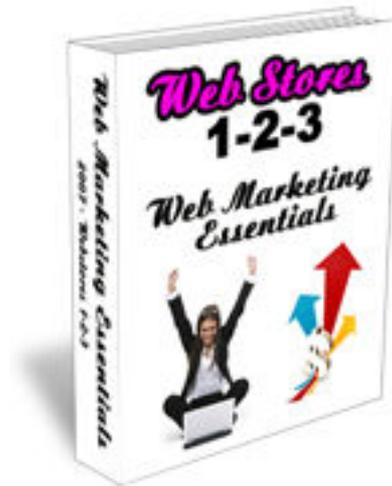


# Web Marketing Essentials

By Daniel Gibbs



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## **Welcome,**

One of the most common questions from new online business owners is “how do I market my site and get people to visit it?”

In fact, there are hundreds of companies on the Internet today who are eager to sell you a ready-made marketing and traffic plan. The problem is the number of scam-artists out there, which makes it very difficult to know who to trust online.

This report has been put together to provide a deeper level of understanding what is needed to effectively market your website. In a nutshell, it will demonstrate how to bring visitors to your website so that you can turn them into paying customers.

In any case, there are a number of very effective methods from bringing targeted traffic to your website, and those are going to be discussed in this report.

Let's jump right into it...

## **Chapter 1: PPC Strategies to drive Tons of Traffic to your Website:**

### **A. What is ‘Pay Per Click’?**

Pay per click search engines are websites which allow you to bid on certain keywords, place an advert on their website and pay for a visitor to be directed to your website when they click the advert.

PPC traffic is the fastest way (on the Internet) to get targeted traffic to your website. The traffic is guaranteed to come when you buy it. Understand that you have no guarantees with free search engine traffic.

The greatest benefit of PPC traffic is that it allows you test and track variables on your website. You can begin to see which products sell well and which don't. There is no other way to test variables so quickly unless you pay for the traffic.

Google ‘Adwords’ for example, is one of the quickest, easiest and most effective ways to market your new website and drive loads of traffic to it very quickly. In most cases you can have people coming to your website within 30 minutes of setting up the ad on Google

You pay from 5 cents per click to \$10 and upwards depending on the keyword you bid on and how popular it is. There are many search engines offering PPC services. These include:

#### **The big players:**

[Google Adwords](#) – the biggest and most well known

[Yahoo search marketing](#) – used to be called ‘overture’. This provides a good amount of traffic.

[MSN Ad Centre](#) – Is less well known but can be very lucrative.

The point of all traffic and marketing is to generate sales, first and foremost. But of almost equal importance is capturing the email address of anyone who visits your website. If you lose both the email address and the sale then you have wasted money.

In order to capture the email address you will need a 'capture form' on your website; And you must persuade the visitor to sign up. You can either offer a special deal, a discount, a free report, or downloadable product. Whatever it is, you need to sell the free stuff as much as the 'paid' products. That's a key point to remember. This is a basic marketing principle.

## **B. Generate a list of keywords**

The key to running a successful campaign is to first generate a list of keywords.

There are few secrets and tips to doing this in order to get all the profitable clicks you can. Firstly, think of the most obvious keywords for your product or service. For example if you sell a product that shows bodybuilders how to build more muscle, and then you need to think of the related terms also.

These might be:

*Bodybuilding*  
*How to build muscle*  
*How to grow muscles quickly*  
*Bodybuilding supplements*  
*Gaining weight*  
*Lifting weights*  
*Bodybuilding advice, etc, etc.*

This could be a huge list. Think in terms of anything that a bodybuilder would type into a search engine when searching for information.

One of the best tools I have found, which performs all the keyword research for me is called [Keyword Elite](#). I highly recommend it to anyone serious about using PPC traffic methods.

There are 2 schools of thought when it comes to buying keywords on PPC. One group of marketers suggest you buy every keyword you can afford at a low price. Some people have literally thousands of keywords, over a huge range of terms in order to spread a huge net.

Most of the time they point to a landing page which gives the visitor the chance to sign up to an email list in exchange for receiving an award of some kind, that is something free of charge.

The aim of their marketing is to build a huge email lists and then send the list multiple offers via email until they purchase something.

Another school of thought is to be very specific and targeted when buying 'keywords'. Such people only bid on very high converting 'keywords' that have been proven to result in sales for past campaigns.

You can track this buy watching the current advertising on Google and noting which adverts stay at the top of the pages on a consistent basis. You can then log into your account and bid an amount until you get to the top place. This will then give you a clear indication of the price they are paying. If an advert runs for over a week, then you can bet it is generating money for the marketer.

Basically you want to buy any 'keyword' that results in a profit. That's the bottom line.

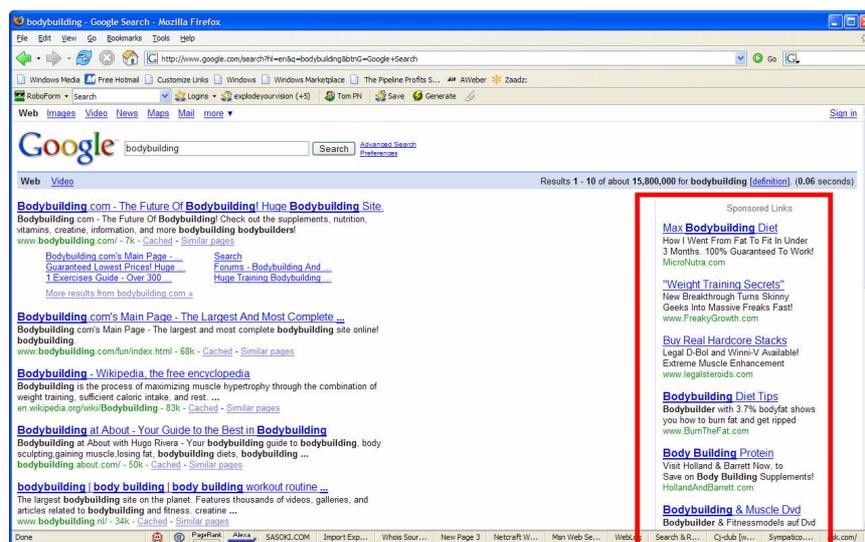
For this reason, once you begin to run campaigns via PPC you need to pay close attention to the keywords that convert to sales. This can be set up via tracking scripts and also via the PPC engines themselves, by simply placing a small amount of code on the 'thank-you page' that the software recognises whenever it is loaded.

The keywords that don't produce a profit should be discarded. If you find keywords that are very profitable then you will obviously keep them running for as long as possible.

### C. Creating your PPC Advert

The creation of the advert itself is of paramount importance. It makes the difference between someone clicking on your link or not. You must find the 'hot buttons' of the prospect??? and target exactly what they are looking for.

The structure of the advert is as follows:



The headline – always include the 'keyword' that you are bidding on with in the headline.

**Line 1** – Include a benefit or ask a nagging question. “Are you looking for...”

**Line 2** – expand upon line 1 and maybe offer a slight solution.

**URL** – the url is listed below the advert. Always try to include a keyword afterward if possible. For example [www.yourdomain.com/bodybuilding](http://www.yourdomain.com/bodybuilding).

Ensure that you direct the visitor to a page that sells your product, as described in the advert. Don't send them to the homepage, unless you want them to sign up to an email offer.

Always ensure that there is a common theme between the advert and the next page they see. If there is a discrepancy, they will likely leave.

## **Chapter 2: Article Marketing:**

### **A. Why Use Articles?**

Okay, first I want to tell you that this method of writing articles (400-900 words) and submitting them to article directories works, and it works very well. However, there are a number of critical points to writing and structuring an article that you must understand in order to get the full benefit from your efforts.

Writing a short article on a subject relating to your product and service, and then having other website owners publish it brings the following benefits: free traffic, builds back links to your site from all over the internet, provides free publicity while at the same time giving a sense of credibility to your website. Hey, if you publish your own articles you must be an authority, right?

Not only this, but the search engines love fresh, new content and index such pages very quickly.

The aim of writing articles and submitting them to the article directories is to bring traffic to your website and turn that traffic into paying customers. You should aim to have as many sites as possible reprinting your articles and adding links to your website as often as possible. This method is not only effective at bringing targeted traffic; it can also earn you a lot of money from the sales produced.

### **B. How To Craft An Effective Article From Start To Finish**

The big key to having other people publish your articles is quality. If your articles are poorly written and grammatically incorrect, you will miss the huge benefits of using this method. Website owners are always looking for high quality content, and if you provide them it, they will keep coming back to you. It is well worth the time to create quality articles with sound content.

With that said, how do you craft a quality article which website owners will publish?

### **Writing your article – The Initial Checks**

Research – You will know the market you are writing about and probably have selected a main ‘keyword’ or ‘keyword-phrase’ already, but follow the steps below before writing. It will only take a few minutes.

Go to article directories such as goarticles, articlehub etc and also visit amazon.com. Type in your keyword and note what others are saying about such products (or whatever your article is going to be discussing). Amazon is great because it’s wholly authentic reviews from buyers. This is a great method to use when writing your own articles (the honest product review style).

You will now have a good idea for the angle of the article, and how you are going to craft it. Please understand that the more you speak to the readers and customers directly, the more likely they are to want more information and click your link. The key is to speak in their language and ensure that everything you say relates to them (don’t be dull and boring!).

### **Writing your article – time to start writing:**

Firstly, think of this as a sales-letter – not a hyped sales-letter but the mechanics are the same. For example you want to structure it as a sales-letter but with the feel of a genuine review.

Think back to the amazon.com reviews and think about how they are structured ‘naturally’.

1. They have a title (e.g. “Opera Greatest Hits is nothing special”, “Don’t waste your money on this slimming book” etc)
2. An Introduction (e.g. “I was reluctant to buy this but...” “I ordered this as soon as it was released”)
3. The reviewer then goes into the main points of interest and the things they don’t like about the product (e.g. “The reason I like this more than x is because...”)
4. They finish with their final comments – the wrap up – (e.g. “this is my favourite book.” “I prefer such and such” etc)

### **Now, in sales letter language, this translates to:**

1. Title becomes the Headline
2. Introduction becomes a very strong and compelling opening sentence, with the main keyword or keyword phrase included.
3. Lead into the main bulk of the article. Short paragraphs, key points. Make it easy to read for the visitor and formatted so they can skim through it and still pick up the key areas.
4. Tie up the article with a conclusion and summarise your main points.

5. Now include your resource box, which is discussed below (VERY IMPORTANT).

This is a simple method to follow and is highly effective. People want an honest review of a product and this is the format they are used to... so why not give them what they want and expect to see an honest review.

### **C. How to Start Writing Articles Immediately.**

The following examples are great ways to get the creative juices flowing and allow you to produce easy to read articles with personality.

This will give a head start over the usual, boring articles that fill-up the article directories these days. The more articles you write, the easier it will become; however, remember that you have the option to outsource this work. If you feel \$5-\$15 is well spending on a quality article, and you can spend that time in a more productive way, then please go to [elance.com](http://elance.com) or [rentacoder.com](http://rentacoder.com) and hire someone to do the work for you.

### **Quick Start Guide to Writing Articles:**

#### **Possible Article Titles:**

How to...  
A guide to  
Why aren't you using  
How I (results) in only 7 days...  
10 Tips on how to use...  
The amazing new system to...  
In just three weeks, I went from...  
Who else wants to...  
Are you tired of...  
Whose fault is...

#### **Ideas for Introduction paragraphs that compel visitor to read on:**

I'd like to tell you about...  
I'm really steamed up! And I want to let you know about it...  
About 4 weeks ago I bought...  
If you're worried about buying...  
Here's a simple way to know...  
Are you sick and tired of hearing about...  
I'm writing this review for one reason only...

#### **Closing remarks that grab attention:**

Do you agree that in order to..  
The next move is down to you..

Check it out now..  
I had a breakthrough and maybe you can to..  
I could continue with examples like this but..  
Put this to the test right away..  
If this is what you would like to achieve then..  
If you're ready to change your business then..

#### **D. How to Craft an Effective Resource Box:**

The 'resource box' is the small amount of text found at the bottom of every article. This is your chance to advertise your website so that visitors are directed to your own products and/or service.

It can be argued that the 'resource box' is the MOST critical factor of any article. Most people (when writing an article) spend a lot of time writing the content (which is often poor anyway) and then they just throw-together a 'resource box' without much planning – almost like an after-thought.

However, if you aim to have the reader click through to your website, then the process requires the reader to click on the link in the article (and thus be directed to your website). The fact is, you can write a very persuasive article, but if your 'resource box' is poor and unappealing then no one will click the link. You may generate a lot of back links from other sites, but why not take advantage of both opportunities?

#### **Here's a quick example of a couple of 'resource boxes':**

Which one would you click on?

"For some more really interesting articles like this, click here"

Or...

"Roger Simons has been earning in excess of \$550 per day since January 2006, and he can show you how to do the same with very little capital investment. Visit [www.rogersimons.com](http://www.rogersimons.com) to download his free report"

#### **Correctly Format Your Resource Box:**

You need to craft a message maybe 2 to 3 sentences long that compels the reader to click and go to your website or specific product sales page (this depends if you are sending traffic to an opt-in page or a sales page).

The truth is that everyone tells you to just submit articles in as many places as possible for the best results. Well, having content "out there" is all well and good, but it does nothing unless you can convince the reader to follow your desired action (click your link).

Your CALL TO ACTION is critical.

You will get better at writing compelling 'resource boxes' as you practice and (like anything) the more you do, the more proficient you will become.

With these guidelines you will be able to spot the good from the bad. It's a case of copying the ones that compel you, and then adding your own unique twist to them, so that it fits your market strategy and the audience you are speaking to.

### **Here are some specifics:**

Keep the 'resource box' to three or four lines in length.

Don't make it appear as a blatant advert or you will turn people away.

One idea is to offer something in exchange for the reader clicking. This can be expert knowledge, a free mini course, a free report, video or audio.

Another idea that has proven effective is to offer 1 or 2 chapters of an 'ebook' free.

### **Create Your Own Article Swipe File:**

Another great tip for getting started is to look through the article directories and find sentences, words and titles that grab your attention. It is a good idea to create your own 'swipe file' that you can refer to them again and again whenever you write.

## **E. Submitting Your Articles**

Once you have created a quality article (or paid someone else to create one), it is time to submit it to the article directories and begin the stream of steady traffic to your website. There are now thousands of article directories on the Internet, however some of them are considered spam islands, and you should stay well away from them.

I have listed a number of the very best article directories below. These websites are known to receive very good search engine traffic and all display highly in the search results within days of being 'spidered'.

Ezine Articles - <http://ezinearticles.com>

Go Articles - <http://goarticles.com>

Article feeder - <http://articlefeeder.com>

Article City - <http://articlecity.com>

Idea marketers <http://ideamarketers.com>

ISnare – <http://isnare.com>

Amazines – <http://amazines.com>

Article Hub – <http://articlehub.com>

You will have to submit each article manually to multiple articles directories in order to gain most benefit, however another option is also available to you.

There is software available that will submit your article to hundreds of directories at once. You simply fill in the details one time and let the software run. My personal favourite is [ArticleSubmitter.com](http://ArticleSubmitter.com)

### **Chapter 3: Building One-Way Links:**

While there are great benefits from search engine optimisation and ranking highly on the first few pages, there is another world of bringing traffic to your website. There are many experts who believe that one-way link campaigns or 'power-linking' makes the search engines look small in comparison, considering the amount of traffic that it can generate.

The Internet is a huge network of websites and within your one marketplace; there are millions of relevant website who all shares a huge portion of traffic. Imagine if you could tap into that and direct it to your website. If you can tap into some of these networks, then the amount of traffic created will dwarf that provided from any of the big search engines.

#### **What is a one-way link?**

Think about the following: many people go straight to the search engines when they are actively looking for a product, however after they have clicked a link and been directed to a website, they likely click on a link within that website and get directed again. This process goes on and on. It is unlikely that they keep going back to the search engine and start again from scratch.

If a website recommends another one, then it is very likely that they click the link (if it is relevant of course!). This HUGE amount of traffic is shared between linked, relevant sites and is something you can tap into.

Basically, you can place your link (to your website) on other relevant sites without needing to reciprocate. Hence, the name of the process – non-reciprocal linking or one-way linking.

Imagine doing this over hundreds of websites. You would be leaving your own "footprint" all over the internet, ready for people to "step on" and be directed back to your website.

#### **A. Tactics of generating one-way links:**

The overall aim of this method is to create the biggest possible network of links to your website, so that you capture the greatest amount of traffic possible, for your own marketplace.

#### **There are a number of ways to begin:**

**ARTICLES:** One of the best ways to get non-reciprocal links is to have articles published all over the web which obviously link back to your website. This is

something we addressed earlier in the report, but it cannot be stressed enough. If you don't want create the articles yourself then pay someone else to do the work. Once you have the articles syndicated to hundreds of other websites, you have hundreds of quality websites linking back to you, and all are sending you traffic.

**PRESS RELEASES:** if you produce a press-release, you will instantly have tens of thousands of websites waiting to publish it online while hundreds of magazines and newspapers could find the story and publish it offline also. You must remember that editors of any kind (offline and online) are always eager for fresh new content.

A press release is especially useful when you are releasing a new product or service and what to make a huge announcement. One of the best places to submit your press release is over at [prweb.com](http://prweb.com). They will then syndicate your releases to their entire network for free! They also have a more advanced, paid service with extra features. Worth checking out.

**WRITE REVIEWS OF OTHER SITES:** one very powerful technique is to create free reviews of other websites you would like a link from. From here, you should send it to their Webmaster and give them permission to use it, providing they post a link to your website in return.

**GIVE AWAY FREE STUFF:** think about giving away free reports or software which people in your market need and want. Make it exclusive to your site and get links from other websites in exchange for the free goodies!

**WRITE EXCLUSIVE CONTENT FOR OTHER AUTHORITY SITES:** approach other authority sites in your marketplace (the big guns in your market!) and offer to write content for them, free of charge. Provide top quality content which they will publish on their website in exchange for linking back to you.

This is a great way to bring thousands of people to your website and "re-use" the visitors of a "major player" in your marketplace. After all, think about how targeted their visitors are? Aren't they the very people you want to visit your site?

**GIVE AWAY ADVERTISING IN YOUR EMAILS AND EZINES:** This is a great way to get links from other sites in your market and often they are very happy to do so. You are not giving away a link from your site, only through email, so you don't really lose out.

**GIVE OUT TESTIMONIALS:** Review other products in your marketplace and provide the owner a testimonial in exchange for a link back to your website. Often they will provide the link on the sales page which will give you even more expose than having it is hidden in amongst hundreds of others on a generic 'links' page.

**MAKE POSTS ON OTHER FORUMS:** If you can make regular posts on relevant forums, you will not only establish yourself as an expert in your marketplace, you will also have the opportunity to ask the owner for a link in exchange for your continued valuable content.

**CREATE AN AFFILATE PROGRAM:** An affiliate program instantly gives you a plethora of one-way links back to your website. You can create an affiliate program on any product or service that you sell. Simply ask others to sell your product in exchange for a commission (15% to 75%). If you don't have one already, this is something you should really look into.

**BLOG COMMENTING:** Another fantastic way to generate one-way links is to comment on other blogs relevant to your market. The quality of the comment you post is very important, as spam is now very prevalent across most blog sites on the Internet. Please see chapter 7 for a more in-depth instruction on the best way of posting comments (and your website link) to blogs to gain precious, one-way links.

## **Chapter 4: Directory Submissions:**

There are literally thousands and thousands of directions and directory submission services available on the Internet today. Directories are one of the best ways to build a powerful, one-way link campaign with high PR sites.

They very rarely require a reciprocal link and as such, they provide a very effective way to generate many non-reciprocal links. This tactic alone can transform your ranking in the search engines, moving your website to the first page of results. Besides this, you can also generate a large amount of traffic from people who browse the directories, and other websites who use their content.

A directory is simply a compilation of websites that's usually maintained by human editors rather than by computer software and electronic robots. The editors are responsible for reviewing each website submitted and then providing them a ranking based on their own specific guidelines and rules.

One of the most well known directories is Yahoo! Think of all the categories and sub-categories listed in there. They are all organized by editors and reviewed regularly. Another very well known directory is the 'Open Directory Project'. This is a free service and open for you to use and benefit from.

The search engines place a lot of weight on websites that have one-way links from directories. They are seen as being legitimate and 'real content' sites rather than spam. Your ranking should increase from being accepted into the directories. You also have more chance of people finding you when you are listed in a directory.

### **A. List of Directories**

The table below is a very brief list of some of the higher-ranking directories which you can submit your website to in order to obtain a link. There are many, many more and you can find them by typing "directories", "submit site to directory" etc in any of the search engines.

Directory Name	Page Rank in Google
<a href="http://www.dmoz.org/">http://www.dmoz.org/</a>	9
<a href="http://directory.tm4b.com/">http://directory.tm4b.com/</a>	5
<a href="http://www.zeal.com/">http://www.zeal.com/</a>	8
<a href="http://linksdirectory.newzealandphotography.co.nz/">http://linksdirectory.newzealandphotography.co.nz/</a>	5
<a href="http://www.stpt.com/">http://www.stpt.com/</a>	7
<a href="http://www.josh.nu/">http://www.josh.nu/</a>	5
<a href="http://www.mavicanet.com/">http://www.mavicanet.com/</a>	6
<a href="http://www.favouritelink.com/index.php">http://www.favouritelink.com/index.php</a>	5
<a href="http://searchsight.com/">http://searchsight.com/</a>	6
<a href="http://www.directory.ldmstudio.com">http://www.directory.ldmstudio.com</a>	4
<a href="http://www.netinsert.com/">http://www.netinsert.com/</a>	6
<a href="http://www.allthewebmasters.com/">http://www.allthewebmasters.com/</a>	4
<a href="http://www.chiff.com/">http://www.chiff.com/</a>	6
<a href="http://www.gotowebguide.com/">http://www.gotowebguide.com/</a>	4
<a href="http://www.turnpike.net/">http://www.turnpike.net/</a>	6
<a href="http://www.findgoodsites.com/">http://www.findgoodsites.com/</a>	4
<a href="http://www.exactseek.com/">http://www.exactseek.com/</a>	6
<a href="http://www.portalboost.com/">http://www.portalboost.com/</a>	4
<a href="http://www.gmdir.com/">http://www.gmdir.com/</a>	6
<a href="http://www.linkit24.com/">http://www.linkit24.com/</a>	4
<a href="http://www.somuch.com/">http://www.somuch.com/</a>	6
<a href="http://www.imarvel.com/">http://www.imarvel.com/</a>	4
<a href="http://www.clickey.com/">http://www.clickey.com/</a>	6
<a href="http://www.directorystation.com/">http://www.directorystation.com/</a>	4
<a href="http://www.reallyfirst.com/">http://www.reallyfirst.com/</a>	5
<a href="http://www.network-room.com/">http://www.network-room.com/</a>	4
<a href="http://www.clearleadinc.com/">http://www.clearleadinc.com/</a>	5
<a href="http://www.linknow.co.nz/">http://www.linknow.co.nz/</a>	4
<a href="http://directory.r-tt.com/">http://directory.r-tt.com/</a>	5
<a href="http://www.alldotnet.com/">http://www.alldotnet.com/</a>	4
<a href="http://www.illumirate.com/">http://www.illumirate.com/</a>	5
<a href="http://www.addurl.googlepagerankings.com/">http://www.addurl.googlepagerankings.com/</a>	4
<a href="http://search.able2know.com/">http://search.able2know.com/</a>	5
<a href="http://www.ibrain.org/">http://www.ibrain.org/</a>	4
<a href="http://www.websavvy.cc/">http://www.websavvy.cc/</a>	5
<a href="http://www.smartlinks.org/">http://www.smartlinks.org/</a>	4
<a href="http://www.allthewebsites.org/">http://www.allthewebsites.org/</a>	5
<a href="http://www.bugsdirectory.com/">http://www.bugsdirectory.com/</a>	4
<a href="http://www.kingbloom.com/">http://www.kingbloom.com/</a>	5
<a href="http://websitespromotiondirectory.com/">http://websitespromotiondirectory.com/</a>	4
<a href="http://www.webxperience.org/">http://www.webxperience.org/</a>	5
<a href="http://www.ace-directory.com/">http://www.ace-directory.com/</a>	4
<a href="http://www.thetopsites.net/">http://www.thetopsites.net/</a>	5
<a href="http://www.onemission.com/">http://www.onemission.com/</a>	4
<a href="http://www.mostpopularsites.net/">http://www.mostpopularsites.net/</a>	5
<a href="http://www.searchwiz.org/">http://www.searchwiz.org/</a>	4
<a href="http://www.frequentlyasked.info/">http://www.frequentlyasked.info/</a>	5

(If you want an automated solution, you will find an excellent directory submission software package at - [DirectorySubmitter.com](http://DirectorySubmitter.com))

## **Chapter 5: Using PLR Articles:**

PLR, or private label rights articles are bought from freelance writers and used as content for webmasters. They are very useful for adding content to your website in a search engines friendly manner.

If you are building a large website or a number of separate sites, then you require a huge amount of content. If you are unable to write it all yourself, then PLR articles might be for you. Essentially you join a membership site and receive up to 400 fresh, unique articles per month. The costs per article can come down to as little as 15 to 20 cents each, so you really do get a bargain.

The major drawback is that such articles are given out to hundreds of members at a time, which means that you suffer the threat of being penalised in the search engines for duplicate content.

If you are concerned about this then your best option is to edit and rewrite them in a unique manner. We will discuss this in a moment but, let's look at how you can use PLR articles to market your website.

### **A. Using PLR articles to market your website**

**Content for your existing website:** This seems straightforward. You simply add the articles to your existing website which gives your visitors quality content to read and may lead them to purchase a product. It also attracts the search engines when they crawl your website and index new pages.

**Create a new website:** You can use the articles to create an entirely new website and link to your main site. This is a very effective technique and adds another one-way link to your main site. Make the site simple and easy to navigate. It should not take long to create.

**Use the content in your emails:** You can copy parts of the articles and paste them into your email in order to communicate with your prospects. If people have signed up to receive email from you, then they want to know more. This is a great way to be informative and offer your product at the same time.

Another thing is to cut the article in to smaller sections and set them up in an auto responder sequence. Part 1 would be sent on day one, part 2 on day two and so on. This is also a very effective technique and something you should try.

Create a special report: You can create a report from the articles by summarising the main points, giving it a creative and appealing title and making a PDF file for your visitors to download.

Another option is to record the content on audio and provide that as a downloadable file. This will separate you from the completion and give you an extra edge over them. It's almost like a totally free product. In fact, you can position it as such if you wish.

Use it as it is: Obviously you can simply keep the article in its current form and submit it to the article directories as mentioned in chapter 2. This will bring you all the benefits mentioned in the previous chapter and save a lot of your own time in writing them. This is a very quick and easy way to get instant traffic and improve your online marketing strategy.

Remember the points mentioned in chapter 2, relating to quality content. Always check that the articles are unique. If the article has already been submitted in the database then it will not be accepted again.

Create a blog: Use the content to create a blog and update it on a daily basis with another PLR article. This is a very effective strategy as the search engines love to crawl blogs and will return if they find regular, fresh content.

## **B. PLR Editing**

Depending on the membership you have, you are likely to be competing against a minimum of 200 people with the same articles. However, when you consider that roughly 50% of people never use the content, the odds are not to bad.

Even so, it is in your best interest to rewrite a portion of the article to retain some aspect of originality. In the long run it is the best option.

Another idea is to run the PLR article through some spinning software. This software re-creates the article using synonyms and similar themed words to produce a unique article. My favourite spinning software is called [ContentComposer.com](http://ContentComposer.com). Content composer also offer additional features beside the spinning tool. It can optimise the keyword density of your articles, which is critical for high search engine rankings. It also provides great editing features when working with content and re-writing articles.

Also, if you are interested in having at least 400 high quality articles written for you each month, then I highly recommend [PLRPro.com](http://PLRPro.com). They are simply the best membership site I have found online.

## **Chapter 6: Social Bookmarking:**

'Social bookmarking' is a method that allows people from all over the Internet to organise and share a list of bookmarks relating to WebPages. In essence, users

save links to various sites of relevance that they want to remember or share with others.

These bookmarks are usually made public, however depending on the software or system used they can be made private or viewable to a select number of people only. For example, they may be shared with a group of friends or inside a certain network. Only people who are given permission to view the bookmarks, can see them.

### **A. Why are marketers interested in social bookmarking sites?**

Websites such as del.icio.us can bring huge amounts of traffic to your website. If you were able to secure a front page listing, the exposure alone would easily generate thousands of visitors right away.

This chapter is going to cover the methods you can use to secure good rankings on these sites and aim at being on the front-page.

As with any sales message, it must be interesting to capture the attention of browsers and bookmarking is no different. Think of the process like writing a sales-letter because the same fundamentals apply. It is basic human nature.

### **B. Social bookmarking Tips**

**A powerful headline:** If your headline is normal, average and generic then it will generate no interest and your bookmark will never rise to top rankings. Make it interesting and simply too compelling to skip over.

**Short & powerful description:** Create a magical opening that makes the readers want to know more. It must relate to the topic but give it some “sizzle” and generate a reaction from the reader. You need to keep it short, as you are usually restricted to a limited amount of space.

**The content is vital:** You need to have the reader desperate to find out the “secret” in the story. You must retain their attention and that comes down to quality content. If you post a link and surround it with rubbish, you run the risk of having your account closed. Buy or create content that people want and you will have no trouble in driving traffic to your website as they want to find out more.

**Relevant and related content on your website:** Understand that the traffic from social bookmarking sites comes in waves and then disappears very quickly. In fact, you have a very small window in which to “sell” your products or services or get people to sign up to your email lists.

**One way to ensure people stay longer on your website is to post enough related content to what you had in your bookmarks.** If they were interested initially, then they are likely to be interested in more of the same.

**Have other people bookmark your pages:** It is always best when other people bookmark your pages rather than yourself. Simply add a bookmarking button at the

end of each article your post. If you use a blog, then this feature is built in for del.icio.us and digg.com.

Time your bookmark posts: It is true that you only have about 24 hours to get to the front-page when you post a new article. For this reason, you should be mindful of the time your post. It is best to ensure that most of the users who generally bookmark your posts are online when your post new content. For best results, and to secure top rankings please keep this in mind.

Share with the community: Most bookmarking sites do not like to see all the links pointing to just one website. Equally as important, other people are less likely to bookmark your content if you never do the same.

Remember that bookmarking sites are by nature, a community so spread the benefits to everyone and you will be looked after also. This is a good way to be noticed and build relationships within the community also.

## **Chapter 7: Blog Commenting:**

Blog commenting is quite straightforward but it can bring an influx of traffic when done correctly. In recent years many people have began to leave comments on blogs and a spam epidemic arose. Most people were simply leaving a link to their website (which could be related to absolutely anything) and the value of the website became worthless.

These days, the 'nofollow' tag that is coded in to the blog ensures that no relevance is given to the outgoing links. In essence, any links become pointless and worthless.

So, does this mean that you should no longer use blogs? - NO!

They are still an effective medium, when comments are used effectively.

### **A. The keys to making effective use of blog commenting**

Blogs are still very popular and can be found all over the Internet. Secondly, they receive a high priority from search engines and also get a lot of natural traffic. This means that if you can post comments on relevant, targeted blogs that get a lot of traffic, you can also take a piece of the pie.

The key is to post a quality comment and include a link to your website for readers to get more information from you.

The 'nofollow' tag problem is not really a problem because many blogs do not use them. Besides that, the search engines still follow the link, but without passing any page rank. The most obvious reason to ignore the 'nofollow' tag problem, is because people who like your post will naturally click the link anyway, and be directed to your website (which is the goal of the method anyway).

It makes no difference whether it is a 'nofollow' link or not. The main point here (as always) is to post relevant and good quality content.

## **B. Creating and posting quality comments**

Quickly read over the original article or post you will be commenting on.

Now look through any other comments that have been posted. Note the general theme of the blog in general and others have reacted to it.

Now begin writing your own opinion. You can incorporate what others have said, or answer them directly.

Try to write a couple of paragraphs and include some content which present knowledge of the subject.

A sloppy, low-effort comment will guarantee your comment is marked a spam and removed.

Add a link to your site for others to receive more information. Just add the link in to the general flow of the comment so that it is not a blatant advert.

## **Chapter 8: Squidoo**

Squidoo is a website which receives a high volume of traffic and gets a lot of attention from the major search engines. As such, this is something you want to pay attention to and use to your benefit when marketing your own website.

For example, you can build authority links to your website from Squidoo which gives you a great chance of climbing up the listings on Google, msn and yahoo. In fact, Google is known to really love Squidoo, which gives you a major advantage over your competition (when you understand and use this tool).

It is really easy to use, and only it takes few minutes to get familiar with the Squidoo interface. Here's a quick run down for getting started:

Got to [Squidoo.com](http://Squidoo.com) and also [Squidoo.com/squidtips](http://Squidoo.com/squidtips) for more information and to sign up.

You should set up one Squidoo lens for your website and also consider creating a lens for each topic on your website. For example, one topic on running, weightlifting, press-ups, dumbbells, treadmills etc.



It should only take you about half an hour to set up your first lens. After that you will be able to create them much faster.

When choosing a name for your lens, ensure it contains the keywords in your marketplace. You will be asked for the name when you create your Squidoo account. The name you choose will also become the URL of the lens. E.g. if I called my lens “bodybuilding-secrets”, then the URL would become:  
<http://www.squidoo.com/bodybuilding-secrets>

For this reason, ensure that you have thought about the name before creating your account. Search some other sites and search engines to see which keywords receive the most traffic but have the least competition. Once you have a short list, then use that name for your lens.

## Checklist: Review and Fast Action Guide:

**PPC Marketing** – bid on the relevant, highly targeted keywords. Don't waste your time on the keywords everyone else is bidding on. Track and test your conversion rate and see which keywords are profitable for you. The importance of the right keywords can be over emphasized and for this reason I highly recommend using Keyword Elite, which makes the job so much easier. It literally identifies the most profitable keywords on the search engines. Go to [KeywordElite.com](http://KeywordElite.com)  
Remember to always split test your adverts when using PPC.

**Article Marketing** – Quality content is king and can bring tons of targeted traffic as well as making you an authority in your market. If you don't want to write the articles yourself then hire them out or join a membership site and receive hundreds of PLR articles each and every month. One service I highly recommend is [PLRPro.com](http://PLRPro.com)  
Research your topic and see what others have been saying about it before writing.

Remember that headlines, opening sentences and the closing remarks are key. I provided you a sample to begin using right away.

The resource box is very important. Review the tips given in chapter 2 and ensure it gives the reader a compelling reason to click your link and visit your website.

When submitting articles to directories you will have enter each by hand. Another option is to use article submission software. One of the most impressive tools on the market today is [ArticleSubmitter.com](http://ArticleSubmitter.com)

**One-way Links** – review the nine powerful ways to generate a barrage of incoming one-way links and bringing in tons of traffic and increasing your search engine rankings at the same time.

The overall aim of this method is to create the biggest possible network of links to your website so that you capture the greatest amount of traffic possible, for your own marketplace.

To gain the best possible results from link building, I recommend using software that identifies the high PR sites and, which sites link to them. One piece of software I endorse is called SEO Elite and can be found at [SeoElite.com](http://SeoElite.com)

**Directory Submissions** – submit your website to the higher-ranking directories in order to obtain a link. Remember that the search engines place a lot of weight on sites listed in directories. Don't forget about the traffic that is generated from directory listings also.

You can manually submit your site to the hundreds of directories, or you can use software to do the job for you. I personally recommend using directory submitter. It can be found at [DirectorySubmitter.com](http://DirectorySubmitter.com)

**PLR Articles** – are very effective, quick and easy ways to add a lot of content to your website. Use the content to create multiple traffic-generating sources. Remember to rewrite some aspects of the article if you are going to submit them to article directories. [ContentComposer.com](http://ContentComposer.com) is great for doing that.

If you are interested in having at least 400 high quality articles written for you each month, then I highly recommend [PLRPro.com](http://PLRPro.com). They are simply the best membership site I have found online.

**Social Bookmarking** – these websites can bring huge amounts of traffic to your website when used as described in chapter 6.

The key to getting high rankings is to submit quality content in the right way to generate interest. Post the updates at the right time to ensure enough people will see it and bookmark it.

**Blog Commenting** - post a quality comment and include a link to your website for readers to get more information from you. Ignore the 'nofollow' tags as you can get round this issue.

Post a quality comment, demonstrating your knowledge of the subject and also providing your opinion on what others have said.

**Squidoo** - receives a high volume of traffic and gets a lot of attention from the major search engines so use it to your benefit.

Set up one Squidoo lens for your website and also consider creating a lens for each topic on your website.  
Ensure that the name of your lens contains the keywords of your marketplace.