

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

OCTOBER 2018

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Bombay Brow Bar

SEO



Sonia Manning

**This Month's
Marketing
CLINIC
A.I.D.A. - Avoiding
A Strikeout!**

**Sir
Richard
Branson**

**Start An
EMPIRE**

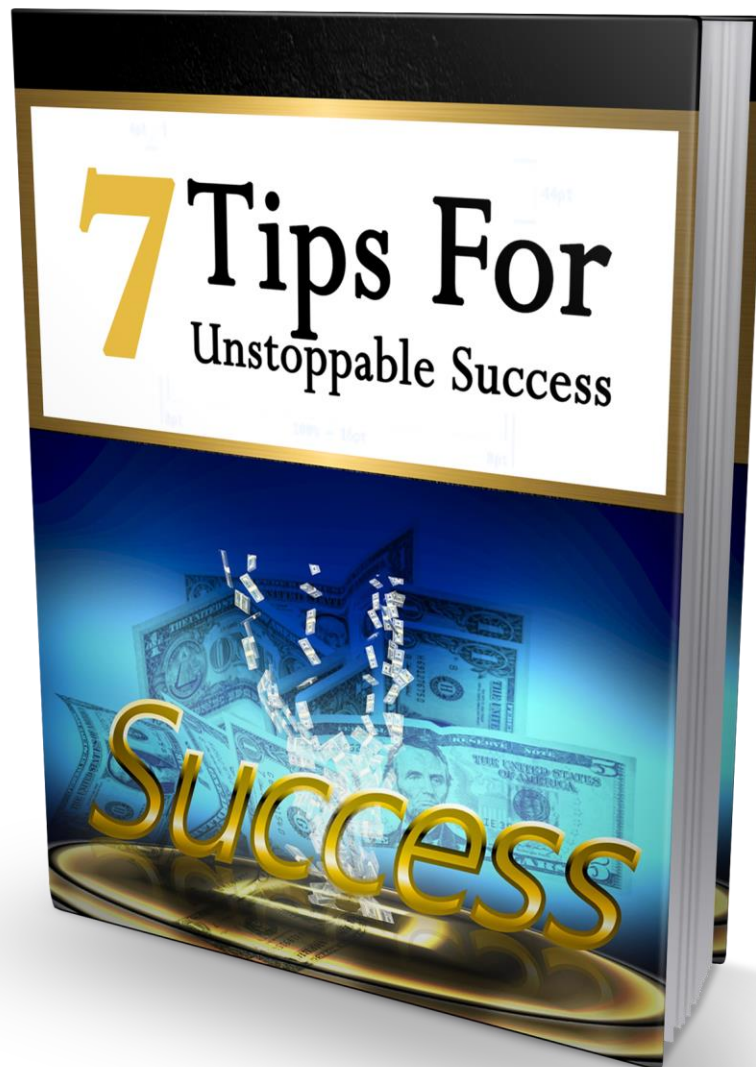


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Welcome to the **OCTOBER 2018 Issue** of our monthly “Making Web Money” Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. *This month we have MORE great articles and personal success insights, interviews, plus some ONLINE opportunities for you.*

How Exactly Does Internet Marketing Work in a Fast paced, Competitive World Wide Web By: Johnathan Jacobs - **All ABOUT Internet Marketing**
By: Winston Campbell - **SEARCH ENGINE OPTIMIZATION: IS AN ESSENTIAL INTERNET MARKETING TOOL** By: Mae Singleton - **Search Engine Optimization – A Popular Method of Search Engine Internet Marketing Technique** By: Sonia Manning - **Want to Use Internet Marketing? Read This First!** By: Hope Burton- **This Month’s Marketing CLINIC “A.I.D.A” Marketing’s oldest formula & the fundamentals everyone doing copywriting should know.** - **Google Webmaster: How It Can Help You** - By: Marc French

- MWM Success Story – “A Tiny Amount of Money Can Start an Empire” – *Sir Richard Branson*
- MWM Ask the Expert - Interview: Ruslan Kogan on Social Media, Entrepreneurship and How Startups Can Succeed
- MWM Q&A : Nejc Skoberne, Online Marketing Specialist – **Be Memorable!!**
- MWM Back Story –Meet Ravy Minhas-Mehroke and Amy Minhas, Bombay Brow Bar

I hope you enjoy this month's issue of the magazine.- **OVER 76 Great Back Issues of Making Web Money!**

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Making Web Money Online Marketing Magazine

Editor Harry Crowder

Advertising See Above

Contributors

Various experts in their fields

The instructions and advice in the magazine are for entertainment purposes only.



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Keep your valuable feedback coming. I try to reply to every email, I appreciate your input as it helps to make **MWM** the Best magazine possible.

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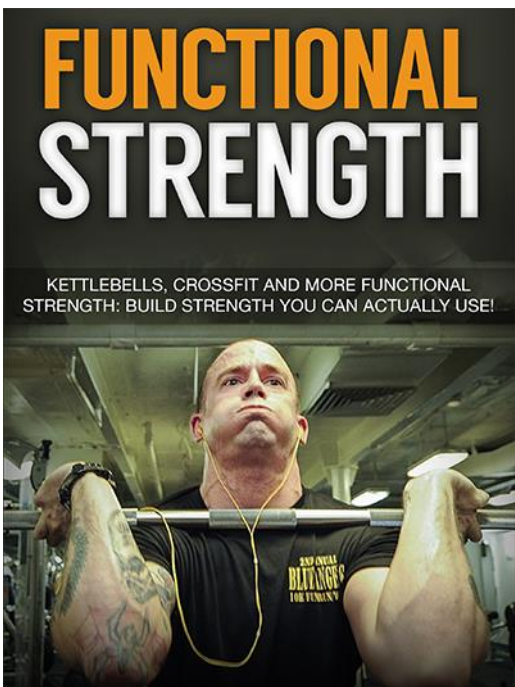
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Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

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harry.crowder@gmail.com



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Did you know:

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some of my sites where
you can get costumes
and decorations ..*

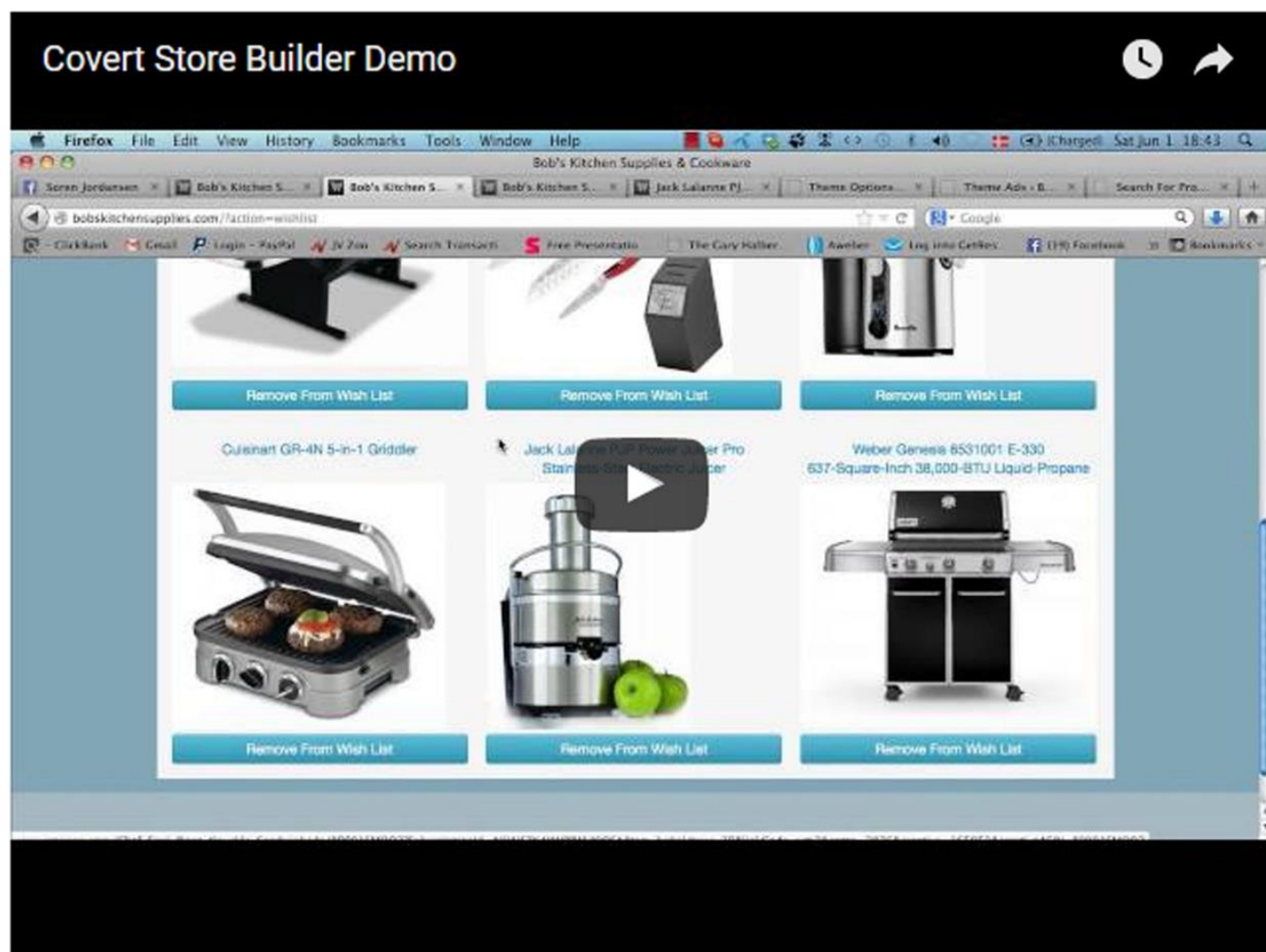
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HUGE Affiliate Paychecks From Your New Affiliate Stores

\$ AFFILIATE TITAN 2.0



Super affiliate profits

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HOW EXACTLY DOES INTERNET MARKETING WORK IN A FAST PACED, COMPETITIVE WORLD WIDE WEB



By: Johnathan Jacobs

One must understand that customers who surf the internet have an extremely short attention span when visiting any site and in terms of Internet Marketing, that means a professional marketer has anywhere between three and five seconds to convince the customer to explore more information on their website, thereby gaining customer retention.

Whether you are professional business owner trying to get a market share, a novice first time small scale enterprise trying to promote brand image, or a professional trying to land more clients in your domain of expertise, you can never overlook the power of internet marketing in terms of promotion to a very huge customer base.

When used through professional insight, this highly competitive customer search space can turn into a funnel for your consistent cash flows. The key is to understand the way Internet Marketing works in the present day world.

Huge Customer Base that is Extremely Competitive and with Short Attention Spans

In order to gain control over the World Wide Web and use the power of the Internet to your professional advantage, one must understand that customers who surf the internet have an extremely short attention span when visiting any site and in terms of Internet Marketing, that means a professional marketer has anywhere between three and five seconds to convince the customer to explore more information on their website, thereby gaining customer retention. This means that Internet Marketing needs competitive goals for potential conversions

Social Media Can Make or Mar Your Internet Marketing Strategy

Given the number of people involved in using the internet, their interests and interpretations of marketing messages vary widely throughout the internet space. In order for your Internet Marketing strategy to be successful, your social media messages must be extremely clear and unbiased, while also keeping people's sentiments in mind.

Gaining Website Traffic through Internet Marketing is not the End Goal

In order to gain a competitive edge through Internet Marketing, and subsequent conversions, the usability and user experience of your web or mobile website should be the prime concern. The battle for the market share does not end by merely driving traffic to your website. Whenever customers are able to identify themselves with your website, they are more likely to make a buy decision.



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This **12 month coaching program** can help you feel good about every PLR purchase you've made (*even those "junky" ones because I will show you how to polish them 'til they shine!*). The **PLR Profits Coaching Club** can justify every penny you've spent. It can make those purchases worth something to you because you can put that content to work making money for you.

[Click Here to Start](#)

THIS IS YOUR OPPORTUNITY TO MAKE EVERY PLR PURCHASE YOU'VE EVER MADE WORTH SOMETHING TO YOU!

“A TINY AMOUNT OF MONEY CAN START AN EMPIRE” – SIR RICHARD BRANSON

Startups catches up with the Virgin billionaire to find out his views on the UK's entrepreneurial landscape...

67 year old Sir Richard Branson remains as ambitious today as he was aged 16 when he used £300 from his mum to start a magazine called Student.

The man who put the world's most subversive band on the map and kept Air Traffic Control busy for decades then embarked on a mission to sell space travel and brought the Elders of the world together to solve global crises. And the dreams continue to spill forth thick and fast.

One of these dreams, he tells us, is to launch satellites in space to “make satellite available to three billion people” who don't have access.

Feted the world over as an inspiration to new generations of entrepreneurs, Startups.co.uk caught up with the business magnate at his family home in Oxford at the Virgin Media Pioneers 'Pitch to Rich event'.



“For most businesses when it comes to pitching I would say just do it!”



“There are businesses you can start without funding; take Virgin for example, we’ve got no shares which has enabled us to remain independent.”

Branson on start-up hubs and accelerators

Do you think there’s value in business collaboration and start-up hubs?

“There’s big value in making connections and networking and piggybacking to help each other. It’s something I didn’t have when I started out. Nine out of 10 businesses fail so increasing the odds is a good thing.”

Are there too many tech accelerator programs in the UK today?

“There can never be too many technology accelerators. There may only be a handful that succeed but we [the UK] have just got to get out there and compete with San Francisco.”

Branson on pitching

What do you look for in a business pitch?

“Personality is important. Having said that some of the least personable people can make the best entrepreneurs.”

“My favourite pitch today was ICanMake (3D printing for schools) and I thought it was particularly exciting with the 3D element. I really like that and to me it felt good. I think in three years the business will be doing really well, maybe we should have a bet on it.”

[PR interjects to say that I **Can Make** founder Chris Thorpe was the former CTO of Moshi Monsters]

“Why didn’t he say that in his pitch! He should go back and tell the other judges and convince them!”

“For most businesses when it comes to pitching I would say just do it!”

Today’s Pitch to Rich prize package is £5,000, what would you spend £5,000 on as a start-up?

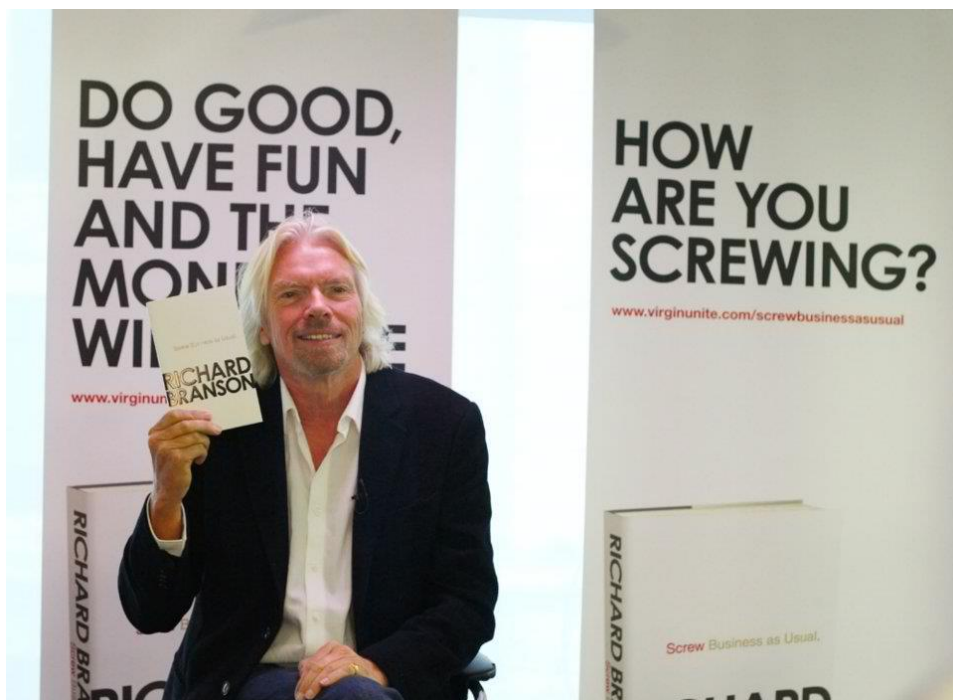
“I always say that a tiny amount of money can start an empire. My mum found a gold necklace and handed it in to the police, when no one collected it she got it back and sold it for £300 and gave the money to me. That £300 covered the start-up costs of launching my magazine business [Student] age 16.”

“There are businesses you can start without funding; take Virgin for example, we’ve got no shares which has enabled us to remain independent.”

Branson on alternative finance

What's your view on
alternative finance
and crowdfunding?

"I think crowdfunding is spectacular and really exciting. It's potentially too good to be true but I would advise entrepreneurs to do it while it's hot."



"I think crowdfunding is spectacular and really exciting. It's potentially too good to be true but I would advise entrepreneurs to do it while it's hot."

Branson talks about coming ventures

What's next for Virgin?

"I named my book Losing My Virginity but I should have called it Talking Ahead of Myself, for I'm forever talking ahead and looking to the future but you've got to dream big. I think [that when you start a business] it's important for it to be about dreams coming true. I would like to launch satellites in space that would have a transformative impact around the world. It would make satellite available to three billion people."

Sir Richard Branson was speaking at a roundtable conference as part of the Virgin Media Pioneers 'Pitch to Rich' competition.



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INTERVIEW: RUSLAN KOGAN ON SOCIAL MEDIA, ENTREPRENEURSHIP AND HOW STARTUPS CAN SUCCEED

By: Alex Pirouz

Ruslan Kogan is one of Australia's most visible and colourful business people.

After completing a Bachelor of Business Systems at Monash University, Ruslan had, by the age of 23, worked at the IT departments of Bosch, GE and Telstra, and been a management consultant at Accenture.

He started Kogan in his parents' garage with zero external funding or capital, and has gone on to build a multi-million dollar (and growing) online business, manufacturing and selling consumer and household technology. Kogan is one of the fastest growing companies in Australia, and is now international with the launch of Kogan in the UK in November 2010.



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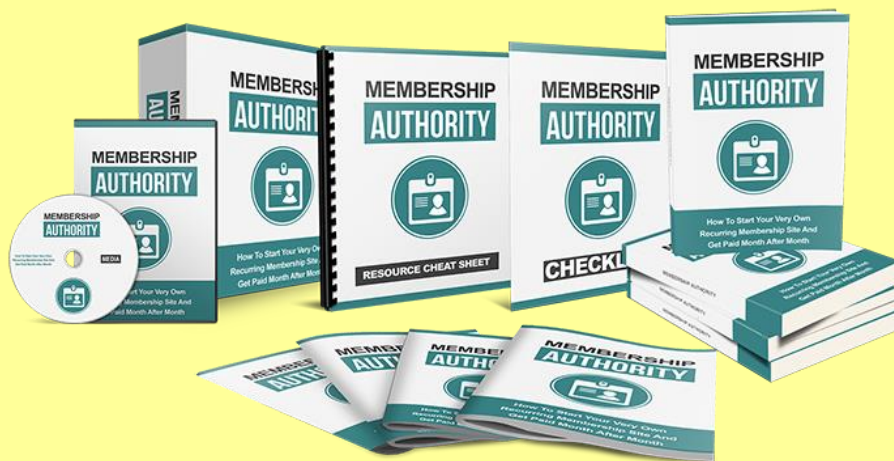
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In This Course, You'll Find Out How To Get Started With Your Own Membership Site, How To Structure it, What Type of Content To Provide, Pricing And Much more

Why Should You Create a Membership Site?

Essentially, a membership site is a site that users pay to subscribe to. This normally works by first **enticing the reader with some free content and showing them the kind of entertainment/information/value that you're capable of providing.**

Once they're hooked, you then make sure they know that they need to subscribe in order to gain access to your very best content and to get frequently updated. So what's so different about this? Well for starters, it means that you can much more easily convert visitors to paying customers seeing as **they're not having to put down a large amount of money and seeing as they know what they're getting right away.** This means **the money is recurring and much more predictable.**



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When other budding entrepreneurs ask me what the best advice I've ever received is, I always tell them: "Nike has been printing it for years. JUST DO IT!"

In this Q&A interview with Alex Pirouz, he talks about the elements necessary to be successful in business, the power of social media, and entrepreneurship.

Q: Ruslan, you went from starting a business in your garage to now running a multi-million-dollar organization. Can you share with us what your journey has been like?

A: The growth from my parents' garage in Elsternwick to a multi-national brand has been a tremendous one. It hasn't been without its challenges but putting my surname on the products meant I had more than just all my savings at stake. Quitting my well-paid job to start Kogan was always a risk, but it paid off.

Q: In your opinion, what has been the most contributing factor to your success?

A: Having the conviction to turn an idea that everyone told me was crazy into an operational business. Lots of people come up with great ideas all the time but not many actually go through with them. When other budding entrepreneurs ask me what the best advice I've ever received is, I always tell them: "Nike has been printing it for years. JUST DO IT!"

Q: What is the hardest thing about launching a company from conception?

A: People talk a lot about finding capital to start their business. If you have a great idea, the money will come from somewhere. The single greatest challenge when turning an idea into a business is having the drive and conviction to do what Nike has been printing on t-shirts for decades: Just Do It.

Q: What was the main reason why you started your own business, was it to make money, change the industry etc?

A: I'm a geek at heart and really wanted to make the latest technology more affordable for everyone. Now that we've done that, it's the competition that gets me out of bed in the morning. I'll never get tired of shaking up the industry and forcing the big brands to try and compete with us on price.

Q: Where do most entrepreneurs go wrong and why?

A: I don't think an entrepreneur can go wrong. If you are an entrepreneur, you are someone who has invented a new way of doing business. Even if that business fails, you did actually invent something.

Most people fail because they don't become entrepreneurs in the first place. They might have a great idea, but never turn it into a business.

Q: In your opinion, what is the main reason why most businesses fail?

A: Charles Darwin said it best: "It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change." A lack of innovation and keeping up with their industry is what causes the demise of most businesses.

Q: What has been your most effective marketing tactic or technique?

A: The most effective marketing technique has been building and fostering a loyal online community around the Kogan brand. We have hundreds of thousands of loyal fans around the world that we are in constant conversation with over email, through the Kogan blog, Facebook and Twitter. The most important thing for Kogan is to not only use these communication channels to broadcast or listen, but to actually converse with our customers in meaningful dialogue.

Q: Is there a particular marketing method you believe is the most effective in business nowadays?

A: Any marketing activity where you can accurately measure the return on investment is one worth considering. Too often, companies throw money down the drain with marketing activities when they have no idea how much money they will make from it. At Kogan, we will only ever spend money on marketing if we know for each cent we spend what we will likely make in return.

Q: How has social media, the information age and an increase use of the internet changed the face of how we do business?

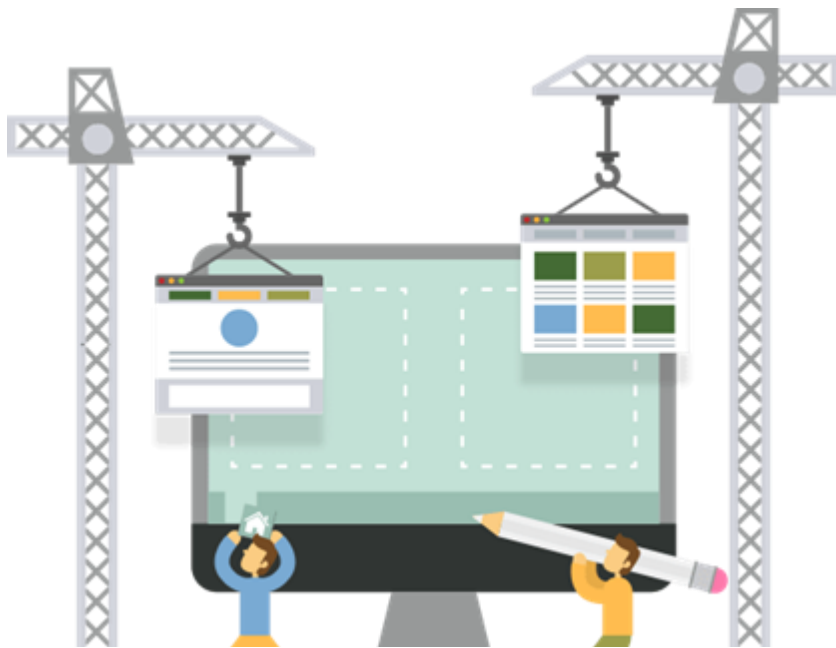
A: Social media has done the equivalent of giving every single person in a shopping centre a megaphone. If a customer is unhappy, they'll no longer grumble about it under their breath or just tell their friend. They will tell the world. The same goes for happy customers. For some brands this has resulted in some tremendously negative exposure on social media. Because of our tremendous product and service, the feedback about the Kogan brand on social media has been overwhelmingly positive.

Q: What three pieces of advice would you offer entrepreneurs starting out today?

A: Don't worry if people tell you your idea is crazy. This probably means you're on to something. If your business challenges the status quo, you're more likely to succeed. Just do it. Don't waste time sitting on your idea, because if you do, someone will probably beat you to the punch.

Take risks. Being an entrepreneur is about throwing caution to the wind. I had to quit a well-paid job to start Kogan, much to the dismay of friends and family around me. But taking big risks can pay off. Just ensure they are calculated risks.

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- ✓ Enjoy the games you invent on the console you built
- ✓ Sure to get all aspiring programmers hot under the collar



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JUVO SLEEP TRACKER AND MANAGEMENT APP

If you are looking for a way to monitor and track your sleep patterns without the need to actually have to wear anything, a new device called the Juvo might be worth more investigation.

Juvo is a new sleep tracking device that is capable of monitoring your sleeping patterns from under your bed removing the restriction that some sleep tracking wearable devices come with.

<http://www.geeky-gadgets.com/>

You want it

Go on splurge – you deserve it. It's time to spend your hard earned cash.

Elephant Door Smart Alarm System Notifies You If Your Door Is Under Threat

New smart home security system called Elephant Door has launched over on the crowdfunding Kickstarter website this week looking through \$40,000 to go into production.



<http://www.geeky-gadgets.com/>

Elephant Door has been designed to provide a simple home security system that will notify you if your home is under threat and will notify you using the companion smartphone application.

Cast By Genii Will Let You Stream and Share Entertainment with Friends



CAST HOME ENTERTAINMENT HUB

Have you ever wanted to watch a show or movie with friends, but you all live in different parts of the world? The best you can hope for is getting on Skype and counting down from 3 to all hit the play button at the same time. However, connection issues throw the whole thing off, and make the distance between everyone even more noticeable.

We've seen tons of media streaming devices, but how many of them will let you watch in tandem with your friends? Cast by Genii is a wireless home video system and console that will turn your TV, projector, camera, computer, and mobile devices into smarter versions of themselves. This has three aspects which consists of the CAST box, camera, and an HDMI stick. The more displays you want to use, the more HDMI sticks you'll need.

This works alongside an app which will connect you to tons of channels, let you do video chat, or have instant messaging overlay on whatever you're all watching. You'll be able to watch with up to 6 people in your friends and family circle, just like if you were having people over. The only cable you'll need to worry about is the one that you put into the wall to power the CAST. This is going to cost you \$299 for all three aspects mentioned previously, but you can buy more bundles and have it cheaper on the whole if you want a bunch of people in your friend group to be in on the action.

Available for crowdfunding on Kickstarter

<http://www.coolest-gadgets.com/>

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MailScriptX

Are You Making Money From Your Email List?

New Breakthrough Software Lets Anyone Make Huge Profits with Email Marketing



- Creates high converting emails with one click
- Fire your copywriter and never worry about having to write an email that sells again
- 4X profits for any kind of list that you have
- Sell the emails you create with **MailScriptX** and keep 100% of the profits
- World's 1st software that creates high converting emails for any niche!
- It's all cloud based, nothing to install, works on PC and Mac

Also, You Can Sell The Emails You Create With Mailscriptx

People are taking huge advantage selling email scripts on sites like Fiverr, Freelancer, Upwork and many more, it's time for you to tap into the gold mine.

This ground breaking software creates high converting emails that get sales and results with one single click

It's the world's first email creator software that works for any niche!

Loaded with premier features that enable you to either sell your own products and services, and also sell email scripts to other people and charge a hefty fee for it!

See MailScriptX In **Action**



Did you know

USA leads the pack of nations with most Internet hubs. USA has 97 hubs, Brazil has 23 and France has 21 hubs.

"Discover How To Start, Build and Launch Your Own Digital Product Business Without Breaking The Bank..."

Find Out How To Create Your First Digital Product For Sale And Start Getting Sales On Autopilot!



What you'll discover in this eBook:

- You'll have an idea for the type of digital product you want to create and what the strengths and weaknesses of each option are
- Understand what makes digital products sell and how you need to design your creation in such a way that **people will be eager to buy it**
- Know how to **quickly and cost effectively** create the type of digital product you want

How to create a potential hot-selling eBook

- Know how to alter things like price, cover image and more in order to **optimize your sales**
- Understand **how to drive more traffic** to your landing page using SEO, PPC, e-mail marketing and social media
- Understand affiliate programs and tools like JVZoo, ClickBank and WSO Pro
- Know how to **build an army of affiliate marketers** who can drastically increase your sales and profits
- • ...and much, much more!

This is the ultimate guide to **How To Launch a Digital Product Business!** You'll discover all the steps, tools and resources to help you become a successful digital marketer!

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e-Commerce is growing like never before!

You would be amazed to know a proven and tested system to easily and quickly create a profitable online store, and boost your profits in a hassle free manner.

Dear Online or Offline Business Owner,

I am about to disclose an important piece of information that will enable you to boost your business and leave your competitors far behind.

But first, let me ask you **two simple** questions:

- Are you still trying to sell your products and services physically?

- Have you spent a lot of money and time, but never achieved your objective?

Be honest!!! Are you actually achieving your desired goals? ... are you saying NO? (it's o.k.)

Look at astonishing stats:

- U.S. Online sales will be **\$523 Billion** by 2020

- E-Retail spending to go up by **62% this year**

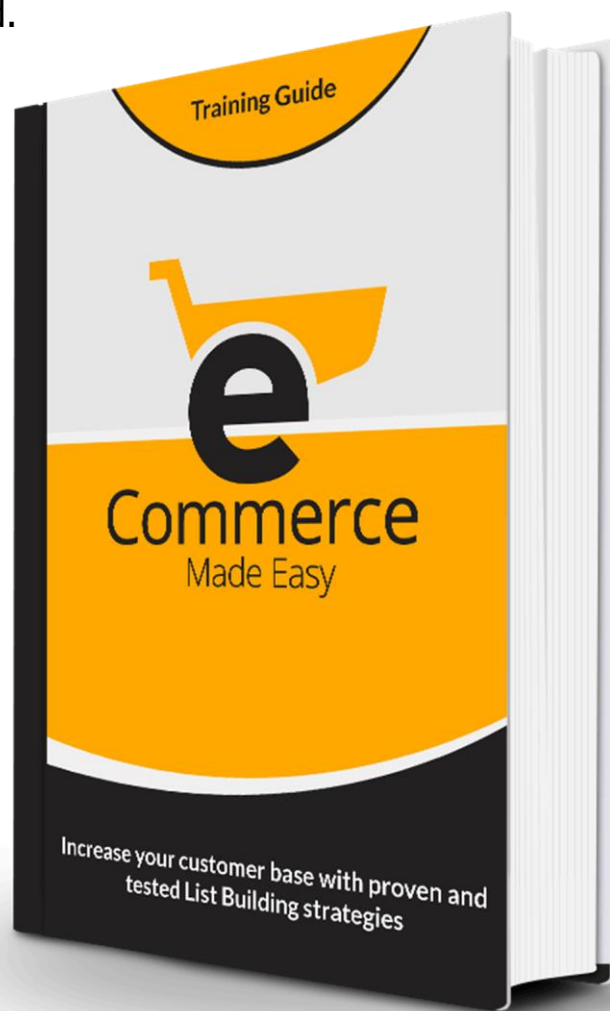
- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com

- eCommerce salaries in the UK have increased by over **14,000** euros in **2015**, and by the end of 2016, grew by more than **3,000** euros.

- The average amount spent by each consumer is expected to rise from **\$1,207** per annum to **\$1,738** per person.

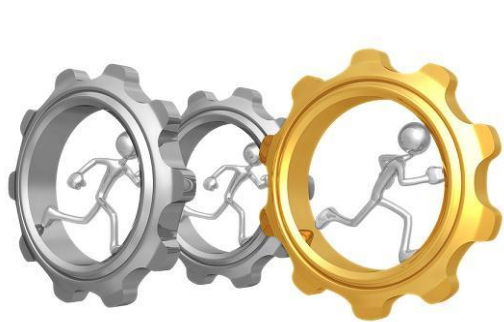
With over 85% of searches for products and services happening online, the growing relevance of eCommerce can't be taken for granted

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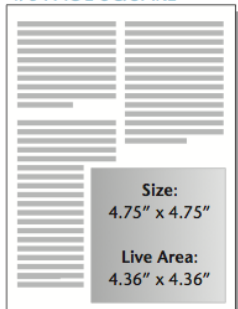


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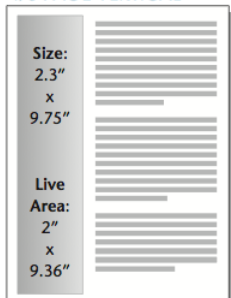
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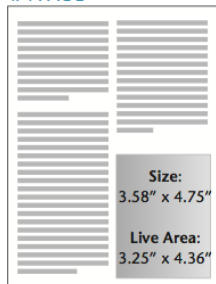
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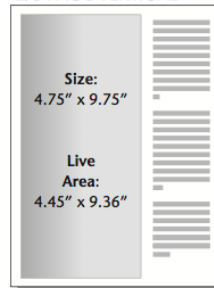
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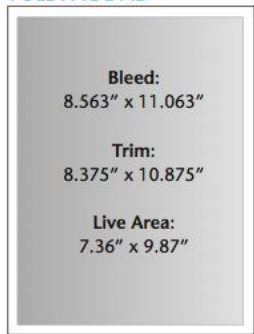
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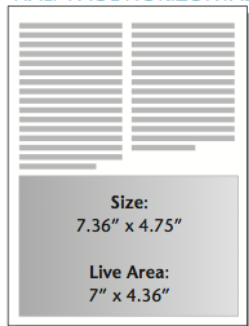
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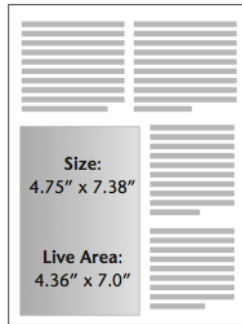
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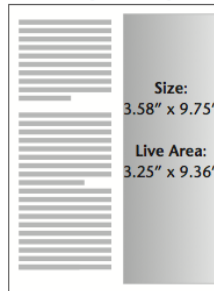
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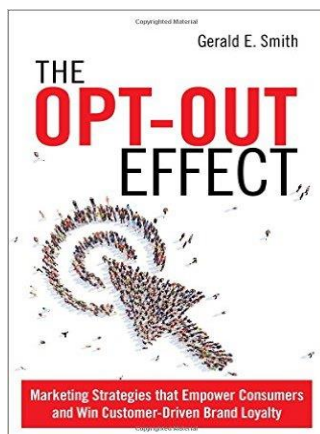
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The Opt-Out Effect: Marketing Strategies that Empower Consumers and Win Customer-Driven Brand Loyalty 1st Edition
by Gerald E. Smith

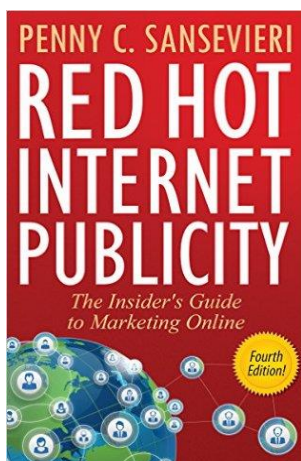


If you're a brand marketer, you know your customers are now more empowered than ever -- and more than ever, they're using that power to wrest control over their brand relationships. You're watching them use online and mobile digital tools to opt-out of conventional email and other pushy brand management tactics. Since they will control your brand relationship, there's only way to win: help them do it. The Opt-Out Effect shows you how.

Marketing thought leader Gerald Smith bring together new research data, powerful strategies, and indispensable tools for implementing customer-centric brand management that supports today's customers and earns their loyalty.

You'll master new digital brand management best practices hands-on, via realistic exercises and methodologies you can use in your own environment. Smith grounds his recommendations in evidence, unveiling important new research Boston College that illuminates the viewpoints of hundreds of consumers and marketers across leading industries.

Red Hot Internet Publicity - Fourth Edition: The Insider's Guide to Marketing Online! Kindle Edition
by Penny Sansevieri



The Shortest Path to Mastering Your Online Promotion Strategies

Learn through straightforward, real-world examples

The ever-changing world of online promotion can be overwhelming. Especially for authors and small business owners trying to build strong brands. The buzz phrases. The lingo. And the paralyzing feeling of not knowing where to start or what to do.

Enough of that already!

It's time to dump those feelings forever—and now you can. Because social media and publicity authority, Penny Sansevieri, has created the essential Internet Publicity roadmap.

Whether you're a beginner or a seasoned marketer who wants to refine your skills, Red Hot Internet Publicity delivers current, expert insight into how to build the perfect website, drive tons of visitors to your message and build a strong presence on today's Facebook, Twitter, LinkedIn, Pinterest, Google+, YouTube and Instagram.

Red Hot Internet Publicity is practical, straightforward and accessible. It eliminates the mystery and guesswork. Page by page, Penny Sansevieri shows you exactly how to:

- Amp up engagement on an authentic level and build a loyal fan base
- Build a website that turns visitors into customers
- Drive thousands of new buyers to your product or service
- Share content that excites people and gets them coming back for more
- Target your activity for maximum exposure and impact—get noticed!
- Utilize strategies that are proven to work on every major social media platform



- ✓ Increase revenue by recovering abandoned carts
- ✓ Help 'Wish List' Shoppers
- ✓ Fully automated. Set it once and it works in the background

So what does this app do?

It is simple, install it and it will save all items in the cart when your customer is logged in. When they switch to a different computer or logout & login, we add back the previous items to their cart. That's all.



- ✓ Run end-to-end social media campaigns across multiple networks
- ✓ Get campaign level reporting so you know what's working
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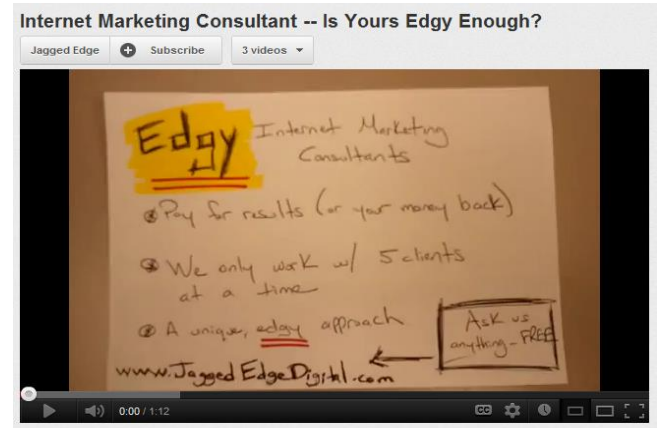
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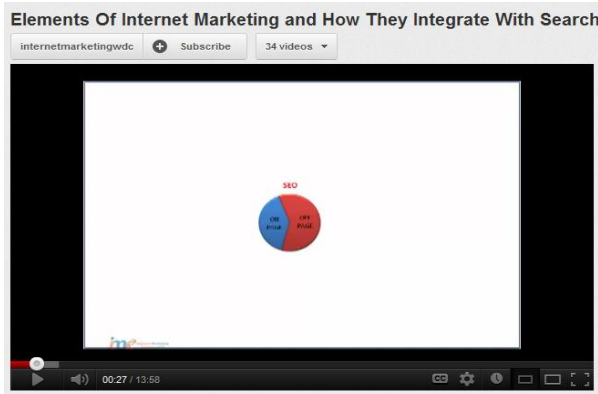
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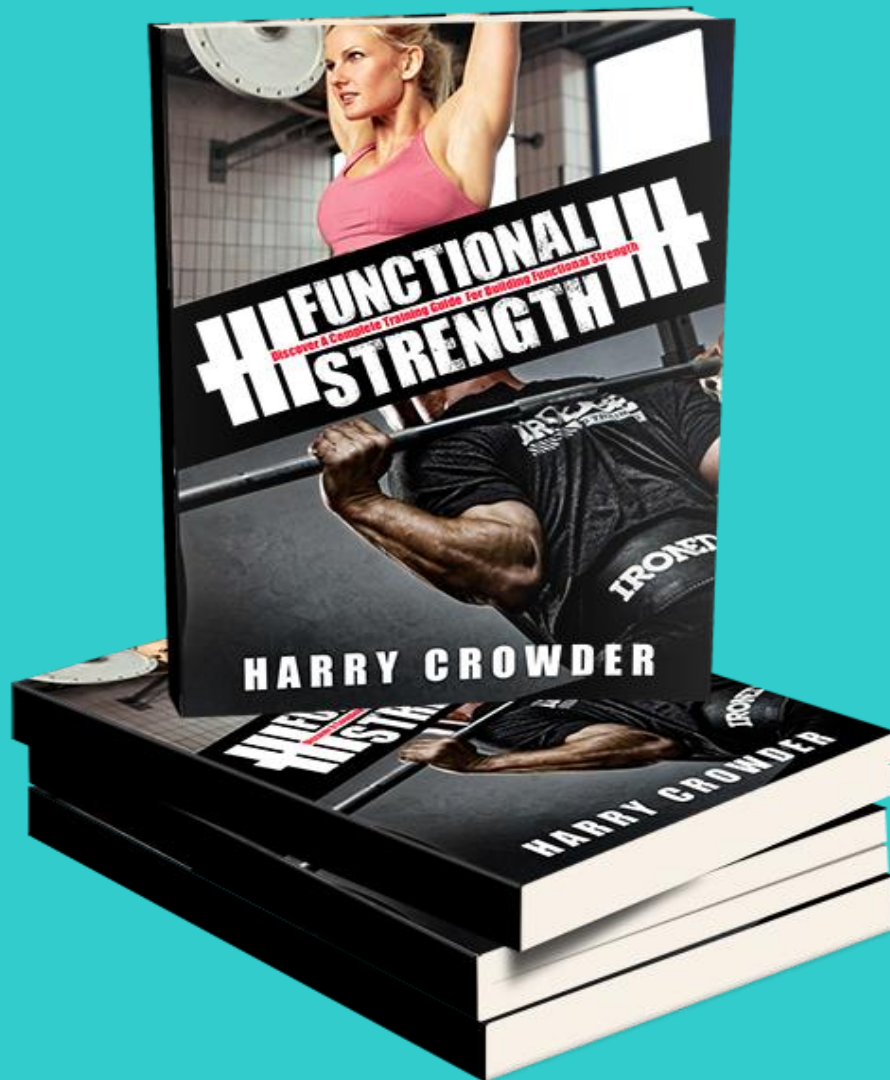
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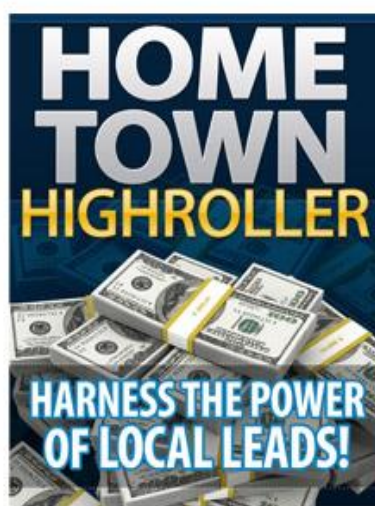


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SOCIAL MEDIA INTERVIEW: NEJC SKOBERNE, ONLINE MARKETING SPECIALIST – BE MEMORABLE

By: Vishal Pindoriya



Who are you and what does your company do?

Nejc “Nick” Skoberne, man of many interests in the digital world and the current Online Marketing Specialist at Be Memorable.

Be Memorable

is a team of creative, technologists, and enterprise enthusiasts that share a passion for building & maintaining incredible e-commerce businesses

How and why did you get started in social media?

I was always interested in what makes people share funny cat videos but not useful infographics about health. So I started an experiment on my own Facebook and Twitter feeds to find out what is the content type that people would be most inclined to share.

The experiment happened about five or six years ago now, but the content type that people like to share still largely remains the same.

After that I decided that I want to work in Social Media and Digital Marketing for the next few years and so far I had the privilege of working with small and big international brands, either directly for them or advising them through a digital agency.

What do you believe the benefits of using social media for business?

I’m not a strong believer of mass cold calling and cold emailing, therefore I think social media should be a vital part of the inbound marketing strategy of every B2B company.

A B2C company can leverage social media even more, not only in terms of creating unique and sharable content but also in creating unique experiences while interacting with the consumers. Imagine being a child in today’s world and trying to interact with your favorite toy company, it’s very easy and fast. Now imagine doing the same thing in the 80s or 90s; Snail mail was your best friend.

What do you think are common mistakes business owners make when building brand awareness on social media?

Not utilizing on the two-way communication and thinking that the profile will run itself.

Utilizing the two-way communication with the consumer can generate truly memorable experiences that will last a long time.

I find numerous e-commerce business on Facebook every week that think posting their weekly deals on the page's timeline will automatically attract customers. But the only thing, as a consumer I can think of, when I see that, is: "How is that engaging me?" And it actually makes my head think if I should unlike the page altogether.

What qualities do you think social media managers should have?

They should be adventurous and fearless! We are all looking for the next big "shearable" thing (remember What color is the dress?) and thinking "old school" will not bring you results on social media. **Don't be afraid to be bold and feisty** (remember Samsung and "bendgate"?), but be respectful and play by the rules, otherwise things can turn around quite quickly.

How do business owners know if their social media campaign is working?

Before you start any social media campaign you should set very clear KPIs that you wish to achieve and hopefully surpass, so you can clearly measure if the campaign was successful or not.

Do not focus on the amount of likes and followers alone! Rather plan your KPIs around engagement, reach and ROI. Keep a clear and independent eye on analytics throughout the campaign and don't panic if the first few posts do not have the expected reach. Remember the Pareto's "life" 20/80 rule you will have 80 percent of the engagement from only 20 percent of the posts.

How do you see social media evolving over the next few years...what do you hope to see?

Outside of the fact that some of the platforms will disappear and new ones will appear, I definitely think social media marketers will start to purely focus on mobile platforms as the desktop traffic is slowly beginning to decline. I also think that social media will become even more personalized up to the point where brands will be able to offer you personalized and unique brand experiences on their social platforms. Sadly, I also think that eventually the big platforms will become ad-free in exchange for a monthly subscription fee.

What are your favourite platforms for social media marketing?

Instagram and Snapchat. Snapchat is an amazing platform for brands that target the teen audience. Because of how fast the snap disappears and how it creates scarcity and the "need" to know more fascinates me. It's the perfect platform for creating "Cliffhangers"!

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SEARCH ENGINE OPTIMIZATION: AN ESSENTIAL INTERNET MARKETING TOOL

By: Mae Singleton



The higher ranked your site is on the search engines algorithm, the greater is the number of times it will appear on top in search results and thus have more traffic.

An important component of internet marketing is SEO or search engine optimisation. SEO deals with making your site more relevant to the search engine. It can improve your website rankings for a well-researched group of keywords over a period of time as it deals with how search engines work and what keywords people use frequently.

The search results of any search engine such as Google, Yahoo, Bing etc contains the results and local listings in the order the search engine considers to be most relevant. The higher ranked your site is on the search engines algorithm, the greater is the number of times it will appear on top in search results and thus have more traffic.

Search engines send a spider to crawl the web. It follows link from one page to another and indexes everything. However, the spiders can only detect the text of a website, so if your website has more images, videos etc with little text then there is little possibility of it being read by the spider. After crawling, a page is indexed. A keyword is assigned to a page and it is stored in the database. When you search something, the search engine will compare the searched string to its indexed pages and comes up with the matching results. However as there may be millions of pages having the search string, search engine will calculate the relevance. For this there are various algorithms that consider many parameters.

SEO gained attention in mid – nineties in internet marketing when the site content administrators started recognizing the value of ranking high in search results. Earlier, all the webmaster had to do was to submit a link of the website or webpage to search engine. The search engine would then send a “spider” to crawl the page i.e. extract information about the words on the page, further links and the location of the page into another program called indexer. However, the keyword provided by webmaster may not be an accurate representation of the site content. So, the earlier search engines did not provide reliable results.

Now a-days major search engines such as Yahoo, Bing, Google have search engines considering hundreds of factors in their search algorithms to provide the most relevant information related to a search.

A good search engine optimization is therefore an essential tool in internet marketing. It is critical to getting your site show up in search engine results.

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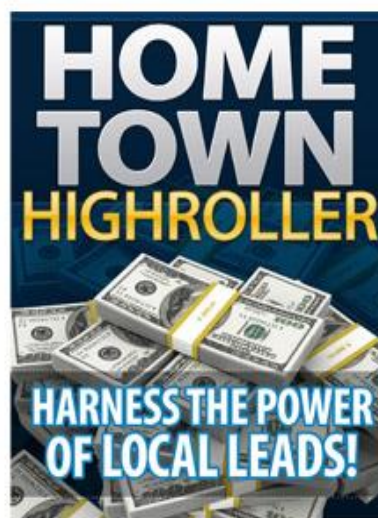
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“Email is boring but good. Like pencils, it just works.”

–Tom Jennings

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MWM contributors

Sonia Manning

Sonia Manning writes for an SEO copywriting firm. Her passion is helping businesses connect with their current and potential customers while obtaining a highly visible position in the search engine rankings.



Winston Campbell

Winston Campbell is an expert in content marketing. With his 19 years of experience, he has maintained his superb track record of helping businesses succeed.



MWM contributors

Mae Singleton

Mae Singleton is an entrepreneur and she is passionate when it comes to helping others grow their businesses through effective marketing strategies.



Johnathan Jacobs

Johnathan Jacobs is an expert on keyword analysis, social media marketing and PPC. When he's not busy in front of the computer, he likes to work out.



SEARCH ENGINE OPTIMIZATION –

A POPULAR INTERNET MARKETING TECHNIQUE

By: Sonia Manning

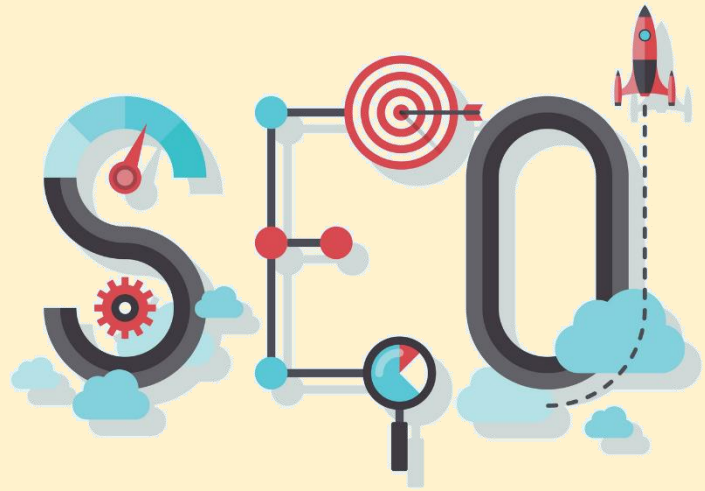
Use of search engines for Internet marketing is a widely followed means of creating awareness of a company's offerings. The most preferred search engines are Google, Yahoo and MSN Bing which are used by users all over the world who surf the net daily for various reasons.

Whenever users type in their search keywords, these search engines crawl across the World Wide Web and list down the relevant sites matching the search criteria. Companies use these search features to create their own website or content pages. They reap the benefits when their pages get listed in the search results and are clicked thereby generating traffic for their sites. More traffic means increase in business opportunities.

But how do advertisers ensure that their links are displayed in a higher position. Well, search engines use algorithms to rank the relevant pages. These algorithms analyse the content of a webpage, the links available inside a page and the speed of a website to arrive at a final ranking. This kind of ranking is called an unpaid search result.

Search Engine Optimization is nothing but trying to take these search factors into consideration and then optimizing them to arrive at a higher unpaid rank for a website.

Search engines use algorithms to rank the relevant pages. These algorithms analyse the content of a webpage, the links available inside a page and the speed of a website to arrive at a final ranking.



Advertisers can optimize their pages by some these methods and try to push their pages to a higher search rank

- Putting in relevant content in their pages instead of filling it with links directing it to other pages
- Keeping a decent keyword density good enough for search engine algorithms to factor it
- Avoiding using the keywords beyond a certain upper limit, too much will be a negative impact
- Using the keyword in the website address itself
- Using the title and meta tag features of HTML effectively
- Tagging the image by providing it alternate names in case of images inserted into the content
- Avoiding placing multiple advertisements in your webpage to avoid bad user experience

Search Engine Optimization is an effective tool for Search Engine Marketing to increase traffic to an advertiser's website. There are paid options too but content is anyways the king. So why not use SEO and direct your customers to your sites for a rich customer experience!!!

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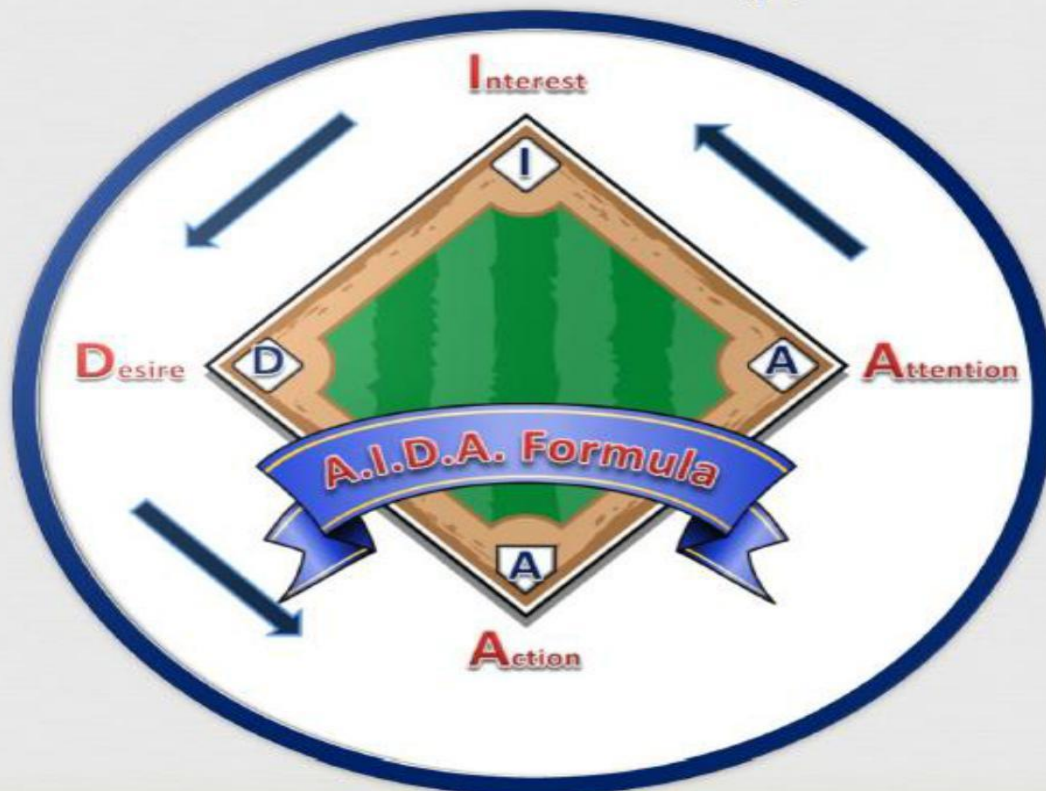


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Attention

- Get Your Reader's Attention

If you want your sales letter to have an impact on your readers, it must first get their attention and cause them to want to read further.

Your reader will be interested only in knowing "What's in it for me?" "Why should I invest my time in reading on?"

Have A STRONG Headline!

Interest

- Gain Your Reader's Interest

You must clasp the reader's interest by showing him why he needs your product or service.

You have to create a want for your product or service.

Let the reader know how his or her life will become easier with your product.

Show the reader what is missing by not even trying the product.

Gain your reader's interest by connecting (your Story)

Desire

-Create Desire

Tell the reader how exactly he or she will benefit from your product. Paint a picture in readers mind!

Get them to realize how your product can benefit them, how convenient it is for them to get it, and how comfortable life will be for them afterwards.

Generalities are less convincing. Specific details are far more believable.

•Example: "Within 3 weeks you will have lost 15 pounds. Imagine the compliments pouring in from your spouse. Think how gorgeous you will look in that new swimsuit!"

Action

- Solicit Action

What do you want the reader to do next?

You've worked hard so far. You've gotten their attention, hooked their interest, created desire. Isn't it appropriate to ask for action?

Don't presume that your reader knows what to do next.


The P.S. is one component of a letter that almost always gets read.

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Secret Wishes Tony Danza Adult Costume Black & Red



Disguise Women's Avengers Movie Black Widow Costume Theatrical Adult



California Costumes Robin Hood Adult Costume Green/Brown Medium



Secret Wishes Batman Dark Knight Movie Adult Costume Black Medium



Disguise Women's Avengers Movie Thin Avengers Costume Black Adult



Disguise Women's Disney Mulan Adult Costume Black/White/Orange Green/Black



Disguise Men's Marvel Movie 2 Captain America Costume Black Costume



Secret Wishes Batman Gotham City Adult Costume Green Costume Adult



Batman Dark Knight Movie Child Deluxe Movie Child Batman Costume



Disguise Disney's Frozen Elsa Deluxe Girls Costume 4-8



California Costumes Tony Danza Disney's Prince Eric Costume 3-4 Large



Disguise Disney's Frozen Elsa Deluxe Girls Costume Deluxe Girls Costume



Star Wars Child's Darth Vader Costume Small 18-24 Months 2014



Secret Wishes Women's Snow White Late Costume White 8-10



California Costumes Tony Danza Movie Child Costume Black Small 18-24 Months 2014



Secret Wishes Women's DC Comics Wonder Woman Costume Costume Pink/White



Child Hero Prince Costume Costume Black/White 18-24 Months 2014



California Costumes Women's Snow White Blue/Yellow Small

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MEN'S HALLOWEEN COSTUMES

From superheroes to pop icons, picks for any party.

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BABY HALLOWEEN COSTUMES

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WOMEN'S HALLOWEEN COSTUMES

From movie characters to animals, picks for any party.

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WANT TO USE INTERNET MARKETING? READ THIS FIRST!

By: Hope Burton



As is with conventional marketing, there are some pitfalls with internet marketing too. As you hire a firm to plan your internet marketing campaign, here are a few things to keep in mind:

1. As internet marketing involves web design, banner ads, search engine optimization, pay per click management, blogging, social media marketing and press releases etc, make sure your firm considers all the above aspects & has concrete plans to take for all the above.
2. Again, be sure of your objective, for example you might want to concentrate on effective website design or unleash an ad campaign for new products or services.
3. Ask for regular updates and reports on the internet marketing concern's work. Since all online marketing activities leave a trace, they can be easily monitored and accounted for their effectiveness.
4. Make sure that the web site content is suitable for its target audience.
5. The SEO techniques should focus on content. The website should have relevant information for its target audience rather than having content purely to show up in search engine results.
6. Participate actively in social media. Update regularly and pay attention to comments or reviews on your blog or Facebook and Twitter feeds.
7. Many online marketing firms tend to include irrelevant links as comments on blog posts or social marketing sites. Some flood their visitors e mail with message. These can be red flagged by web administrators. Shady SEO techniques by your firm might lead to your website being banned from search engine results.

In a nut shell, keep track of what your firm is doing, ask for reports, check on their work regularly, ask them to analyze the data for you and see what works for you and what does not. There are many software tools available to do it for you. Even if you don't want to use them yourself, make sure that your firm uses them and analyses and presents he results to you.

MEET RAVY MINHAS-MEHROKE AND AMY MINHAS, BOMBAY BROW BAR



When asked what the biggest lesson they learned when first starting, they responded, “Find a mentor!”

Ravy and Amy are a dynamic duo – sisters and best friends with an entrepreneurial edge. They always knew they wanted to start a business together, with one main focus: to make people feel good about themselves.



Passion of Business

“The business idea came from my obsession with eyebrows,” describes Ravy. “I love that brows can transform your face by enhancing your features. They can give you an instant eye lift and leave women looking and feeling beautiful.”

And what better business is there to open, than one that you’re obsessed with? The sisters took their passion and looked for support from the business community, calling upon the Canadian Youth Business Foundation (CYBF), Women’s Enterprise Centre, Success BC, Forum for Women Entrepreneurs (FWE) and of course our team here at Small Business BC.

Asking for Help

When asked what the biggest lesson they learned when first starting, they responded, “Find a mentor!” Ravy found her mentor and inspiration in Blo Blow Dry Bar co-founder and Small Business BC board member, Judy Brooks. When the two met in 2010, Bombay Brow Bar was just a concept, however with their passion for beauty and business, it didn’t take long to make that concept a reality.

Developing a Plan

The sisters took time to develop their business plan, with the help of their mentor. When refining the concept for their plan, they decided to concentrate on what they do best: brows. A decision, which has obviously served them well, with multiple client reviews describing them as a “total brow experience” and that “you will become a BBB (Bombay Brow Bar) addict in no-time”. Now what better press can you ask than that?

“Dream big, but start small. Take time to get to know your community.”

Rapid Growth

The pair have built on this success, rapidly expanding their business to three locations in the last three years.

They opened their first location in the middle of the 2010 Winter Olympics in stylish Yaletown, alongside fellow entrepreneur Joyce Poon, owner of Noir Lash Lounge. Enjoying the success of their venture, the sisters opened their next location in hip Kitsilano in June 2011. The most recent addition to their company is their downtown Vancouver location in the Shangri’La Hotel, which opened in February 2012.

Each store is styled to create a memorable experience. With their signature lilac, pink and gold walls, the salons’ give you a feeling of Bollywood boudoir; a perfect haven on one of Vancouver’s many rainy days.

When asked what advice they would give a new entrepreneur starting out, Ravy is quick to reply “Dream big, but start small. Take time to get to know your community.”

Looking to the Future

Ravy has big plans for their business. She confesses, “I’m very ambitious. I want to create a positive change in the world, not just Vancouver.”

And when looking for inspiration of where to take their business next, she once again looks to her mentor who has expanded his Blow Dry Bar across both Asia and North America. “I want Bombay Brow Bar to be the next ‘leading global beauty concept’.” So, look out world, here they come, ready to change people’s lives – one brow at a time.



GOOGLE WEBMASTER: HOW IT CAN HELP YOU

By: Marc French

Google webmaster is a valuable tool to analyse whether your internet marketing techniques are making a dent in the right direction.

To understand how google webmaster works, we need to know how search engines work. A search engine sends out “spider” to crawl the web. The spider visits each page and extracts information regarding the text, links to or from other pages and the location of the webpage. This information is then indexed i.e. specific keywords are assigned to a page and stores in the search engine’s database. When a search query appears, the search engine looks up its database to find which indexed page matches the keyword. Since there are millions of pages matching the search string, it calculates the relevance using its algorithms. The search result is then displayed in the order calculated by the search engines algorithm. Search Engine Optimisation or SEO an important component of internet marketing revolves around this.

The spider or the crawler can only read text. So, if your site has loads of images, video content without much text, the spider will not be able to read it or index it. Your site therefore, will not show up on search queries. To understand how your site appears to the crawler, specifically Google crawler or Googlebot, use Google webmaster. The Google webmaster can help you understand if your SEO efforts are going in the right direction.

Create an account, login and add your site. Google Webmaster will be able to provide you:

- The keywords for which your site has been indexed.
- The ranking of your site for each keyword
- People seeing your site for a specific keyword search
- People further exploring your site
- CTR – Cluck through rate – the percentage of people actually clicking your site in the search results.

This is a free service offered by Google. Use Google webmaster tools and see for yourself how better you can design your website and increase traffic.



When a search query appears, the search engine looks up its database to find which indexed page matches the keyword. Since there are millions of pages matching the search string, it calculates the relevance using its algorithms.

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This is an all-in-one guide to generate massive traffic and conversions with YouTube ads that you've ever seen before.

It will take you by the hand and show you how to generate as much targeted traffic as you could ever want with YouTube advertising.

