the Top 10 video directories, the Top 10 social networks, the Top 7 Local maps, etc.

...And 2 Bonus Steps to Successful Link Building

5) Alt Tag Your Links to Your Keywords

It is imperative that you constantly concentrate on the fact that “keywords” are the “key” to your Internet success!

6) Backlink Your Social Networking Pages

As you have undoubtedly already surmised, this is going to result in an extremely large number of Links. Suffice it to say that hundreds of links is *not* too many, so work diligently in this realm!

The Bottom Line to Successful Local Search Engine Marketing

6 STEPS FOR LOCAL SEARCH ENGINE MARKETING

The benefits of this undertaking are immense—which means the time investment involved is *not* going to be minimal! As usual, you have two options—(1) you can either invest the time to accomplish the task yourself, or (2) you hire professionals to accomplish it for you. By proceeding with the latter suggestion, you ensure that it will, in fact, be accomplished and you will avoid the frustration and time consumption involved.

1) Claim Your Local Profile Listings

This should be accomplished in such entities as Google, Yahoo, Bing, AOL, and Ask. You will need to visit those sites to lay your claim.

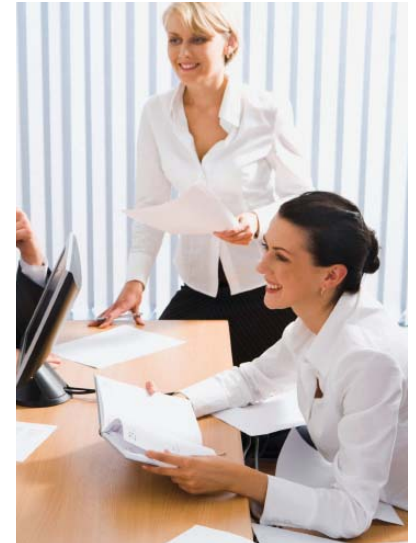
2) Get Listed in the Top 10 Business Directories

3) Get Listed in the Top 40 Local Directories

4) Get Listed in the Top 10 Social Networks

5) Get Listed in the Top 20 Blog Directories

6) Get Listed in the Top 5 Video Networks



The Bottom Line to a Successful Website

6 STEPS FOR WEBSITE DEVELOPMENT

There is no question that your Website represents your greatest presence on the Internet. In fact, in many instances it is the first impression that you get to make on prospective clients and customers. As a result, strict adherence to the steps offered here is more than just a suggestion, it is a veritable necessity!

1) Spend Some Money on Good Design!

There are a number of places where you can cut corners in your business, but this *is not* one of them. With a reasonable investment you can make your Website, and your company, look like a million bucks!

2) Make Sure Your Website Works

You need to ensure that your site is, in all ways, functional. You will want to make sure that it loads quickly and efficiently; that people can actually do business while there, that forms work, and that all links to other pages are active and viable.

3) Make Sure that Your Website Can Facilitate Conversions

Keep in mind that the purpose of a Website is to result in you achieving the business goal you have established for it. This includes, but is not limited to, such things as getting you leads, signing up for Newsletters, downloading White Papers or actually making sales!

4) Continually Add Depth of Content

Your Website affords you the opportunity to elaborate on your areas and levels of expertise, and you need to avail yourself to this opportunity on an ongoing basis. In this day and age of paradigm shifts and increased knowledge, your Website is the tool by which you can let your clients and prospective clients know that you are an expert in your field.

5) **Make Sure that Search Engine Optimization has Been Accomplished**

The way to get the optimum number of visitors to your Website is to make sure that it will be found by Google and other Search Engines. This, of course, is where Search Engine Optimization becomes important. Change your copy and code to reflect your keyword and make Google happy.

6) **Be Sure You Understand the *Purpose* of Your Website**

Obviously, you should have this understanding *before* you design your Website, but you never want to lose sight of it, either. There are several things that a Website can be used as:

- A Fancy Billboard that people cruising on the Internet can give a passing glance and enjoy as they keep right on going
- A Lead Generator, where those same people can pull over and give you their contact information, indicating that they have an interest in what you have to offer
- A Salesman who will not only get people's information for you, but also their money! As an "employee," Websites are great—they don't expect benefits and they never need a day off!

The Bottom Line to Successful Search Engine Optimization

6 STEPS TO SUCCESSFUL SEO

As alluded to earlier, this is the process that will lead Google and other Search Engines to your door! These steps will assist you in achieving that particular goal.

1) **Complete Your Keyword Research**

Do not fall victim to the temptation to guess what the Keywords are. The fact that you are an expert in your field *does not* mean you know what people are looking for when they go on the Internet in an attempt to find the product or services you offer!

2) **Decide Whether You are Going to Insource or Outsource**

Without a doubt the easiest, and perhaps the most effective, thing to do is Outsource the project and hire professionals to accomplish your site's SEO. If you opt to Insource, you will need to purchase a software tool and learn how to use it. The cost is in the \$900 range, and you will need to renew the license annually.

3) **Plan on Optimizing 2 to 3 Words per Page**

To effectively SEO your site you need to be prepared to be able to do so for only two or three words per page. As a result, if your Website is fifty pages long you can Optimize up to 150 words, while if it is ten pages long you will only be able to Optimize for thirty words or terms.

4) **Be Prepared to Create a Site Map**

Here's a good free source to do that:

<http://www.xml-sitemaps.com/>

5) **Be Prepared to use Google Webmaster Tools**

This is an important factor, as it will allow you to make your Website "friendly" to Google.



6) Build More Pages to Allow You to SEO More Terms

This serves two purposes—(1) it provides you an opportunity to SEO more words and terms, and (2) it allows you to continue to add depth of content.

…And a Bonus Step to Successful Search Engine Optimization

7) Hang Out With the Experts

There are a number of individuals who truly are experts in this realm, and it only stands to reason that it would be wise to glean as much from their expertise as possible. While meeting them in person may not be feasible, this can be accomplished by reading their books and blogs!

The Bottom Line to Successful Paypal Ecommerce

2 STEPS TO SUCCESSFUL ECOMMERCE USING PAYPAL

This truly is a sweet Ecommerce Tool! Depending upon your degree of need, PayPal has three options that you can choose from:

- Basic PayPal vs PayPal Pro
- Consider PayPal Pro with Recurring Billing
This is especially beneficial, as once instituted, it virtually runs on Auto Pilot. Involving yourself with PayPal as soon as possible will truly enhance your chance of Internet Marketing success. Check out the program, begin with the Basic plan, and then graduate to the other levels as appropriate and/or needed.

The Bottom Line Summarized

Online Marketing does not need to be super expensive but it will take time. Get your website in order first. Then pick the advertising initiative you are going to pursue, and dedicate the time and resources to doing it well. Once you've got one initiative down, then move on to the next item in the list above.