

The Map to Online Marketing Success:

A Step by Step Guide on How to Use the Best Online Tools to Grow Your Business



Disclaimer, Terms of Use and Legal Notifications

Copyright © 2011 by Path Insight, LLC and J. Patrick O'Donnell. All rights reserved. This is your personal copy. You do not have rights to share this personal copy with others. You are given a non-transferable, "personal use" license to this product. No part of this publication may be shared, copied, reproduced, stored in a retrieval system, or transmitted in any form or by any means without prior written permission of the author. There are no resale rights or private label rights granted when purchasing this document. Instead, use the sharing option provided in the document.

The information contained in this book is for educational purposes only. This information is designed to help you understand the specific information covered. It is not an attempt to render tax or legal advice. The information is an account of what we have experienced. While the author and publisher have made every effort to accurately represent the information along with our opinions and insights, we make no representation or warranties with respect to its contents. The author and publisher shall not be liable to any party for any of the content or results of use of this material. All content is provided as is, without warranties. By reading this document, you assume all risks associated with its advice and fully understand that you are responsible for anything that may occur as a result of putting this information into action in any way. You further agree that our author, publisher and company cannot be held responsible in any way for the success or failure of your business as a result of the information presented below. It is your responsibility to conduct your own due diligence regarding the safe and successful operation of your business if you intend to apply any of our information in any way to your business operations. You recognize and agree that the Author, Publisher and Company has made no implications, warranties, promises, suggestions, projections, representations or guarantees whatsoever to you about future prospects or earnings, or that you will earn any money, with respect to your purchase of this publication, and that the Author, Publisher and Company has not authorized any such projection, promise, or representation by others. Any earnings or income statements, or any earnings or income examples are simply examples. There is no assure that you will reach equal these examples. Your success is up to you and the many factors of your industry. Success requires hard work.

YouTube, Google, Facebook and Wordpress and all registered trademarks. The author and publisher are not affiliated in any way with these companies.

All links are for information purposes only and are not warranted for their content. Some of the links in this publication and on our websites are affiliate links. Therefore, if you choose to click on these links and choose to purchase a product that we have suggested, we may be paid an affiliate commission for the purchase. You may or may not pay more using these links. Often you will receive a discount over published prices, but this is not warranted or guaranteed. We only recommend what we believe in and should you choose to purchase these products, we appreciate you using our links, as that help earn additional income so we can continue to provide you with top quality products and services and the lowest possible price.

Table of Contents

Introduction

Ignite the Spark	4
Capitalize on Opportunity	6
Change or Be Left Behind	8
The Catalyst for Growth	11

Overview

How to Use the Map	13
Where to Start	16
Where to Thrive	18
Where to Focus	19

Module I - Define Your Target

Step 1: Keyword Research	22
Step 2: Domain Research	30

Module II - Develop the Content

Step 1: Determine the Offer	33
Step 2: Package the Offer	36
Step 3: Create Affordable Videos	39
Step 4: Create Website Content	53

Module III - Set-up Your Online Sales System

Step 1: Create or Enhance Your Website	58
Step 2: Create or Enhance Your Video Channel(s)	70
Step 3: Create or Enhance Your Facebook Page	74

Module IV - Social Video Marketing

Step 1: Promote Videos	85
Step 2: Add Video Blog Posts	90
Step 3: Promote on Facebook	97

Module V - Google Places and Search Engine Mastery

Steps to Local Search Success	115
Steps to Search Engine Ranking Success	124

Module VI - Congratulations and Action!

Introduction: Ignite the Spark

How would you like to earn 2 million dollars online without even knowing how to type? I know that sounds like it has scam written all over it, but that's exactly what this guide is all about.

I've spent most of the last 12 years, after graduating from Georgia Tech, helping organizations and individuals with their online marketing campaigns. In doing so, I've had the privilege of working with a variety of local and national clients. One example that's close to home, literally, is my father's business. I worked with them to implement their online marketing plan, which tripled their revenue and led to a single sale over two million dollars.

My mom was interested in helping out and returning to the workforce to add value to my dad's company or other companies, but she didn't know what she could do. My mother is an incredible woman and a true inspiration to so many. Her boundless love is contagious and lights up a room, but after devoting her "career-life" to raising me and my brother and sister, she asked, "What could I possibly do if I don't even know how to type?"

She's selling herself short. She is incredibly capable and can do many things and she can type. Maybe not 100 words per minute, but the comment sparked an idea...

I've also had a number of clients and friends asking "how-to" questions. When we do Search Engine Optimization work for clients, they ask questions about video. When we do video, they ask questions about Google Places. They've made comments such as I have an office manager or staff on the payroll that I would like to keep busy but I don't know what they can do. I've had people ask me about how I've created a virtual team by hiring wonderful people from all over the world. Right now, as I write this, I am spending three weeks on the sunny Florida coast and people are asking how my business continues to run as normal even though I'm technically "out of the office." As people asked all these "how-to" questions, I found many are the same questions being asked over and over by different businesses.

Plus, it is my true passion in life to teach, train, educate and inspire others. I love helping entrepreneurs learn the tools to successfully market their business, so I love sharing the how-to information.

...so back to how my Mom's comment sparked the idea:

My dad's business needs an updated marketing effort due to the change in his industry with the current economic conditions. My mom is ready to assist but does not have a guide to follow. I have the knowledge, the plan and the system that needs to be

implemented. I have hundreds of different guides and videos with “how-to” information that I’ve been using to train my outsourced team and share with clients on all the pieces of the puzzle, so all that was needed was to organize it all into the one all-encompassing guide to follow:

*The Map to Online Marketing Success:
A Step by Step Guide on How to Use the Best Online Tools to Grow Your Business*

Therefore, this guide consists of the best of the best of everything I’ve gathered, written, shared and published over the passed 12 years.

It includes step by step instructions that I have given to multi-million dollar clients and to my own contractors and outsourced team who have been following our system to do the work for our clients.

Therefore, you can take the information in this guide to do the steps on your own, have your in-house talent (office manager, admin assistant, etc.) take care of it or you can outsource the work... so yes, you can do this without even knowing how to type.

There’s nothing held back in this blueprint. From our secret software that quickly exposes the best opportunities for your business vs. your competitors to the hottest free tools to explode your business and the latest tricks and tips to save thousands on your marketing videos, it’s all here.

Capitalize on the Greatest Opportunity

What an opportunity you have in front of you. I'm not just talking about having this guide, but having the opportunity and privilege to live in our world right now! You may not realize it, but right now is one of the greatest - if not the greatest opportunity - that we will see in our lifetime.

I was recently at a conference with 4,000 professionals and small business owners and the topic was how business owners can and should take advantage of times of change in the economy. Many have been saying we are in an economic crisis, but it's in these times, great wealth is created and thus there are great opportunities. They shared an impressive statement:

“There's going to be more money made in the next three years than has been made in the last 100 years combined.”

This is truly the Golden Age for Entrepreneurs. Look back over the centuries and think how hard people worked to create their empires. Long ago, it took long battles and wars to conquer lands and take control of wealth. In the Industrial Age, it was building and buying railroads or steel plants or working hour after hour trying to invent the light bulb...

Back in Elementary School I did a report on Thomas Edison. It began:

“How would you like to study or read by the dim flicker of candle light? Well, thanks to Thomas Edison you don't have to.”

...and WOW, have we come a long way since Thomas Edison invented the light bulb! What would a person like Thomas Edison, with such a creative mind and tenacious persistence do in today's world that is overflowing with possibility?

Today, people sit at home in front of their computers and create billion dollar businesses nearly overnight.

Really, look at this guide. It's about using YouTube, Facebook and Google to profit online. These billion dollar businesses did not even exist a few years ago.

- YouTube was founded in 2005 and now, 35 hours of video are uploaded every minute. There was more video uploaded to YouTube in 60 days than the 3 major US networks created in 60 years and YouTube reached over 700 billion playbacks in 2010.

YouTube stats courtesy of http://www.youtube.com/t/press_statistics

- Facebook was founded in 2004, and now has more than 500 million active users and people spend over 700 billion minutes per month on Facebook.

Facebook stats courtesy of <http://www.facebook.com/press/info.php?statistics>

- Google was founded in 1998, and now has more hundreds of millions of searches per day and is valued at more the \$100 billion dollars.

With this massive change has come a change in the way businesses have to market their products and services.

Embrace the Change...

Or Be Left Behind

Anyone reading this knows the old ways of marketing are no longer working. You just saw the reach of YouTube, Facebook and Google. Those who are still trying to promote their business the same way they did before these media giants existed just a few years ago will be left behind.

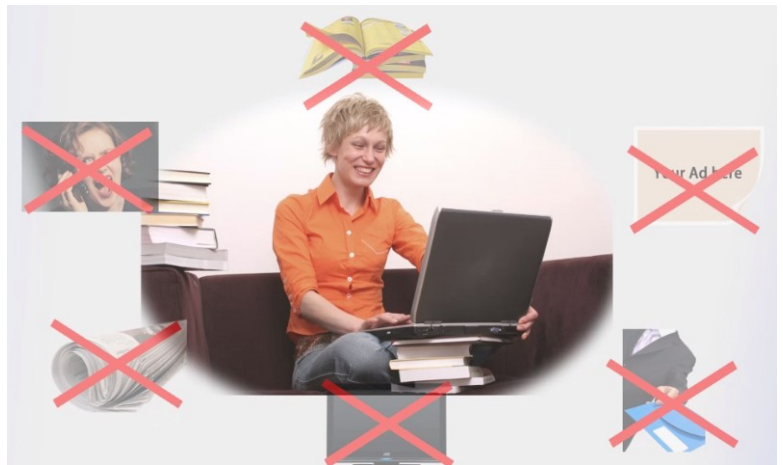
Recently, one of my clients told me that in the past his company did all kinds of marketing and advertising and in most every case, they had a positive return, but today, it's different. The returns are just not there.

The myth today is that sales and business are down everywhere and advertising no longer works, but the truth is, it's just these old advertising methods that are dying. Consumers changed where they look, and you have to change too.

My client went on to say that now the only method getting a positive return on investment is Online Marketing.

It's no secret. You too need to be seen where your customers are looking, and today, people are looking online.

- There are over 400 million online searches everyday
- 85% of those searching do business with a company they found on the 1st page of the search engines
- Surveys continue to prove that buyers trust peer recommendations over traditional ads and with the social nature, all of those opinions are being shared on the social networks.
- Did you know that the sales for companies with the lowest level of social media activity were down 6% while those with the highest level were up 18%?
- Plus, there are over 500 million active Facebook users and for many it's the first thing they check every day



How many people do you know that start their day by checking the Yellow Pages to see what's going on?

The world has changed, consumer behavior has changed and you have to change too. Are you being found where your customers are looking? Do you know what the social media sites are saying about your organization?

My guess is that since you are reading this right now, you are open to the fact that you could improve your online presence and be found where your customers are looking.

Plus, in working with my clients, we've found that the cost to set their online marketing is lower than traditional advertising, so it's pretty easy to see why online marketing is the method bringing in a positive return on investment (ROI).

You can look at the other side and ask, what's the cost of not changing and doing nothing? Do you really want to take that risk?

Again, since you are reading this, I take it you are ready to step up and embrace the change and help your business thrive from it.

You've likely heard the popular stories about others who have taken advantage of this new media to reach great success. Here's an excerpt of a blog post on this:

***How a small, neighborhood wine store
increased sales from \$4 to \$50 million,
A Fortune 500 company sold \$6.3 million of their products, and
how a local charity had 11,000 potential donors
visit their website in 24 hours
...all using the same strategy – for FREE – and how you can you apply it
your business right now.***

Let's start by looking at the first steps the top example mentioned above used in an attempt to generate more business. You may have heard the story of Gary Vaynerchuk and his family business. Their neighborhood wine store, Wine Library, wanted to increase business, so they tried several approaches:

- They spent \$15,000 in direct mail, which led to 200 new customers*
- They spent \$7,500 in billboard ads and that lead to 300 new customers*
- Then, they decided to give video and Web 2.0 strategies a try. They started a daily webcast and then spent \$0 to promote through social media. That led to over 1,800 new customers and they grew their business from a \$4 million business to \$50 million business.*

Or, for another example, how about taking a look at what a grill salesman did? He was selling a few grills, but he really loved to grill all kinds of foods on his grill. Therefore, he started a very simple web-based cooking show. This was not an elaborate or expensive TV production, but rather simply an ongoing series of online clips that showed him cooking different types of foods on his grill. The online show increased in popularity and sales of his grill exploded.

Big businesses are following this approach too. Dell computer has sold over \$6.3 million of computers using Twitter, and again, Twitter is free to use.

Charities and not-for-profit organizations are also reaping the rewards. The Atlanta chapter of the Susan G. Komen Breast Cancer Foundation sent out a post on a social media site. It led to over 11,000 visitors to their website in one day. It was free to send out and how many donations do you think they received from 11,000 visitors?

See the full post and access the series of posts [here](#).

Those are so great examples and you know that change is needed to succeed, but many still do not embrace this change, and why not? In most cases, it's due to some kind of fear. For some, it's not knowing the steps to take and fearing that they will do it wrong. For others, it's the fear of stepping up and trying something new. Whatever it is that may be a potential road block for you, make a plan to eradicate it. This blueprint will give you the knowledge. Each one of the examples above had to step out above their fears to take action and make it happen.

Each one of has a fear stopping us from doing something and it's just a matter of overcoming it. The point is just do it. Step up above any fear that may be stopping you and start living the life you've always imagined!

The Catalyst for Growth

So you're ready to step above your fear and embrace the new media. Let me ask you another question... Do you know the #1 most affordable method for creating more income and doing it quickly?

It's the method mentioned in the post above about the large company that earned \$1 billion in a weekend. It's the same method used by a small business to grow from a \$4 million dollar a year local business to a \$50 million dollar a year nationally recognized brand. This media is found easier in search engines than any other media. It's increased conversion rates by up to 40%... and it does that because it connects you in a deeper way to your prospects in a faster amount of time. We've used it to have multiple first page Google listings in days, not months.

Interested? Know what it is yet?

All of this is accomplished by video! Simple, affordable videos – properly promoted, bring a greater return than any other marketing method.

Now, I love Hollywood quality productions and there is certainly a time and place for those \$50,000 plus videos, but what I'm talking about here is very, very affordable video - made possible by modern technology and the internet.

For example, we shot many of our videos on a pocket video camera (less than \$200 on Amazon). After it's shot, it's just turned over to our team for some quick video edits and promoted to *YouTube* and about 10 other video sites and turned into an article that is promoted across article sites and blog networks. It's then shared on social bookmarking sites, podcast channels and our social media sites. All of these become individual search magnets and boost your own sites rankings inside of *Google* and other search engines. They all point back to what you have to offer your prospects on your website (video blog) and your business *Facebook* page. These pages are set-up to capture the leads and automatically follow-up with your prospects.

Now, I may have lost some of you on that last promotion part, but I promise it's simple. It's just having the tools and knowing how to do it and that's exactly what this blueprint will provide you!

In addition to having the knowledge tools and systems to use media as a catalyst for growth, you can also be that catalyst for growth in your business.

You now have the blueprint to for that growth. Are you ready to start the journey?

Let's Get Started!



A handwritten signature in black ink, reading "Patrick O'Malley". The signature is written in a cursive, flowing style.

Patrick

Overview: How to Use this Map

You may have heard the expression, “The time you want the map is before you enter the woods.”

Of course the lesson is before you set out on any journey, know in advance where you want to go and how you are going to get there. Otherwise, you get lost and confused on the way.

It reminds me of a great journey I went on after graduating from Georgia Tech back in 1999. I travelled around our great nation in a van with 5 friends. A highlight was hiking in the Grand Tetons.

We hiked into the woods, up the mountain and were surrounded by gorgeous snow capped peaks.



We didn’t have a map with us and my friends said, “Wow, Patrick we must really trust you to get all the way up here surrounded by snow and not have a map.”

...but I knew exactly where we were going. Before setting out, we spoke with area experts about the best trails, talked with park rangers for input and memorized the map of where to go – before entering the woods.

You now have a map to your online marketing strategy and you can use it like a map. Use this Blueprint as a step by step guide and apply the sections where needed. If you are starting from scratch, you’ll likely want to start from the beginning. If you already have a business going, then use this guide like a online marketing reference manual to just pick and choose the sections that apply to you.

If you just want to know how to shoot videos, skip to that section and follow the map. If you just want to know how to set up your Google Places page, for your local business, skip to that section. Or, if you want to learn the whole process and how all of the pieces shown here tie together, then read it straight through. Use this map how it best serves you, but the most important part is that you use it.

You can use the table of contents to see the sections that most apply, but for an overview, here’s how all the sections of this blueprint tie together.

This guide could have easily been over 1,000 pages if I had included every single little strategy we used, but I'm a huge fan of getting the most "bang for the buck." I want to focus on the strategies and tasks that will get me the greatest results. For example, while this guide mentions advanced strategies and a whole host of online marketing options, it's core focus is on YouTube, Facebook and Google. There are a huge number of video sites, social networks and search engines, but YouTube, Facebook and Google are by far the largest and thus are the ones that will contribute the most to your bottom line. It was actually difficult to pair down this guide as much as it was, but what's left are the best strategies to implement without any fluff.

After defining the campaign in the next section of this overview, the phases of your online marketing campaign are as follows.

Phase I – Define the Target

It's critical to know where you are going before you start, so learning what customers are looking for vs. where your competition is positioned is essential. This first phase answers those all important questions by providing the tools for proper keyword phrase research and domain name selection.

Phase II – Create the Content

Content is still king in many ways and this phase works on the offer that you will be providing the customer, along with the ways you will package it. Then, it goes into the creating process of the videos and accompanying content to form the base of your marketing campaign.

Phase III – Set-up the Online Presence

In this phase, it's time to start creating the channels where you will be seen by the world. It begins with setting up your video blog / website and moves on into the set-up of your video channel(s) and your business Facebook Page.

Phase IV – Social Video Marketing Promotion

After everything is built, the fun begins with the promotion. By using Video + Facebook + your video blog website with an automated follow-up system, you get traffic and sales. This sections covers ways to properly set-up video blog posts for promotion and how to grow your fans, followers and subscribes across your networks and media platforms.

Phase V – Google Places and Search Engine Mastery

The final section involves the long-term tactics to being found through proper optimization. Google Places has become critical for local businesses and this phase includes the details on all that's needed to properly optimize your Places Page. It then covers the basics of search engine optimization and how what's needed to make your site increase in the rankings and stay there over time.

Where to Start



Before you jump into your online marketing campaign, be sure that you have the right plan. You don't need to spend all your time and effort on something that is not going to work out and is not what you want to do.

Take the time, before you start the phases of this blueprint to answer these questions:

1. **Where** do you want to go with your business or organization?

Where do you want to take your business? Do you want to sell more products locally (in your area)? Do you want to reach customers from other states, other countries even?

2. **Why** do you want this?

Do you want this because... You want to grow your business? Make a difference and be an example to others? Provide for your family? Find time to enjoy the goodness of life and engage in some travel and leisure? You want to buy your own property or car? You want to leave a name in your industry or carve your own niche?

3. **Who** do you want to be in the process?

What role do you want to take? Do you want to be the person doing the work, or do you want to take lead of your projects? How do you want others to think of you? ...and then, take it a step further and look at the real meaning of the word "be," asking "Who do I want to be," or maybe a better question is, "Who do I need to be to reach my goal." "What type of person do I need to be?" ...and when you start defining the ideal person that you can be and make a plan to actually be that person, you truly can make a difference in your life, your business and the world.

4. **When** do you want to have this done?

Do you want to accomplish these things in the next few months? Within a year? Within five years? Before you get married and start your family? Before you turn 30? 50? 70? 90?

Really, these questions may sound silly, but by doing so, you create the future picture and by having that picture, you will have clearer vision and will be amazed by the things that start happening to help you reach that goal.

Of course, I highly suggest writing it down, but if you must for now, at least answer these questions in your head before moving on.

That wasn't so hard at all, was it?

Finding the answers to the above mentioned questions could help you see a clearer picture of what you want for yourself and for your business. It can also help you to distinguish your short-term and long-term goals, and most importantly, create a realistic time-frame for them.

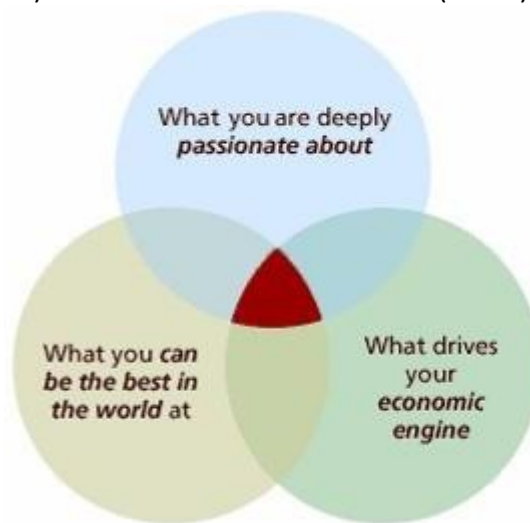
As you learn more about online marketing, you'll also discover how relatively easy it is to tie all the goals together with the online marketing strategies that I'm going to tell you.

Where to Thrive

Now that you have answered the questions, you can fine tune the vision for your future by focusing on the core area of where you can be the best in the world.

Jim Collins describes this idea in his book, [Good to Great: Why Some Companies Make the Leap... and Others Don't](#). He concludes that for a business to be truly great, the company must find the point where three circles intertwine. The three circles being:

- 1) The area where you are gifted, where you can be the best in the world (Purpose),
- 2) Where you have the burning desire to make it happen (Passion),
- 3) and it makes economic sense (Profit).



We could not agree with this concept more. Again, answer these questions and determine what your core focus will be. Finding this core, the area where all three of the above circles meet, is not something you have to come up with right now. This process can take years for companies, but by exploring this at the outset, you will certainly be more likely to be heading down the ideal path.

Where to Focus

You now have an outstanding base of knowing what you want, why you want it and where you can thrive by being the best in the world at your core focus. The next, and final step in this overview, before we start the phases of the online marketing campaign, involve monetizing it.

Again, answer these questions to define your exact goals.

- What are you selling? Specifically. Is it a service? A product? A line of products? Is your income based on being a sales representative or affiliate for others? Define where the revenue will come from.
- Who are you selling to? This is vitally important and often skipped by unsuccessful companies, but mastered by successful companies. Go deep into this process and really see yourself as your ideal buyer. Put yourself in their shoes and think about what questions they will have. What are their concerns or fears about buying your product or service and how can you eradicate those?
- How, when and where are you selling? Is your online campaign going to drive leads so you can close them in person? Is it strictly online selling with no live human interaction? Make sure this is realistic for your industry. Many local service businesses see stories of online success and want to sell their product or service with no personal interaction, but for some industries, people still want to deal with people. Will you just sell online or just in your physical store? What hours will you be selling? Define the ways, methods and times you will be selling.

You'll be very happy that you took the time to define your business before you started with your campaign.

Now, that you know where you are going, let's start with Phase I.

The Map to Online Marketing Success:

Module I: Define Your Target



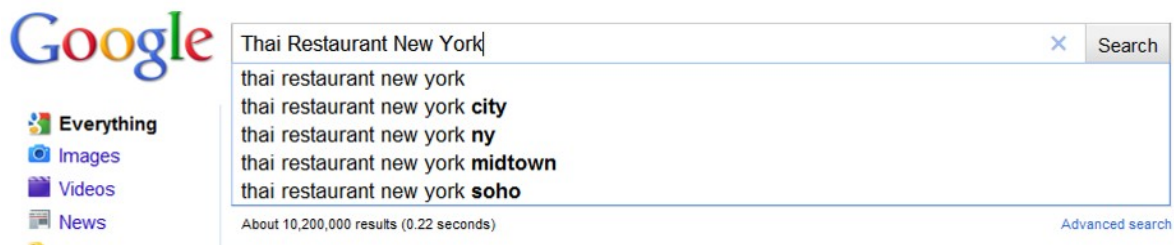
Phase I – Define Your Target

*"Would you tell me, please, which way I ought to go from here?"
"That depends a good deal on where you want to get to," said the Cat.
"I don't much care where..." said Alice.
"Then it doesn't matter which way you go," said the Cat.
--Lewis Carroll, Alice in Wonderland*

You have to know where you are going or you will not get there. Knowing and defining the target is key for online business success.

This starts with seeing the ideal future vision of your company as you defined in the introduction and then setting out to make it happen. In online marketing, this involves several important steps. You have to be in a position to be found by your prospects when they are looking for you. This means you need to be found for what *they* would look for, not what *you* want them to look for.

When you are looking for something online, how do you look for it? You probably go to a search engine and type in a phrase in the search box, don't you?



...so in this example, the Keyword Phrase is "Thai Restaurant New York." Pretty simple, right? Yes, it is, but the point is that many have great visions for what they want to provide for others, but nobody actually wants to buy. Or, a company wants to be found for very industry-specific keyword phrases, but its prospects do not know or use those phrases, so there is no point in being found for them.

I've made the mistake of being so passionate about projects in the past that I spent a great deal of time working on them to only later discover that there was no demand. Save yourself the time and effort up front and make sure there is demand before launching your online marketing campaign. You need to make sure there are 1) enough people searching for what you are providing and 2) they are spending money on it.

If part of your goal is to be at the top of search engines for popular keyword phrases in competitive niche markets, it's important to look at the flip side as well to make sure there is not too much competition. It's all about supply and demand and you want to be

where the supply (your competitors online presence) is low and the demand (your prospects interest) is high.

Fortunately there are outstanding online tools to help with keyword phrase research to determine the supply and demand.

Step 1 – Keyword Phrase Research

There are incredibly powerful research tools that create fast results and synthesize data, so if you're already advanced in this area, skip ahead to the Recommended Advances Strategies below. Otherwise, we'll proceed with a free tool that still provides valuable information and is simple to follow, even when just getting started.

1. Go to the [Google Keyword Tool](#). You can click on the link or enter "Google Keyword Tool" in a search engine and it will bring up this result.
2. On this page, you can enter the main keyword phrase for your company. Or, if you already have a website, you could enter your website and the tool will suggest keywords for you, but often websites do not have relevant information, so it's typically better to enter a keyword. For example, if you were a Dentist in Dallas, TX, you could enter "Dentist Dallas" as your keyword phrase. Then enter those hard to read letters in the box and click search.

Google AdWords

Home External tools ▾

Tools

- Keyword Tool
- Traffic Estimator

★ Starred (0) Show

Include terms ?

Exclude terms ?

Categories

- All Categories
- Apparel
- Arts & Entertainment
- Beauty & Personal Care
- Business & Industrial

Find keywords

Based on one or more of the following:

Word or phrase (one per line)

Website

Only show ideas closely related to my search terms ?

Advanced Options and Filters

Locations: United States ✕ Languages: English ✕

Type the characters that appear in the picture below.
Or [sign in](#) to get more keyword ideas tailored to your account. ?

erstifix judgment

Letters are not case-sensitive

Search

3. Once you click search, the tool will calculate the results. As shown on the image below, you will need to look at the results in two places. The numbers under Global Monthly Searches show the number of users entering this phrase per month.

Main keyword results

Match Types

- ☒ Broad
- ☐ [Exact]
- ☐ "Phrase"

Search terms (1)

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
dentist dallas		12,100	9,900
cosmetic dentist dallas		1,900	1,600
pediatric dentist dallas		590	480
dentists dallas tx		2,900	2,900
dentists in dallas		2,400	2,400
dentist in dallas texas		880	880
dentist dallas texas		880	880
dentist dallas tx		8,100	8,100
best dentist in dallas		590	590
best dentist dallas		720	720

Additional keyword ideas

- Next, click on the "Phrase" under Match Types on the left side of the page. This shows the results for searches and competition for the phrase, so it is a more accurate representation of search numbers.

Optional Additional Details

In case you want to know the details of Match Types:

- "Broad match type" shows the total number of searches for the phrase containing the keyword in any order and also includes related words, grammatical forms and synonyms.
- "Phrase match type" shows the total number of searches that include that exact whole phrase. It can still have other words before it or after it in the search, but it must contain that exact phrase.
- "Exact match type" shows the search volume for the exact keyword. This would only show the search for the exact phrase in the exact order with nothing else before or after it.

Example of match types for the keyword phrase "baseball gloves"

Broad	Phrase	Exact
<u>baseball gloves</u>	<u>baseball gloves</u>	<u>baseball gloves</u>
children's <u>baseball gloves</u>	children's <u>baseball gloves</u>	
<u>baseball gloves</u> sale	<u>baseball gloves</u> sale	
<u>gloves</u> for playing <u>baseball</u>		
<u>baseball</u> children's <u>gloves</u>		

5. Of course, the higher the number of searches, the higher, the demand. Next look at the competition column. This shows what companies are spending on advertising in this column, so the higher the competition shows the more money that is being spent on this keyword phrase. If you have searches and people are spending money on this, congratulations, it looks like you have a market where money is being made!

If there are no searches, this could be telling you that no one is searching for it and thus there is low demand. This quick test works well for large markets when you are looking to provide a product or service to a national or international niche.

The exception applies to very specific local searches. The Google Keyword tool is set-up to show larger search volumes and does not display results for phrases that have search volume of less than about five searches per day, but these phrases can still be very valuable for a local business.

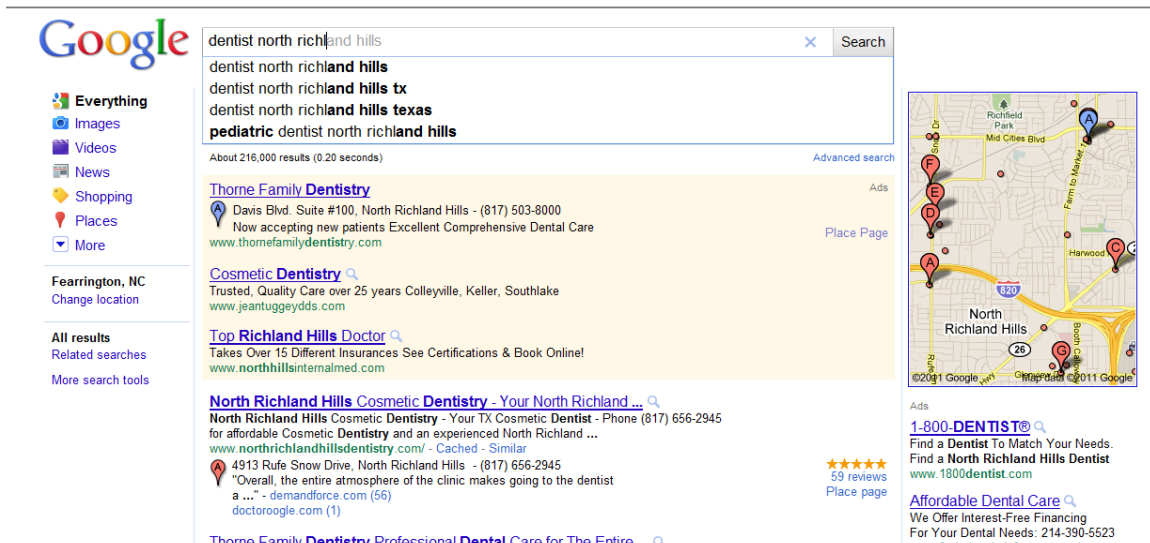
For example, the above search box shows a local search for “dentist dallas.” There is a good amount of search volume and competition for this term, but what if you are a dentist in North Richland Hills, a suburb in the Dallas / Fort Worth area and you want to show up for your suburb. The Google keyword tool may show no results since there are not many searches.

The screenshot shows the Google Keyword Planner interface. At the top, there's a 'Find keywords' section with a search box containing 'dentist north richland hills'. Below the search box, there are filters for 'Locations: United States' and 'Languages: English'. A 'Search' button is visible. Below the search bar, there's a table titled 'Search terms (2)'. The table has four columns: 'Keyword', 'Competition', 'Global Monthly Searches', and 'Local Monthly Searches'. The first row shows 'dentist north richland hills' with a competition of '-' and zero searches in both global and local columns. The second row shows 'dentist north richland hills' with a competition of '-' and zero searches in both global and local columns. At the bottom, there's a 'Go to page: 1' and 'Show rows: 16'.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
dentist north richland hills	-	-	-
dentist north richland hills	-	-	-

People could still be searching this term. Even if just a few people search for your specific phrase per month, would it still be valuable to come up at the top of the results? It can be. If your product or service has a high return per customer, then it could still be beneficial. For example, a dentist has a high value for new customers, so they would love to rank at the top of search results for their specific area if people were searching for it. Therefore, there is another Google feature you can use that let's you test for lower search volumes. If this applies to your business, here's what you can do:

- 1) Go to <http://www.Google.com>
- 2) Slowly start typing in your keyword phrase. The new Google Instant allows results to be shown as you are typing. You can see in the example below, upon typing, “dentist north richl,” Google shows suggestions based on previous searches that users have made, so while it may not be over five per day, there is a search history.
- 3) In addition, you can see there are ads showing up for this keyword phrase, so with others paying for ads, money is being made in this area.



Therefore, with recommended searches being shown and ads being displayed, you can conclude there is demand and money to be made.

If you still do not see any instant results and no ads, then it's highly likely there is no demand for it. It is much better to realize this at the start, rather than thinking you have a great idea and taking time to build an idea, a company, or an online marketing campaign. So, go back and fine tune the product, service or search phrase until you find one with demand. Once you have a phrase with demand, let's move on to the next step.

6. Based on how large the market you will serve, you can now select your keyword phrases to use for your online marketing campaign. In many cases, companies will create in-depth campaigns with hundreds of target search terms. For these purposes, of just getting started with an effective campaign, we'll just select 10 keyword phrases. For the larger searches, use the list from the Google Keyword Tool to select 10 keyword phrases that best apply to your business. If you are in a smaller, local niche market (and can still make money from lower search volumes), use the Google Instant feature to find your keywords. Make a list of these 10 keywords. These will form the basis of your online marketing

campaign. Then, pick the best one out of those 10. This will be your main keyword for the campaign.

Note: Throughout this guide, I will be providing several advanced strategies. You will see these set apart from the rest of the text like the box below. If you are just beginning your online marketing efforts, you may want to skip over these advanced strategies for now. They will likely not sense at this point. Or, if you are familiar with online marketing and/or are very interested in learning the details, you may be interested to learn these advanced strategies that have led to great results.

Recommended Advanced Strategies For Keyword Research

As mentioned, there are outstanding tools that allow you to quickly and easily research data to make informed decisions.

The tools needed for these strategies:



[Keyword Optimizer Pro](#): Right now, this tool is free (but it won't be for long).



[Market Samurai](#): You can download a free trial [here](#).

Market Samurai is an outstanding and powerful tool that has many uses. It's the standard in the online industry and used by most everyone working to get rankings in the search engines.

For this purpose, we are going to use it in Keyword Research. When getting started, take the time to go through the Market Samurai tutorials. They are clear to follow videos and with printed summaries. There is no point for us to duplicate the step-by-step tutorials and training when they have already created them. So, watch the videos to learn how to use this powerful tool and then the following steps will make more sense.

If you are setting up a campaign for a standard search or a local search, you can go right to Market Samurai and it will take care of everything for you.

On the other hand, if the purpose of your campaign is to find the very best keywords for a competitive online niche, then follow this extra 1st step.

Extra 1st step: Open [Keyword Optimizer Pro](#) and enter your main keyword phrase. Set the option to “High Level Search” and run it. This will often generate thousands of results for related keyword phrases. Export the results (as either a CSV file to open in a spreadsheet or as a text file to copy and paste).

Also, if you are doing a specific local search with small search volumes (like the ‘dentist north richland hills’ example above), Market Samurai will not show any results since it is pulling search data from Google. In this case, you can use the same steps below to find the best general keyword phrase and then use Google Instant (as described above) to check to see if the search phrase with your location is still a valuable search.

Therefore, for these steps, we’ll assume this is a national search (or local search in large area that generates significant search volume).

1. In Market Samurai, go to Keyword Research and add your keywords
 - a. If you generated them from Keyword Optimizer Pro, past them in the Add Keywords box and add them to the list and then proceed to ‘Keyword Analysis’
 - b. Or, if you are starting in Market Samurai, follow their tutorial to Generate Keywords and then proceed to ‘Keyword Analysis’
2. As shown in the image below, set the fields to show Total Searches, SEO Traffic (SEOT), Phrase-to-Broad (PBR), Adwords CPC (AWCPC), SEO Comp (SEOC). You can set filters however you like, but at this stage I typically prefer to filter very little so I can see more of the results. Therefore, I set the SEOC max to 500000 and the PBR min to 1. This is essentially like turning the filters off, except you are removing the phrases with no results or the ones with extremely high competition. You can leave the rest of the defaults as they are, but depending on the goals of your campaign, you may want to change ‘match type’ (as described above) to “Phrase.” Then, click ‘Analyze Keywords.’ Note: If you added the 1000+ phrases from the extra 1st step, this will take some time to run.

Keyword Research

<input checked="" type="checkbox"/> Organic:	<input checked="" type="checkbox"/> Adwords:	<input checked="" type="checkbox"/> Competition:
<input checked="" type="checkbox"/> Total Searches +	<input type="checkbox"/> Adwords Traffic (AWT) +	<input checked="" type="checkbox"/> SEO Comp (SEOC) - max: 500000
<input checked="" type="checkbox"/> SEO Traffic (SEOT) - min: <input type="text"/>	<input type="checkbox"/> Adwords CTR (AWCTR) +	<input type="checkbox"/> Title Comp (SEOTC) +
<input checked="" type="checkbox"/> Phrase-to-Broad (PBR) - min: <input type="text" value="1"/>	<input checked="" type="checkbox"/> Adwords CPC (AWCPC) +	<input type="checkbox"/> URL Comp (SEOUC) +
<input type="checkbox"/> Trends		<input type="checkbox"/> Title/Comp (SEOTCR) +
		<input type="checkbox"/> Adwords Comp (AWC) +
Match Type: <input type="text" value="Phrase"/> Period: <input type="text" value="Daily"/> Filter: <input type="text" value="* Local"/>		

3. Once the results are ready, click Export on the bottom right of the Market Samurai screen to save the file and then, open it in Excel. The goal here is to find these words with the best ratio of demand to supply, so it will involve creating a formula and then sorting.
4. There are a number of ways to set the formula and you can play around with it to see what works best, but I'll share the one I use most often for this example. Once the file is open in Excel, you'll first create the formulas. The idea is to have the demand (traffic from number of searches), divided by supply (the amount of search engine competition), times the traffic.

...so using the below as an example, columns C to M are the ones generated by Market Samurai. In this case, we used the average of traffic for each match type divided by the amount of competition, so the first three formulas are the search engine traffic for each match type (b = Broad, p = Phrase, e = Exact) divided by SEComp. The formulas are as follows:

- In Column N, SEOTb to Comp: $=F2/J2$
 - In Column O, SEOTp to Comp: $=G2/J2$
 - In Column P, SEOTe to Comp: $=H2/J2$
5. Take the average of those three
 - Column Q $=SUM(N2:P2)/3$
 6. Multiply the average by the total amount of search engine traffic. Pick the match type that's best for your campaign. This example used SEOT Broad Match.
 - Column R $=Q2*F2$
 7. Highlight the five new columns and click on the lower right corner and drag down to copy the formulas for every row of data. This number in column R is the important one as it shows the demand vs. supply. The higher the number the better. For large national or international searches, I've found being above 1.0 is a good number, above 10.0 is great, and above 100.0, while rare is outstanding. For local niche searches, there have been some great results from numbers 0.10 and higher.
 8. Finally, sort by column R descending and you will see the best potential keyword phrases (the highest numbers) at the top of the list. You can then quickly go in order down the list and find your keyword phrases to use. Remember, to look at all the data. The one at the top of the list may not necessarily be the best if it has a very small number of searches or if it has a low PBR, especially one lower than 10. Keep the Golden Rules from Market Samurai's training in mind as you go down the list and look for the best.

C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Searches (Broad)	Searches (Phrase)	Searches (Exact)	SEO Traffic (Broad)	SEO Traffic (Phrase)	SEO Traffic (Exact)	Phrase-to- Broad	SEO Comp	Adwords CPC (Broad)	Adwords CPC (Phrase)	Adwords CPC (Exact)	SEOTb to Comp	SEOTp to Comp	SEOe to Comp	Avg SEO to Comp	# SEOTb
730	487	325	307	205	137	67	10,300	\$ 0.31	\$ 0.27	\$ 0.26	2.98%	1.99%	1.33%	2.10%	6.43
730	487	178	307	205	75	67	9,510	\$ 1.09	\$ 1.17	\$ 1.26	3.22%	2.15%	0.79%	2.05%	6.30
1,627	891	145	683	374	61	55	42,600	\$ 0.25	\$ 0.26	\$ 0.26	1.60%	0.88%	0.14%	0.88%	5.98
1,627	1,332	118	683	559	50	82	54,600	\$ -	\$ 0.32	\$ 0.36	1.25%	1.02%	0.09%	0.79%	5.39
730	178	43	307	75	18	24	8,350	\$ 0.46	\$ -	\$ -	3.67%	0.90%	0.22%	1.59%	4.89
1,627	730	325	683	307	137	45	55,500	\$ 0.26	\$ 0.22	\$ 0.19	1.23%	0.55%	0.25%	0.68%	4.62
595	325	217	250	137	91	55	9,600	\$ 0.36	\$ 0.42	\$ 0.51	2.60%	1.42%	0.95%	1.66%	4.14
487	325	217	205	137	91	67	9,570	\$ 0.25	\$ 0.24	\$ 0.24	2.14%	1.43%	0.95%	1.51%	3.08
891	398	118	374	167	50	45	24,000	\$ 1.06	\$ 1.05	\$ 1.15	1.56%	0.70%	0.21%	0.82%	3.07
730	325	62	307	137	26	45	24,700	\$ 0.26	\$ 0.26	\$ 0.23	1.24%	0.55%	0.11%	0.63%	1.94
487	266	79	205	112	33	55	12,800	\$ 0.69	\$ 0.64	\$ 0.59	1.60%	0.87%	0.26%	0.91%	1.86
398	145	79	167	61	33	36	9,430	\$ 0.32	\$ 0.34	\$ 0.35	1.77%	0.65%	0.35%	0.92%	1.54
217	217	62	91	91	26	100	5,430	\$ 1.07	\$ 1.00	\$ 0.87	1.68%	1.68%	0.48%	1.28%	1.17
487	145	11	205	61	5	30	20,000	\$ 0.62	\$ 0.83	\$ 0.61	1.02%	0.30%	0.02%	0.45%	0.92
487	266	118	205	112	50	55	34,200	\$ 0.51	\$ 0.54	\$ 0.53	0.60%	0.33%	0.14%	0.36%	0.73

9. Based on the size of the market you serve, you can now select your keyword phrases to use for online marketing campaign. In many cases, companies will create in-depth campaigns with hundreds of target search terms. For our purposes of just getting started with an effective campaign, we'll just select 10 keyword phrases. Select the best 10 for your business. These will form the basis of your online marketing campaign. Then, pick the best one out of those 10. This will be your main keyword for the campaign.

End of the Recommended Advanced Strategies Section

Step 2 – Domain Research Phase

The domain name research step is optional, depending on your business and goals, but is still useful in most all cases.

Search results are highly influenced by the url itself. For example, if your keyword phrase is “custom software,” with all things being equal with competitor sites, the actual domain name www.customsoftware.com would help in the search results since the keyword phrase, custom software, is in the domain name.

If you are creating a niche site, or a new business and do not have an existing domain name, it is certainly worth finding or buying one with your keyword phrase in it.

If you are an established company and have had your domain name for a long time, this may not be as relevant for you. Since another factor in determining rankings in search engines is domain age, which means the amount of time that your domain name has existed, you have an advantage when using an older, established domain name. While we don’t know exactly what makes up the search algorithm (and it keeps changing anyway), the domain age seems to typically have more weight than having the keyword phrase in the domain name itself.

Still, as an established business with an established domain name, you can still benefit from a new domain name as well. You could start a blog with a domain name that contains your target keyword phrase. Then, your existing website and keyword rich blog can link back and forth. [Note: If you are linking back and forth from two sites, it’s suggested that they be hosted on two different servers. Your sites rankings increase from quality links from other sites, but the impact is diminished when those links come from sites on the same server, but we’re getting ahead of ourselves. We’ll get to website hosting in a bit].

To buy a domain, there are many options. We use [GoDaddy](#) to buy most of ours. [Here’s a link to GoDaddy that will allow you to reserve your domain name at a discounted price](#) (at the time of writing this, it allows you to get the domain for \$7.49 for your first year).

If you see that your main keyword is taken, and most often, if this is a good niche, it already will be taken, you could attempt to buy it. Sometimes you can find a good deal, but we’ve found that most often, owners of these domains want too much money for them. Therefore, you can use Domain Samurai to help you find a domain name.

It allows you to enter your main keyword phrase and then it will show all the domain names available with popular prefixes and suffixes.

For example, using the above 'custom software' keyword phrase, CustomSoftware.com may be taken, but it would show you other alternatives, such as MyCustomSoftware.com, TheCustomSoftware.com, BestCustomSoftware.com, CustomSoftwareBlog.com, CustomSoftwareTips.com, Custom-Software.com, etc. You get the idea.

If you already have [Market Samurai](#) or are using their \$1 trial, you can use the Domains section of the tool for this domain search. If not, you can get a free version of Domain Samurai by clicking [here](#).

If you are going to use this tool, follow the online tutorials to see how, but the biggest point to keep in mind is the closest your domain matches your main keyword, the better. Therefore, the less additional characters you add the better you will be. In addition, for branding, long-term domain value and search engine rankings, domains ending in .com are best. You could also reserve a .net or .org as they are close runner-ups to .com domains. The other extensions could work as well, but do not seem to come up as well in search engines.

When you have the best domain name, go ahead and buy it before your competition does and move on to the next step!

The Map to Online Marketing Success:

Module II: Develop the Content



Phase II – Develop the Content

Now that you know your keyword target, it's time to start creating your online presence. This starts with defining the image you want to portray to the world.

For purposes of this guide, we are assuming you already have the image for your business established, so you have company colors and logo. As we go forward we will be creating an presence in multiple places online, so you will want to be sure to maintain a common look throughout each to establish your brand identity.

If you do not, there are outstanding graphic design resources available at very affordable rates. You can outsource the work to individual contractors on websites such as [Elance](#) or [oDesk](#) who can either work by the job or by the hour. Often, you can find outstanding designers for as low as \$3 per hour from countries such as The Philippines. If you are going this route, be sure to check their online portfolio and feedback from other users. Or, you can use the crowdsourcing concept to have multiple designers compete for your business by submitting initial designs, using websites such as 99designs.

In creating your content, it's important to know what you are going to provide and how you are going to provide it. Here are steps to take:

Step 1 – Determine your offer, or main “bribe”

As stated in the introduction, the old form of marketing has been replaced by the new method. You need to make sure it appeals to today's consumer who wants valuable information that is available right when they are looking for it.

- Why? 1) Most websites have a less than 1% response rate, 2) Most buyers do not buy the 1st time they hear from a company (it takes multiple follow-up)
- Therefore, the point of the option box is to provide something of value so the visitor to the website will have a reason to provide their contact information
- Then, the company can follow-up (both automatically by e-mail, text or voicemail messages and personally with phone calls or direct e-mails).
- Full details of why this strategy is useful is explained on the RevStream Marketing website at <http://revstreammarketing.com/email-marketing>
- The first step is to come up with the offer (or “bribe”) to give to the visitor in exchange for their contact information. Below are several examples of opt-in boxes, followed by specific ideas for your company.

The concept is simple:

- 1) Give people something of value for free.

2) Then say if you liked that, you are really going love this and offer them your paid offering.

Sounds pretty simple, and it makes sense. The first time people hear of you, they are not likely to trust you yet, so they are not as likely to buy from you. The more you can provide them and the more they hear from you, the more, they will trust you and thus be more likely to buy from you. Therefore, you just need to come up with what it is that you are going to offer your prospective customers.

We call this the “bribe” because you are essentially bribing potential customers to give you a piece of contact information (so you can follow-up with them later) in exchange for this free, valuable content that you are providing.

To come up with your bribe, just ask yourself, when a potential customer is in need of product or service like yours or may even already be thinking of making a purchase of your product or service, why do they need it? What do they want more than anything else? What problem are they looking to solve? If they had a question and had access to an expert in that area to ask them for advice, what would they ask?

If you’re having trouble answering these questions, go back to mindset from the introduction where you put yourself in the customers’ shoes and think about what questions you would ask as that person.

These questions just gave you the answer for what it is you are going to offer them. You simply need to answer the questions they would ask most.

You can get feedback on the bribe by asking some of your existing customers and / or setting up and sending out a survey. You can send out free online surveys from websites such as SurveyMonkey.com or Zoomerang.com

Recommended Advanced Strategies For Testing Offers with PPC

To test different offers, you can set-up a quick test using pay per click (PPC). These allow you to start getting feedback nearly immediately. Although Google Adwords is more expensive than ads on Facebook, Yahoo or Bing, it’s still a great place to test since it gets so much traffic. Plus, you can often find coupon codes from Google for \$50 or \$100 in free ad credits to try out Adwords. If you have

never used Adwords, just follow their online tutorials. They show you how to set-up your ad.

When setting up an ad campaign in Adwords, you can select a radius around an area, zip codes, or my personal favorite, a custom shape on a map (You can see how to do this on a blog post [here](#)).

For this testing purpose, you can set a simple ad campaign for your target keyword using several ads with variations of the offer to see which works best. The ads can link to a page on your website, preferably a squeeze page on your website, but more on those later. Be sure to limit your daily total balance so you don't end up spending too much on this test. After the ads have run, see which ad had the best Click-through-rate (CTR). This will show you which wording for the bribe is the most compelling to you market.

Here are a few examples for a remodeling contractor serving their local market.

[Note: Since they only wanted to serve their local market, they set the Adwords campaign to only show in their geographic area. In this case, you will get a lower number of results for testing purposes, but the traffic will be targeted to the area you serve. For more on how to set-up Adwords campaigns for geographic specific areas, you can [see this video blog post](#).]

Avoid Remodeling Disaster Free Video Series Reveals Secret to How Buckhead Couple Saved \$100,000 ODonnellHomes.com/AtlantaRemodeling	Avoid Remodeling Disaster True story of how couple saved \$100,000 in Free Video Series ODonnellHomes.com/AtlantaRemodeling
Top Remodeling Secrets Free Video Series Reveals Secret to How Buckhead Couple Saved \$100,000 ODonnellHomes.com/AtlantaRemodeling	Top Remodeling Secrets #1 Secrets and 1st steps to take in Free Remodeling Guide and Video! ODonnellHomes.com/AtlantaRemodeling
1st Steps to Remodeling Instant Access to Free Guide and Video Series Revealing Secrets! ODonnellHomes.com/AtlantaRemodeling	Get Instant Access Now Free Remodeling Guide & Videos Answer Top Questions & How to Start ODonnellHomes.com/AtlantaRemodeling
Instant Remodel Answers #1 Secret and 1st Steps to Take in Free Remodel Guide and Video Series ODonnellHomes.com/AtlantaRemodeling	Instant Remodel Answers Free Guide & Videos reveal secrets to how couple saved \$100,000 ODonnellHomes.com/AtlantaRemodeling

End of the Recommended Advanced Strategies Section

Step 2 – Package the Bribe

What should the opt-in be for the bribe?

These should ideally be based on what is it that people who find the site will want most, and then have them think, “Yes, I need help with this.” Then, they are happy to provide contact information to get help with that problem. This could involve creating a special video or report for them or giving them a coupon for a discount off the program or just having e-mails with general tips.

It’s coming up with what the ideal prospect wants most and packaging it into something that gives real value that you can give to them immediately upon entering contact info.

How are you going to offer the bribe to your potential customer? Again, this is going to vary based on the state of your business, and what your target market would want, but here are some examples:

- A free .pdf eBook available for immediate download
 - This could take the form of a How-To Guide or Fast Start Guide with the steps to get them started as soon as possible
- A free printed copy of a new book where the user only pays for shipping and handling
- Access to a free video that answers their most asked question
- A series of videos that answer a series of questions
- A free webcast that teaches the content they would want to know

Here are a few examples of opt-in boxes showing how the bribes were presented on various websites:

* This opt-in box on the following page is classic example of a great offer for both a video series with a fast action guide:



**Get Instant Access to a
FREE copy of the
5k Fast Start Guide
Plus Video Training Tips!**

Enter Your First Name:

Enter Your Email Address:

We respect your privacy. Our privacy policy ensures we will never share your contact details with any third party.

GET INSTANT ACCESS!

* I typically like to add something of value where the potential customer can learn what they want to know through a book, guide or video. However, in some cases, when the goal is retail sales or a consultative sale, as was this case with a home décor company, a discount and offer for a free consultation could be used:

**Receive 10% Off
...and a FREE Consultation!**

Plus, receive designer tips and additional discounts. Fields with a * are required. Others are optional.

* Name:

* E-mail:

Phone:

How Can We Help You?

We respect your privacy.

**GET INSTANT TIPS
AND DISCOUNTS!**

You can even have a bribe to offer something before it is ready. For example, this was used before the launch of a new book.



**Are you ready for 2011?
Is your sales funnel?**
**The TRUTH is coming. Enter your E-Mail
to be the first to receive a FREE copy
of *The Truth in Online Marketing***

Enter your email address...

Get Instant Access

We respect your privacy. Our privacy policy keeps your contact information safe and secure. We will never release your information to anyone.

Then, when the book was ready, the bribe was updated to deliver it to them immediately:



**Get Instant Access
to a FREE Report**

*Economy Killed 81,616 Businesses in 2010,
but FREE Report Reveals
How Some Had Best Year Ever
(and how you can too)*

Enter your name and e-mail and you will be directed to the report. (* denotes required field)

* First name :

* Email :

Phone :

Website :

We respect your privacy. Our privacy policy keeps your contact information safe and secure.

**Enter website to receive a FREE Online
Presence Analysis (\$500 value)**

Get Instant Access

Of course, these are just examples, and you can certainly do a combination of the above, but you get the idea. Yes, we will be combining these with automated follow-up systems, but we'll cover that later, so don't worry about those details yet. We're just coming up with what the bribe is at this point, so we can start creating the content.

Again, just put yourself in the shoes of your buyer and think about what would be wanted most...and next, it will be time to create it.

Also, as mentioned in today's media-driven world, video often provides the highest level of perceived value and can actually be one of the easiest to create, so be sure to consider this as part of your bribe.

At this point, you may be thinking that this is too hard or going to take too much work, but we're going to cover that in the next section. It's really much easier than you think.

Step 3 – Creating Fast, Affordable, Quality Videos

As you saw in the introduction, using fast, affordable video to promote your business is a very successful strategy. These are very simple, affordable strategies that you can use to capture video of yourself, others in your company, testimonials of clients and other "live shot" videos. Let's jump right into the steps to take.

Your first decision to make is if you are going to shoot the videos or hire a professional videographer to shoot the videos for you.

A common fear that people have is that videos are very expensive, and yes, they can be. There's a time and place for the \$50,000 plus videos, but that's not what we are covering here. For search engine rankings, the search engines do not care what your videos look like. Plus, the "real" looking videos where you connect with your prospects are the best kind.

This guide is about taking the steps to successfully promote yourself on a very affordable budget, so that's what we'll cover here.

There are three types of very affordable videos that you can quickly create. They are: 1) Slideshow style videos, 2) Screen capture videos, 3) Live shot videos. I'll cover each now:

1) Slideshow-style videos:

First off, a very simple and super fast way to create videos is using an online platform,



such as [Animoto](#). With [Animoto](#), you can upload images and add text and music and you have a professional looking video. The basic account is free. You can upload to the Pro account to download your videos for distribution around the web.

Tip: When you go this route of sharing the videos outside of Animoto, you will want to use royalty free music. Animoto offers great music selections that you can use on Animoto, but other video sites, including YouTube can consider this copyrighted music.

2) Screen Capture Videos:

The screen capture videos are those that allow you to quickly teach or train your target prospects or customers how to do something, such as how to use a software program. They simply involve you plugging in a microphone to your computer and using a screen capture software to record a video of your screen with your voice explaining what you are doing. These are outstanding learning aids.

I've created many videos like this to show clients, prospects and my outsourced team how to use many of the online marketing software tools I'll cover throughout this guide.

You have several options on software programs you can use for screen capture videos.

If you are just looking to create simple, short videos that are less than 5 minutes long, you can use a free tool, such as Jing. It's easy to use and you can download it via www.techsmith.com/jing/. Jing allows you to select the part of screen that you want to capture and then you record it, save and share.

If you're looking for professional solutions on a larger scale and/or longer videos, there are other options;

On a PC you can use [Camtasia](#). You can sign up for a 30-day free trail. Or, you could use a free open-source software, [CamStudio](#), that lacks some of the features of Camtasia, but still works quite well.

On a Mac, use [ScreenFlow](#). It's a great tool that allows you to do screen capture and can also be a video editing solution as you can combine live video with screen capture.

Follow the tutorials provided by these software products for more detailed instructions on how to use them.

3) Live Shot Videos:

Now, let's move on to the best videos to help you increase your brand and get your prospects to know, like and trust you in the fastest way possible, and still do it very affordably.

This involves creating simple videos with a handheld video camera that will look great, save you a ton of money in production and editing and still serve the business by getting you more business at a fraction of the cost. Here's a list of what you'll need to get going:

1. Get the equipment

- a. An affordable HD camera. My favorite is the [Kodak Zi8 Pocket Video Camera](#). I like these because they are the most affordable cameras I've found that produce a quality video and have an external microphone input. An external microphone input is important because it allows you to plug in a microphone to have professional sounding videos, rather than using the built-in microphones that do not lead to quality audio. If you already have your own camera, you can try that one and see if it gives you the results you are looking for. I just like the Zi8 and at the time of this writing, it's priced under \$200 and you can get the Zi8 [here](#). (Also, if you are going to be shooting these videos of yourself, you will find it helpful to get the [Zi8 remote control](#). It's only about \$10 extra and will help you be able to start and stop the video recording so you do not have to edit the beginning and ending while you are walking into the picture)

Kodak provides a very good, easy to follow guide on using the Zi8 at this [link](#).

- b. A good lighting solution. Shooting in natural light looks great, especially when there is not direct sunlight, so cloudy days are perfect. You can try to duplicate this however you like. Often it's as simple as shooting in an office with an open window, so there is natural light. You may want to have a bright light, such as a halogen light on the opposite side of the natural light to balance the lighting in your video.
- c. A microphone or voice recorder. If you are using a video camera with an external microphone input, like the Zi8, you can get a microphone such as the [Audio-Technica ATR-3350 Lavalier Omnidirectional Condenser Microphone](#) for about \$30. This is a wired mic, meaning it comes with a cord that is about 15 feet long that will connect to the camera. If you do not need to be mobile or running around in your videos, this can be a very affordable solution that works great.

Or, if you are using another camera and need to record audio separate from the video, you can use an voice recorder. Here are two good options. You can read the reviews and see which is best for your situation:

[Blue Microphones Yeti USB Microphone](#)

or

[Sony ICD-UX512 2 GB Flash Memory Digital Voice Recorder](#)

Each of these are about \$100.

- d. A tripod. Most any tripod will do. If you already have one, use it. If not, here's one that works well: [Manfrotto 055XPROB Pro Tripod](#).

...and that is all the equipment you need to shoot your videos. See, I told you that was simple. Again, this is not Hollywood quality, but it's good enough to create simple affordable videos that convert visitors to buyers.

You may also want to use a few additional accessories, such as a teleprompter. This will depend on your goals for the video:

- You may prefer to just talk “off the cuff” to the camera. This is where you speak without a script, looking at the camera, like you are talking to those who will be watching the video.
- You could set-up the videos to be “interview-style” so the person being interviewed is not looking directly at the camera, but rather at the off camera interviewer. Then, in editing the interviewers questions are edited out and the final video footage contains the best parts of the interview with overlaying video footage that shows or reinforces what the interviewee is talking about.

Recommended Advanced Strategies For Video Interviews

How to Conduct and Edit a Professional Video Interview

The most important aspect for these types of videos is that there is no script at all. These are completely interview style videos. There is no teleprompter. Those being interviewed just speak from the heart. This style of video is truly an excellent way to allow the true feelings of the interviewee to come out.

The way to get the best results from this style of video is to do the following:

- Before the shoot, the interviewer needs to know what the interviewee is passionate about and in terms of the whole project, define what they would like the interviewee to say, and then develop questions that will draw out those ideal answers.
- The interviewer will spend time talking with the interviewee by asking questions while the camera is rolling. This allows the “story” to come out in the answers.
- In the editing, the editor will remove the interviewer’s questions and the video will be left with only the answers.
- In most cases, the interviewee is not looking at the camera, but at the interviewer (but this can be done either way based on the project)
- This method requires that the interviewer must understand that he/she cannot talk to or respond to the person being interviewed while they are speaking. To make it seem like a real conversation, the interviewer can and should smile, use facial expressions and use head movement, such as to nod in agreement, but no sounds at all.
- It is also very important to explain to the interviewee that they must make sure they reply in complete thoughts by repeating the question.
 - For example, if the interviewer asks, “What do you like best about this place?”
 - The interviewee cannot just reply, “The Culture” as this would not be understood by the viewer.
 - Instead, they would need to repeat the statement, “The thing I like best about this place is the culture...”

While this method often leads to the most authentic results and is typically easier on the interviewee since they do not have to memorize lines or read a teleprompter, the editing is much more complex. In editing, the best clips from the interview are used (typically made up of about 6 to 8 individual clips) and put together to tell the story.

The producer also needs to take note of what was said in the best clips. The videographer will then need to shoot the footage that relates to what was said. This will allow the final video to cut to a scene with a visual of what the interviewee is talking about at that time. All the clips are then put together to create the seamless final video.

End of the Recommended Advanced Strategies Section

- You may also want to use a teleprompter so you can look directly at the camera and read a script. The good ones typically run about \$1,000, so be sure to read the online reviews to find the one you need. Here’s a good [guide](#) on how to select the right one for you.

Alternatively, since teleprompters are often cost prohibitive when just getting started, you can actually use your laptop or computer screen as a teleprompter.

If you do use a teleprompter, be sure to slow down and keep it natural. It does not need to sound like you are reading, but rather talking to the person.

Bonus Tip: How to Use Your Laptop as a Free Teleprompter

Simply write your video script in a document or presentation and make the font large enough so you can read it from at least 8 feet away.

With your video camera on your tripod, set-it up on a table at least 8 feet away from where person speaking in the video will be.

Then, set the laptop or computer screen on top of a box or something that allows the screen to be just above the camera.

When you are at least 8 feet away from the camera, you can look at the computer screen and it looks like you are looking directly at the camera.

If your script is longer than one page and you need to scroll down, simply use a Wireless Presentation Remote to scroll down when you need to, like the [Targus 2.4 GHz Wireless Laser Presentation Remote](#).

...and if you want the screen to actually scroll down, you can use a teleprompter software that you can find by doing a quick search in your favorite search engine.

- Another option in your videos is using professional looking backgrounds. These are certainly not required. Often the best video shoots are those that look natural. When shooting outside, the best backgrounds can be a natural setting, such as a garden, a forest, etc. When inside, these options can include well-lit offices, people sitting at their desks, or for casual settings, even speaking from a living room can give the casual vibe to the video. Since we're talking about equipment here, I'll include some options as advanced options since this adds another layer of complexity to lighting and editing requirements.

Recommended Advanced Strategies For Professional Backgrounds

If you do want to use professional backgrounds, there are multiple options here:

- 1) Often, people will shoot on a green screen and use a technique called chromakey. Chromakey allows the background to be turned into a picture, another video, a plain white background, etc., so the subject of the video can appear to be anywhere. Of course, there are number of good chromakey kits that allow you to set-up a mini-studio and use a green screen to shoot your videos. You can get these “home studio” kits for about \$500. If you go this route, you be absolutely sure that your lighting is just right. Follow the instructions of the kit to make sure it looks good. Also, you will need be sure you have a good video editing software or are using a video editor that knows how to make this look good. We’ll cover this in a bit in video editing.

Cost Savings Tips

How to set-up a Video Studio with Green Screen for under \$50

This really does not belong in the advanced strategies since it is really a very affordable way to set-up a green screen (without having to buy a chromakey kit), but it still does involve extra steps, so I’m keeping it out of the main guide. You can actually create this budget conscious green screen set-up by following these steps:

- a) Go to a fabric store, such as [Jo-Ann Fabric & Craft Stores](#), and buy a florescent green fabric (the color of a green screen). When you find one, make sure it does not have a really bright sheen on the fabric, like some silks have. You just want a standard fabric that is this color. You’ll want to buy the widest one available (At least 60” wide but 72” would be better). Order at least 8’ of the fabric, but it can be longer based on your needs. Depending on the fabric you find, this will cost about \$10.
- b) Go to a local hardware store, such as [The Home Depot](#), and buy halogen work lights, like [these](#). You can get two 500 watt lights and one 250 watt lights Depending on your local store, they tend to run between \$5 and \$15 each.
- c) If your fabric is wrinkled or has creases in it, you will want to iron it. You do not want these in your video because they will not come out properly in the editing.
- d) On the wall where you want your “green screen,” use thumb tacks to attach it too the wall. You will want to position the fabric so it’s at least

8' wide (and again longer is better). Be sure the fabric is pulled tight onto each corner where the thumb tack is placed. Again, this is to avoid wrinkles or creases in the background.

e) Set-up your work lights according the lighting guide in the next section.

...and with that, you have a video studio for under \$50.

- 2) You can also use a simple background of different color shades, such as those used by photographers. These are easier to use since you do not have to worry as much about lighting or the editing in this case.
- 3) Creating solid white backgrounds also create a very professional effect. This can be done with a green screen per above, or simply with a solid white wall or background. In this case, as with the green screen, you will want to make sure that you have ample lighting on the background to make it appear correctly and you (or your video editor) may have to do fine tuning in the editing to make sure it looks right.
- 4) Take the solid white background a step further and use your background as a huge whiteboard and use dry erase markers to draw or write as you teach in your videos. You can order wall paint or vinyl backgrounds that allow you to do this. You can order them from websites such as InfoPaint.com and WallTalkers.com.

End of the Recommended Advanced Strategies Section

Now, let's move on to setting up for the video shoot itself.

2. Video shoot set-up

When it's time for the actual video shoot, there are a few tips to keep in mind:

First, for the "wardrobe." Basically, keep it simple. Dress the way you would when you meet a prospect. If you are in a formal business and meet prospects in formal business attire, then wear that. Otherwise, business casual or casual will do just fine. The person in the video should wear solid colors. Stripes tend to get distorted and can look like wavy lines upon video playback. Also, the person should avoid wearing white. Colors look better in the final video.

Make sure the video background is visually appealing, following the advice from the previous section.

The lighting set-up is critically important for your video to look good. This is what allows you to use less expensive cameras and still have quality looking videos.

There are several lighting set-ups that can be used.

The simplest is this:

- Outside on a cloudy day or in the shade, position the camera so the sun is about a 45 degree angle behind the camera. Therefore, the subject of the video would not be looking directly into the sun, and would be just off to the left or right. You do not want the sun to be behind the subject because the lighting coming from the back would be too strong so it would be difficult to have proper lighting on the subject's face.
- When shooting inside, open window blinds to allow natural light to come in and have another light, such as a stand-up halogen light on the opposite side of the subject, again at 45 degrees.

The above will allow you to shoot most all of the videos you need, but when looking to add additional videos in darker locations, you can follow the following advanced set-up.

Recommended Advanced Strategies For Lighting Videos

Again, this is not advanced, as it's pretty simple to follow and set-up, but since it's an extra step, we'll include it here. The basic set-up for lighting includes a key light, fill light and back light.

Remember how I said earlier that shooting outdoors on cloudy days is quite often perfect lighting for videos. The sun naturally creates a brighter side since it is the source of the light. Clouds act to diffuse the direct sunlight, creating the optimal conditions.

To replicate this natural look indoors, we use a bright light, the key light on one side, to replace the sun. The other side would be nearly dark without using another light, so we use a second light that is not as bright as the key light called the fill light to illuminate the other side and provide the contrast so the camera creates the best image. Finally, we use a back light to create a visual separation from the subject and the background.

For positioning the lights, the key light needs to be located at about 45 degrees on either side (just as the sun was above), and the fill light will be at about 45 degrees on the opposite side. The backlight should be positioned above the subject, again at about

45 degrees and pointed down toward the subject and the camera. Keep in mind that this backlight does not need to be too strong since this would be like having the sun behind the subject and that would be very hard to light as mentioned above.

For an added effect, you can add a mood to the video by changing the lighting. This is mainly accomplished by the position of the key light.

For example, do you recall video previews of horror movies? Or, when people tell ghost stories around a campfire, and the use a flashlight to illuminate their face, where is the light source coming from? It's coming from the bottom because this elicits an unnatural effect that typically brings emotions of fear or distress. You may recall how the light from the flashlight in the preview for *The Blair Witch Project* accomplished this effect quite well.

Lighting that is directly in front of the subject makes the subject look washed out. If there is a circumstance where you want to make the subject look pale or sick, this would be a way to do it.

In addition to this basic lighting, if you are lighting for a background, such as a green screen, you'll want to position the lights to point directly at the screen without allowing them to illuminate the subject.

To accomplish this:

- The green screen will be against the wall.
- The backlight will be against the wall, pointing at the subject (this would be the 250 watt work light if you are following the directions above)
- About 4' in front of the wall on each side you will place a bright light, pointed at the green screen. These should be out far enough so they are not in view of the camera.
- The subject should be at about 5' in front of the green screen.
- The key light and fill light should then be positioned at 45 degree angles in front of the subject, on each side of the camera.

End of the Recommended Advanced Strategies Section

3. Shooting the Video

Now that you are all set-up and ready to go, it's time to shoot your video.

If you are using these videos for online marketing, the camera does not need to be set to the highest quality setting. The highest quality settings can lead to very large file sizes. If you are transferring the raw video files to overseas video editors (as explained below), you want to keep the file sizes smaller.

For example, if you are using the Zi8, the settings are:

- 1080p = Best for viewing on an HD TV
- 720p = Best for viewing on a computer and sharing online (for viewing on YouTube and other online sites)
- WVGA = Best for keeping file sizes small and conserving memory, while still working for online viewing as well.

We typically use the 720p setting. Again, follow the guide for your camera, [like this one for the Zi8](#) on how to easily set your camera to the ideal setting.

The next step in creating the video is coming up with the content.

Some people get hung up by the content and wonder what they are going to say, but you have already answered this. That's why you went through the previous steps.

You've already identified the goals of the campaign and you have come up with the biggest questions that your potential clients ask.

If you are familiar with writing blog posts or providing information in e-newsletters, it would be the same type of information that would be helpful for your prospects to know.

In these, you are just providing good information, and you are not (yet) directly selling your product or service. The first step is simply to build up your credibility so the prospect will begin to know and trust you.

For the videos, many people have "stage fright" or a fear of cameras, and yes, you can avoid being on camera, but it is recommended to have a "spokesperson" for the business. If there is a business owner or partner or someone who can be the "face" of the company, the results are better.

People connect with people, so when people tell their own story, other people relate to it and connect on a deeper level than they would with a company. While I'd highly suggest getting comfortable to have the spokesperson be on camera, you could also use audio along with images to make your videos.

Still, to connect with prospects and get them to trust you, there's no faster way than allowing the viewer to see you, hear what you are saying and feel your emotions than through video. Therefore, the following ideas and steps for video are based on the "in-person" video shoot.

If you still need ideas on what should be in your videos, you can start with these steps:

- 1) Record a video for the home page and/or the squeeze page (which is described below) for your website. This video would often be the first impression a visitor would have of you or your business so it can take one or both of the following approaches:
 - a. For a squeeze page: Squeeze pages offer your bribe. They typically have no links to any other page of the website and there is just one purpose – to get users to enter their contact information to get your bribe. Therefore, your video on this page should be for that purpose. Just give them the most compelling reason to opt-in to get your bribe.
 - b. For the home page: The home page of your site does have links to all of your other pages and provides a general welcome to the visitors. It still could contain an opt-in box with the same video from the squeeze page. Or, it could offer a general introduction video about you and your company. If you go with the later, be sure to keep it relevant to the visitor. The danger here is that you are going to talk about you and the boring history about your company but your visitors don't care. They want to know what's in it for them, so keep it relevant to what they are looking for.
- 2) While not required, it's a nice touch to have a thank you video to thank users for requesting your bribe. Of course, you would not mention that you are calling it a bribe, but this would go something like the following, "Hello, I'm John Doe, and I really want to thank you for requesting our free guide. You can click on the link on this page to download it and I'm sure you will receive real value from it." The video could end right there, or the second part could mention a one time special offer or that you are available to answer questions, so again this depends on your goals. That video could continue with, "Also, while this guide will get you started down the path to your goals, we are offering a training program with the full details. By following the link below, you can access this training program at 50% off it's normal price." So, that's very vague and you should of course add the details about your program and why it's valuable, but you get the idea. If you are in the local service business and your goal is to get phone calls, then the second part of your video may be, "Also, please feel free to ask us if you have any additional questions. We are hear to serve you and when you do call, mention that you saw this video and you will be entitled to a free consultation and 10% off your order." So, again, this is generic and should be customized to

your business, but you can see the power in communication with a prospective client and giving them a reason to do business with you.

- 3) Record videos where you answer the questions that your prospects would likely ask. These can be short clips of about 30 seconds to 2 minutes. Start with a comfortable number of questions to answer. You could start by answering 5 questions if you are comfortable. Or, if you have the answers in mind, since your all set-up, you could film 10, 20 or 30 videos and then just send them out at different times. As mentioned, these are great for being found in search engines and we'll get into the details of that later.
- 4) If you decide to answer these questions, I'd also suggest recording another clip that you can use with the individual clips, called the "end clip" – This is basically, where you say, "If you like this tip, be sure to see our website at [say your website address] for more tips like this one and access to [say your bribe here]."
- 5) If part of your bribe was to deliver a series of videos, you can go ahead and record those. An often used and successful concept is launching a product, service or training program by a series of videos. This involves creating 3 videos where you are providing quality and helpful information (again answering what the prospect would like to know), and then after the three videos where you have been providing quality information, the fourth video includes the specific benefits of your product, service or training and you ask for the order in the video.

4. Simple Video Editing

Decision time again. Another fear people have about using video is that the editing is a complex process and can take a long time.

This is a valid fear and you can go two ways here:

- 1) Take the time to learn how to use video editing software and then each time you shoot a video, take the time to edit the video, or
- 2) Outsource the video editing to qualified professional to take care of it for you.

Since this is a guide for the fastest way to get started in online marketing without any experience, for the beginners, we're going to keep this simple and say, outsource your editing.

While doing your own editing is certainly possible and actually fairly easy using some of the tools today, it doesn't fit into the core strength of most of the people reading this guide, so that's why I suggest outsourcing it.

It again follows the 80/20 rule applied to personal productivity. Focus on the 20% that you can be the best in the world at doing and work with others to do the other 80% of the tasks.

You can see our other resources on outsourcing tips, but here are the basic steps to go through.

1. If you do not already have a video editor, you can check our website since we are working on putting together a video editors marketplace so you can have access to the best talent around the world. Or, you can find your own editor. A great way to get started with outsourcing is using online sites, such as [Elance](#) or [oDesk](#). On these sites, you post a job and contractors from all over the world reply to your posting. I've had the most success with contractors in The Philippines and China. Hourly rates for quality video editing in these areas can range between \$4 and \$15 per hour. Before hiring, be sure to check previous work and references, and if you are using a site like [Elance](#) or [oDesk](#), you can see the reviews from others who have hired these contractors. Also, start with a small task to make sure you all work well together and over time, increase the amount of work.
2. Once you have your video editor and your raw video footage, it's time to upload the footage. You can use any online file sharing program you like. The one we've found to be the easiest is [DropBox](#). It's free for up to 2 GB of storage (that's a lot!). Plus when use the link below, you will receive an extra 250 MB of storage. Here's how:
 - a. Simply, go to [DropBox using this link](#).
 - b. Sign up for an account and set-up your Dropbox folder
 - c. Add your video files to your DropBox folder. Again, their online guide is very easy to follow and takes you through the step by step process to set-up, add and share your videos.
 - d. Share the folder with your video editor, and that's it. Your video editor now has your raw video files and can edit the videos for you.
3. Write what you are looking for in the final video and provide this to your video editor.
4. The editor will then edit the videos for you and send the draft back via DropBox for you to view it.
5. When the final video is ready, the video editor can upload the video for you to sites like YouTube or you can upload it yourself, but we'll get to promotion in the next step.

Step 4 – Creating the Content for the Website and Online Promotion

The next step is creating the content for the website, and yes, you may not even have a website yet, but that's fine. We're covering that in the next section. For now, you need to come up with the content to meet the goals of your online marketing campaign.

Remember those keyword phrases that you came up with before? I said those were going to form the base of your campaign and now they are needed again.

The content for the pages of your website need to relate to these keyword terms so your site will be found online. That's pretty simple, right? ...but it is truly amazing to see many how many companies I have worked with over the years that have not done this correctly and many have not done it at all. Actually, most have not.

They say that they want to be found online, but have not taken the first step to do it, and for the vast majority of those that have, they have not done it right. Literally, it's been said that about 1% of websites online today are optimized correctly, so you can have huge gains by creating content that is optimized correctly. Also, this is not just optimizing content for your own website but also for the content that promotes your website.

Again, you have a choice:

- 1) Create all of the content by writing it yourself, or
- 2) Outsource it to a writer who can write articles for you.

If you are going to write them yourself, or assign them to a writer, the same principles hold true.

Since, you will be creating the content in this stage, I will introduce a bit of the background on how websites are found in search engines. This is important since the content of the pages of the website are part of the puzzle.

For a website to be found online, there are a number of factors that go into the algorithms used by the search engines. While the factors that are not on a website, called "off-page factors" are considered the most important and account for about ¾ of what determines the rankings, those on the website, called "on-page factors" do play a role as well. We'll get into the "off-page factors" later, but for now, the "on-page" factors are the ones relevant to content creation. If 25% of what it takes to be found online is determined by the content, why would you ignore that?

Search engines were designed so when an online user enters a search phrase, it will show the most relevant websites. Therefore, when the search engine robots "look" at a website, they are looking for certain on-page factors. Plus, you need to have all this

right the first time the search engine robots find your site, which is why we are dealing with this at this point.

We'll really get into the details of this in the next step and a great online tool that tells you exactly what you need to do to best optimize your page for the search engines, but here's the most important criteria for on-page optimization, so keep these in mind as you create your content:

1. Articles need to be over 500 words: When I say articles, it refers to written content, so this includes blog posts on your website and articles and reviews on other sites that promote your site.
2. The target keyword phrase needs to be used in the title of the article
3. The target keyword phrase should be in the first line of the articles
4. Through the article, the keyword phrase needs to be repeated in the text, so it accounts for about 3% of the text (this is called keyword density), so in a 500 word article, this would mean the keyword would be listed about 15 times. That sounds like quite a lot, but the items below show how it can be included to look natural
5. The target keyword phrase should be in the heading tags. We'll explain these in the next section about the website, but these are like headlines to a section of an article. An article may have four different sections and about each, it would have a heading describing what the section is about. This is a heading tag.
6. The target keyword phrase should be bolded, underlined and italicized at least once in the article.
7. When the article is added to website, a few more points will be important. The keyword phrase should be in the meta tags and the images should be named with file names with the keyword phrases and alt tags added to the image that also have the keyword phrase. You don't have to worry about these yet. We'll cover that in the later promotion section and share a tool that shows each of these on your article.

Now, that you know what to include in your content, let's talk about the frequency of it.

1. Create a content plan for your website.

The amount of content depends on your goals and how much competition there is for your target keyword phrases.

Warning: The suggested content plan shown below will look daunting at first, but I'll explain how easy this is to make happen.

Here is a sample plan showing how often to submit content to promote your website.

Content Plan

1. Articles: 1 – 10 per week (typically 3 per week is good in most cases)
2. Videos: 1 – 4 per week
 - a. Reality video = live shot video for video blog post (1 per week or every other week)
 - b. Animoto style video for SEO purposes only (1 to 3 per week)
3. Press Releases: 1 – 4 per month
4. Blog Posts: 1 – 3 per week
5. Blog Comments: 50 per week
6. Forum posts: 25 posts per week (ideally at least 5 posts in 5 forums)
7. Social Media Posts
 - a. Twitter: 3 – 5 per day
 - b. LinkedIn: 1 – 2 per day
 - c. Facebook: 1 – 2 per day

Here's how each of these can work together to make this process easier:

Remember in the introduction why video blogs are great. We'll let's look at this example to see why.

Per the video suggestions in the previous section, let's say you recorded the answers to the 10 questions that your prospects ask most frequently. You can follow the steps below:

1. Use the video as a base for your video blog post. You can provide a summary of the video to start the blog post. Then, you will embed your video in your blog post (we'll show you how easy this is in the next section), and then you could provide a transcript of the video below the post.
2. You, or your writer, can "spin" that article into several more. "Spinning" an article is the process of taking the content of an article and re-writing it so it will appear as an original. This can be done manually by the writer, or by using automated tools, such as Best Spinner.
3. Then, you, or your outsourced team member submits this content to social bookmarking and social media sites. We'll show you exactly how this is done in the later promotion section.

By following the above, from those 10 quick videos, you can create 10 blog posts and then 20 more articles and have new content to submit to social media sites. It can actually be a fun process to start sharing the content that you are most interested in and as you do, you will increase your fan base and sales.

Again, this will all come together when we share how all this is set-up and promoted in the later sections, but for now, you have your content plan so you can get started creating it. Then, you will be ready for the launch of your online marketing campaign.

Let's continue on and discuss the best ways to set-up your online marketing presence.

The Map to Online Marketing Success:

Module III: Create the Online Sales System



Phase III – Set-up Your Online Sales System

With your research and content plan set, we can finally move on to setting-up your online sales system.

Step 1 – Create or Enhance your Website

Your website is the hub of all of your online activity. Let's define what that needs to be for you. For years, businesses used the internet and their website to basically have an online brochure. These early websites just had information like a printed brochure would have and they missed the boat on what a website should be.

If you are still in the mindset that this is what you need for a business website, you need to change your mindset. There are numerous uses for websites that go far beyond static brochures. For the purposes of this guide, we will stick to lead generation, capture and follow-up since you are reading this so you or your company can earn more online.

You need to look at your website as a virtual ATM that will print money for you by attracting new prospects, engaging them, capturing their contact interest and contact information and starting the follow-up process that will lead to a sale.

For starters, let's look at the platform itself.

We're keeping things simple in this guide, and the simplest way to set-up a great looking website for free (or close to it) with all the fancy tricks and tools we'll be talking about is by using Wordpress (Wordpress.org to be exact).

When people are getting started, they'll debate which blogging platform to start. To me, as you can see in the above, there is no debate.

Wordpress automates so much of what's needed for setting blogs and optimizing them for search engines.

My company has done a number of custom web-projects for companies. Some have involved updating the existing site and others have involved creating a new presence entirely. I'm always amazed by how much extra time, extra work, extra steps and thus extra money goes into updating the traditional websites and adding all the features that Wordpress does automatically. Plus, the Wordpress admin system is so easy to use, anyone can update it.

...and the best part, Wordpress is free (well almost). It is free, but you do have to pay for hosting and while not required, you will likely want to buy a few plugins to make your life easier, and there are fees for some of those.

Also, an important distinction here. Whenever I say Wordpress above and below, I am talking about Wordpress.org. Wordpress.org and Wordpress.com are NOT the same! Some people say they want to use Wordpress.com because Wordpress.com takes care of hosting, but this is not worth the savings. You need Wordpress.org.

Wordpress.com is set-up primarily for personal bloggers. It lacks the ability to install many of the plugins that you need to use to make your site work. You can not use it to make money from you site by placing ads on it or using affiliate links. They also will show Google text ads on your site so they make money from it to cover the hosting cost. You must choose from the list of themes that they have available and you cannot customize the look of the themes directly.

...so you need Wordpress.org so you can do all of that, and all you have to do to get it is pay the hosting. Hosting can run from about \$7 to \$10 per month and that's plenty to cover most business blogs. As the blog gains in popularity and the amount of traffic increases, you may need to look into larger packages to support the volume of users, but by this time you will making a good bit of money from your site, so it will not be an issue.

Some bloggers want to avoid the fees so use a free blog service, but there are dangers in this. Since you do not own the content and the site you are using does, they can take it away. There have been too many stories of blogs that disappeared, were suspended or banned, often without warning when they were hosted on free platforms. In addition, to rank higher in search engines, you will want your primary "money making site" to be your own domain and not a subdomain, like many of the free blogs give you. Later in the guide, we will get into the benefits of using these free blogs to send quality links back to your main site. For now, we're focusing on your main site and you need to control this content yourself.

If you aren't willing to invest the \$7 to \$10 per month in your business, then you shouldn't be reading this guide and probably should not be in business either. So, next step is to find your host.

Find your host

When getting started, finding an affordable host that offers simple set-up of applications is key.

There are a number of choices to host your website. There are three main players in this self-hosting of blog-style websites that provide all the automation to make it very easy to get set-up quickly. When selecting which account, be sure to select Linux hosting (not Windows hosting if you are given the choice).

I'd suggest going with [HostGator](#) if you need a reliable host for an affordable price with great support. You can see the criteria on each type below so you can choose the one that best fits your need.

Host	# Domains	Disk Space	Bandwidth	Price / Mo
HostGator	1	Unlimited	Unlimited	\$4.95
HostGator	Unlimited	Unlimited	Unlimited	\$7.95
Blue Host	Unlimited	Unlimited	Unlimited	\$6.99
GoDaddy	1	10 GB	300 GB	\$4.99
GoDaddy	Unlimited	150 GB	1500 GB	\$6.99
GoDaddy	Unlimited	Unlimited	Unlimited	\$14.99

[HostGator](#) is a leading provider of web hosting. With a full in-house support team of over 150 industry veterans, customers are not required to sign up for any contract longer than month to month service and there are no setup fees on the plans. [Click here for Unlimited Domain Hosting with HostGator for only \\$7.95 a Month](#)

[Blue Host](#) was recently awarded best new hosting company and best customer support by some of the leading hosting review companies. Unlimited domains can be hosted for no extra charge on 1 account. [Click here for a free Domain with a \\$6.95 Hosting Package from Blue Host.](#)

[GoDaddy](#) hosting is secure and fairly reliable with very good customer support. [Click here to compare the GoDaddy.com Hosting Plans.](#) GoDaddy continues to be a leader in domain registration, but their hosting has had some issues. Due to its popularity for domain registration, they do a great deal of hosting as well, but the other two above focus more on hosting and provide better deals.

Set-up your website

Once you have selected your host, you can follow their tutorials for adding a WordPress blog. The process is very simple. It's an automated process on each of these.

...but as mentioned before in this guide, this is a beginner's guide and if you do not want to worry about setting up your own website, then outsource it. Using the sites like [Elance](#) or [oDesk](#), you should be able to find someone to set-up your site for you for less than \$50. For this amount, I'm just talking about set-up here, not adding any content or modifying the theme, etc.

After setting up the hosting account, install WordPress based on the following:

If you are using GoDaddy, since you already have a domain here, you can see the steps here <http://help.godaddy.com/article/834>.

If you have registered your domain on GoDaddy, are hosting are using BlueHost or HostGator, it's simple to connect the domain on GoDaddy to your hosting account. Simply, Login into My Account in GoDaddy and under Domain, choose My Domains. When you select your domain, choose Nameservers and change them to the new Nameservers that were e-mailed to you when you signed up with your host.

Now that your domain name and host are set-up, you install the blog.

For Hostgator, click on this link <http://www.hostgator.com/tutorials.shtml> and select the most up to date version of WordPress for installation

For BlueHost, see <http://tutorials.bluehost.com/wordpress/>

...and that is it! Congratulations. You now own a piece of "property" on the Internet.

Check out your new site

If you go to your web address, such as www.YourName.com you will see the WordPress blog that you just set-up.

You can login to the administration area to make changes by going to www.YourName.com/wp-admin

Then enter your username and password that you selected when you installed WordPress.

Once logged in, it will take you to the dashboard. This dashboard is one of the simplest to use. You can see on the left side, click on Posts allows you to create new posts. Clicking on Pages allows you to create pages on your website.

Creating a quality look

Now it's time to make the site look great! The first step is to find a theme that works for you. WordPress themes are like templates that you apply to a website – simply to make your site look good.

We use a variety of themes. Some free themes and some with a modest fee.

If you are looking for a great look with the least amount of work, paying a modest fee for a great looking theme is the way to go.

Here's a great place to find these themes:

[WooThemes – Premium WordPress Templates](#). I've been using WooThemes for many of our recent sites and love them!

[PageLines – Premium WordPress Themes](#)

If you want to search for free themes, you can search [here](#).

You can find some good free ones, but be warned that there is often no support and they may need customization to make it look exactly how you want it. That's why we typically like getting a premium theme so we have a great look from the start.

Custom Header and Opt-in box

You will likely also want to enhance the look of your website with a custom header and opt-in box. The header is the graphic at the top that includes the company logo, a few images and the company tagline. The opt-in box is the box where the user enters their contact info so they can get access to your bribe. You can use the standard versions of these and that's perfectly acceptable, but the enhanced look will improve the look of your website and therefore should increase your opt-ins, conversions and sales, so any investment should be well worth it.

Again, since this guide is for basic set-up, let's keep this simple. Unless you're already a graphic design pro and know how to make these and add them to your website, outsource this using the resources mentioned below.

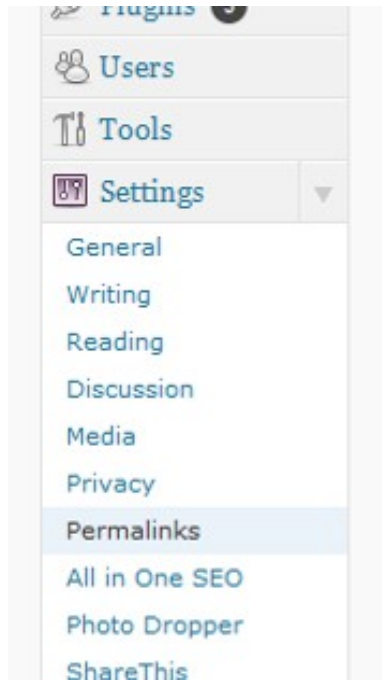
Additional Essential Wordpress Set-up Tips

Once you add your themes, here are few tips to setting it up to get the most out of it.

On the panel on the left hand side, choose Settings then click on the General tab. Add a description for your site.

Again, under Setting, click on Discussion. Make sure the boxes checked are as you want them. Some want to change these settings so anyone can comment on the blog without delay.

This one is very important. Still under Settings, click on Permalinks.



Then, click the radio button next to Custom Structure and type in `/%postname%/` in the box.

A screenshot of the 'Permalink Settings' page in WordPress. The page title is 'Permalink Settings' with a wrench and screwdriver icon. Below the title is a paragraph explaining that WordPress uses web URLs with question marks and numbers by default, and that permalinks can improve aesthetics and usability. Under the heading 'Common settings', there are five radio button options: 'Default', 'Day and name', 'Month and name', 'Numeric', and 'Custom Structure'. The 'Custom Structure' option is selected. To the right of each option is a text box showing the corresponding URL structure. For 'Custom Structure', the text box contains `/%postname%/`, and a red arrow points to this text box from the right.

This allows your pages to have your keyword phrase in it, which is very important for search engine optimization. Really, this one is critical and do it at the beginning. You want your pages and posts to have this naming structure from the start. Otherwise when you change it later, your old links will often not work. Therefore, you want to be sure to make this change so the title of your post will be in the website address.

For example, if I write a post called “Live The Life You Have Always Imagined”

if I do not change this setting, the address will show up as www.PathInsight.com/?p=123

...but when I change it, the address will be:

www.PathInsight.com/live-the-life-you-have-always-imagined

This will be very important for your search engine ranking. As mentioned before, when writing your posts, the title should include the keyword phrase. This change then allows your url to contain that keyword phrase.

If your target keyword phrase was “fencing workout program” and that was not already your site address, you could create a post with that title, so the address would be www.YourName.com/fencing-workout-program

Plugins

You will hear a lot about WordPress Plugins. They are great because they allow you to add almost anything to your site with no need for coding knowledge.

Simply click on Plugins on the left side.

You will want to activate Akismet. It is already installed and stops spam.

Also, it is highly suggested for you to click *add new* and type in All in One SEO Pack. This plugin is free and it allows you to add search engine friendly title, description and keywords to the pages and posts.

Another great plugin is “Sexy Bookmarks.” This puts share icons down on the bottom of your posts. The default says “Sharing is Sexy.” This may not be appropriate for your site so you can change it to a variety of other phrases. You may have seen one of those on my blog:



The above plugins are free and you can find additional create free plugins by searching based on your needs.

If you want to optimize your blog for search engines, the [SEOPressor](#) paid plugin is well worth the investment. You can [download it here](#). It's a huge help in showing you exactly what you need to do to optimize your page for search engines. Truly, you'll be amazed. As you add each component needed to optimize your page, you'll see the progress showing how well your page is optimized for your keyword.

Set-up to Add Subscribers

It is very important to your long-term success to have people interested in your topic subscribe and join your automated e-mail or text message list.

They are important so you can continue to add value to your subscribers and keep them posted on the latest news that would be helpful to them. Over time, as your list grows, you can announce new product releases and receive affiliate commissions for announcing the release. This is how people have made hundreds of thousands of dollars by sending one e-mail message to their e-mail list of subscribers.

We will cover how to build a list later, but for now, we'll go through the steps of signing up for a RSS feed and an automated follow-up system.

Creating an RSS feed

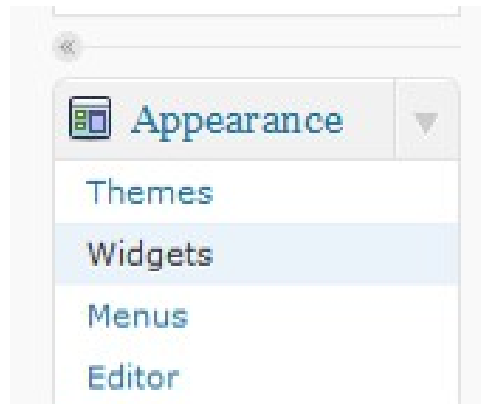
With RSS, you can simply sign-up for the feed and receive notification when the site is updated. Then when the site is updated you will receive a notification either to your favorite news reader or your e-mail based on which method you select.

If you'd like a video explaining what and RSS feed is and how they work, [click here](#)

We suggest setting up the RSS feed on your site. Most WordPress themes will have the space for this built in and you simply need to activate it.

To set-up your RSS feed, we suggest [Google Feedburner](#). It's free and is a great service.

Once you sign up for Feedburner account, you can add it to your website. The actual set-up varies based on your Wordpress theme, but most often, you simply go to the WordPress site admin dashboard. Then under the 'Appearance' tab in the left sidebar, click on 'Widgets'.



Widgets are simply the “boxes” that you can add to your sidebar.

You can then drag the RSS widget into the area where you want to place it on your site. Finally, copy and past the code from Feedburner into the box and you have it all set-up.

Again, many themes, especially paid themes, automate the process of adding RSS feeds so check the details for the particular theme you are using.

Then, when you update your blog, your subscribers will receive an RSS message or an e-mail (depending on which option they selected) letting them know your blog has been updated.

Creating an Automatic Follow-up Campaign

As mentioned before, websites should not just be static brochures, but should be lead generation tools. You can’t get a new lead without capturing the information first.

You do this so you can follow-up with a site visitor. People like to do business with people they trust.

Most people do not buy the first time they visit a website or hear about a company. It typically takes about five to six contacts before a customer makes a decision to buy from you.

Establishing a relationship and earning the trust of your customers is key, and this is accomplished by providing the bribe we talked about before and helpful follow-up after the initial contact.

Share what you know. The more you give, the more people will trust you and be more likely to buy.

After they opt-in and receive your content, potential customers will take notice of the helpful information that you send.

There are a variety of ways to capture a lead. The most popular is using the opt-in box that we discussed in an earlier phase. Another tactic, that is especially effective for speakers, is lead capture via text messaging. When the speaker is speaking from the stage, they can ask the audience to text to a number and that person will be automatically added to the automated follow-up system.

For example, one of our clients is a college planner. We set-up a new Facebook Page and landing page for them with an automated lead capture (so prospects could request more information by sending a text message or e-mail) and a follow-up system to deliver the content via e-mail, text or voice mail messages. We used [MonsterFollowUp](#) to set-up this campaign for them.

In preparation to launch their business, they went to a speaking event and asked those interested in learning more to send a text message right then when they were most engaged. The system we set up for them followed up to obtain their e-mail address and sent them the documents they requested.

The company added 30 new leads to their automated text and email follow-up system before they had even launched their complete website!

Another helpful tip in setting up your website, especially as it relates to leads is planning which type of page the user will land on. There are three types of pages on a website: 1) A general information-filled page, 2) a squeeze page, and 3) an sales page.

A General Information-Filled Page

Typically, clicks from social media pages should lead to good quality advice (like that of a blog) and the point of this page is to provide good content and advice. It allows the prospect to get to know and trust you. You can also have an opt-in box in a sidebar on the page. This type of set-up works well for social media posts and for blog posts found in search engine results because those mediums attract people looking for quality information. They are not looking to be sold when they are looking for information.

A Squeeze Page

A squeeze page is a page on your site that has one goal: Get the visitor to opt-in to your offer. There are no other links on the page, such as blog posts with helpful information that would distract the user from opting-in. The idea is that they either opt-in to your list or they leave the page.

In social media, you can occasionally use these pages. If you do, be sure to mix it with the general information pages containing quality content that can be accessed without having to opt-in. These squeeze pages are more appropriate for paid online ads. When using ads, direct people to these pages to capture their information.

The point of a squeeze page is to “control” the traffic. Once you “control” the traffic, you can dictate when they hear from you. Rather than having to rely on the users finding you in social media, you can send them follow-up messages to the contact information that they provide to you.

A Sales Page

Once you “control” the traffic and have sent quality information and earned their trust, it is appropriate to send them to a sales page. The sales page will be the “sales pitch” or offer to get them to buy the product or service that you are offering. If a first time visitor (from social media or an ad) was directed to this page, they are not likely to buy since they do not yet trust you. On the other hand, those who have grown to trust you will be more likely to buy when directed to this page.

This should help explain the philosophy behind capturing leads, but there’s still more involved in the follow-up, so let’s continue into lead follow-up...

Lead Follow Up

Once you capture a lead, it is critical to follow-up with them.

You’ve likely heard that most people do not follow up more than one or two times, but 80% of all sales happen on or after the fifth contact!

It is important to follow-up your leads and it's nice to have an online sales system that can automate that for you. Automated follow-up is great and a huge time saver. Automated messages can work as the sole method of follow up for some products or services, but the majority require personal follow-up as well. After the lead is in the system, follow up with them personally – either by phone or an in person visit and provide consultative selling, so you can really provide a solution to their problem.

If it is appropriate for your industry, text messaging has become a very popular advertising option. You can send automated texts to your prospects informing them about your specials. For retail businesses, if you notice an especially slow day, you can send out a text with a discount for the rest of the day and get a huge bump in sales.

Others have also started to use voice messaging follow-up that invoices voice mail messages being delivered straight to voicemail boxes without having the phone ring. This allows you leave what sounds like a very personal message to everyone that signed up for your list.

There are many tools that help you automate this follow-up process. You can see our [extensive blog post](#) that highlights five of the top automated follow-up systems and compares features and pricing.

Here's the short version:

- If you want to integrate your CRM (Customer Relationship Management) and have \$199 per month in your budget, look at [Infusionsoft](#). If you are just starting out, unless you plan to grow quickly, you do not need to pay this yet. See other options below.
- If you want to include text message lead capture like the above example and/or text message and voicemail follow-up along with your e-mail follow-up, then explore: [MonsterFollowUp](#). If not, see below.
- If you want to include a shopping cart with an autoresponder, then see [1ShoppingCart.com](#). If not, see below.
- [Aweber](#) is one of the most popular automated email systems among internet marketing professionals. Since it has been around for quite some time, Aweber integrates with most other online marketing tools such as membership sites and shopping carts. I use Aweber for many of my lists. It's \$1 for your first month, and then starts at \$19 for the following months.

[Aweber](#) has great instructions to lead you through the process of setting up your list and how to add it to your site.

A great feature of these automated tools is that they notify you when someone opts in to your list. There is still nothing better than personal connection, so taking advantage of technology to be notified when people opt-in and then following up with a phone call to offer personalized solutions bring about the best results.

As mentioned, enticing users to sign-up by providing something of value is the best way to go. This is where we tie in the bribe from the earlier phase. Send the prospect the bribe and follow up by using automated e-mails to continue to provide helpful tips to the prospect.

Track your Visitors

You will find out that success online comes from analyzing your traffic and testing to see what works best.

The best way to track visitors is [Google Analytics](#). It's free so go set up your account to start tracking all the visitors that come to your site and how they got there.

If you want more, use [Crazy Egg](#).

This site allows you to take your analytics a step further by building heat maps and deeper tracking of clicks. Plans start at \$9 per month.

...so is that enough on the website? Let's move on to the places online that are already popular, so you can add your content to them to start benefitting immediately!

Step 2 – Create or Enhance Your Video Channel(s)

From the introduction to this guide, you know that video is the fastest way to increase your sales, and YouTube is the #1 video site, so you need to make sure you are properly optimized for YouTube.

As mentioned before, since YouTube is already the second largest search engine in the world and its results show up in Google's results, you could say it is the #1 search engine in the world.

Also, now that you have all those great videos from phase 2, you need a place to put them, right?

Plus, the biggest reason is that YouTube is already incredibly popular and chances are your own website is not, so you need to leverage the popularity of YouTube to get yourself and/or your site popular.

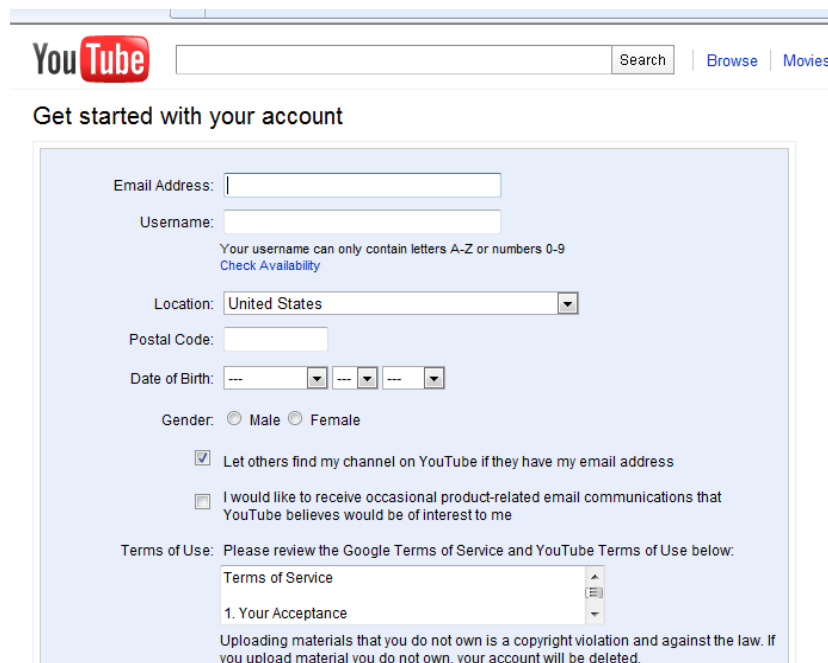
It is much easier to get a brand new YouTube video ranked for your target keyword than it is to get your brand new blog ranked for that keyword term. Therefore, the idea is to attract and engage the prospect with your YouTube video and use that video to entice them to your website's lead capture page. Then, it's on that lead capture page that you give them your bribe and start the automated follow-up to convert them into a sale. See how all this is starting to come together?

Well, then, let's get going setting up your YouTube Channel. Here are the steps:

1. Go to YouTube.com and complete the form to create your account.
 - a. For e-mail address, I'd suggest you use a shared Gmail address that multiple people could access (either those within your company and/or the outsourced team members that you decided to use). If you have not created a Gmail address such as this for your business, I recommend it. This will be important because most likely you will be using other people to upload and/or optimize your videos. Plus, YouTube links each account to an e-mail address, so it might as well be a shared one for your business, rather than a personal address that you will need to share.
 - b. For the username, this is very important. This will be the name of your channel and the name is important for search engine optimization.

Remember earlier when you came up with your primary target keyword phrase? In most all cases, this should be the name of your YouTube channel. For example, one of our projects was targeting various keyword phrases related to 5k training. Therefore, in this username box, we checked the availability of 5kTraining and it was able, so that is our username. The channel name appears in the url of the channel, so using our 5k Training example, the url of our channel is <http://www.youtube.com/user/5kTraining>

- c. Complete the rest of the account creation form and accept the terms of use.



The screenshot shows the YouTube account creation interface. At the top is the YouTube logo and a search bar. Below the logo is a section titled "Get started with your account". The form contains the following fields and options:

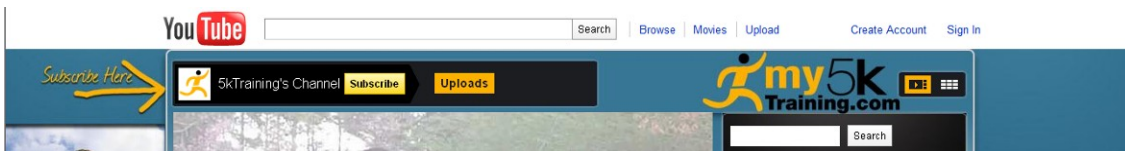
- Email Address: [Text input field]
- Username: [Text input field] with a note: "Your username can only contain letters A-Z or numbers 0-9" and a link "Check Availability".
- Location: [Dropdown menu showing "United States"]
- Postal Code: [Text input field]
- Date of Birth: [Three dropdown menus for day, month, and year]
- Gender: [Radio buttons for "Male" and "Female"]
- ☒ Let others find my channel on YouTube if they have my email address
- ☐ I would like to receive occasional product-related email communications that YouTube believes would be of interest to me
- Terms of Use: Please review the Google Terms of Service and YouTube Terms of Use below.
 - Terms of Service [Dropdown menu showing "1. Your Acceptance"]
- At the bottom, a warning: "Uploading materials that you do not own is a copyright violation and against the law. If you upload material you do not own, your account will be deleted."

2. Be sure to complete your Profile
 - a. Enter your website, with the http:// so it will be a clickable link
 - b. Add a description about your channel that includes your target keyword phrases. This will add additional keyword rich terms so your channel will be more likely to found in search engines. It will also keep it entertaining and informative so those who visit will want to come back for more information later and be more likely to click through to your website.
 - c. Complete any other fields in the profile that are relevant
3. Create a Professional Background

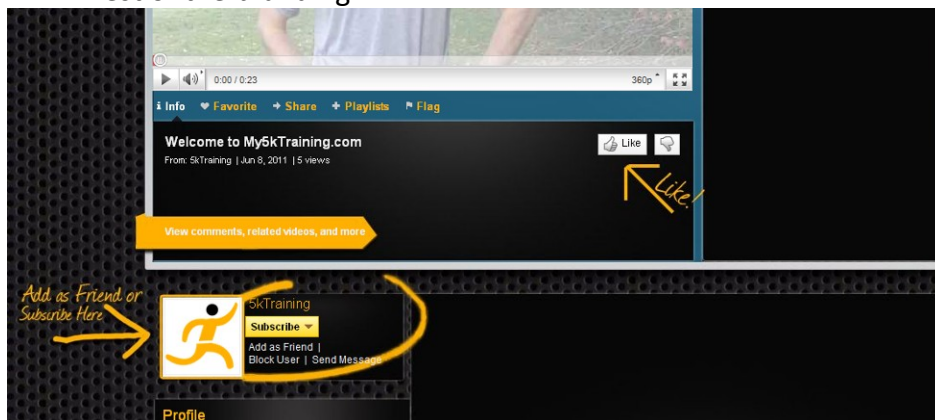
While this is not required, it sure does make your YouTube Channel look better. Most YouTube channels have plain backgrounds, but these can be enhanced.

For example, continuing with the 5kTraining channel, you can see how ours looks at <http://www.youtube.com/user/5kTraining>. Here's a few key features:

- a. The branding is consistent. The background color matches the website, the eBooks, the Facebook page, etc.
- b. The top left corner includes a font that looks like handwriting encouraging the user to subscribe.
- c. The profile image was changed to be consistent with the favicon on the website. (A favicon is very small 16x16 pixel image that you see next to the URL in the address bar on a website).
- d. The top right included the logo, again to keep branding consistent.



- e. Down below the video, there is a "Like" arrow pointing to the Like button
- f. The Add a Friend and Subscribe section is again brought to the attention of the user. This time it's circled and the arrow with the handwriting font encourages the user to add as a friend or subscribe
- g. The rest of the background, images and wording are consistent with the rest of the branding.



Of course, you do not have to follow this exactly, but it gives you an idea on how to go about setting it up.

Oh, and again, if you're not a graphic designer, outsource this. You can get this created and installed for you for less than \$50.

The image created is saved as a .jpg file. Then, to add your custom background, you can follow these steps:

- Login to your YouTube account
- Click the "Themes and Colors" tab

- Click the “Show Advanced Options” link
- Click the “Browse” button to find the .jpg file
- Select the file and upload it.
- Change the transparency settings to 100%
- Click save

That should get you set-up with YouTube, but there is MUCH more to come in the promotion section, we are certainly not finished with YouTube yet.

While YouTube is the largest and most important video site, it is certainly not the only one. Since videos are found faster by search engines, it’s beneficial to have your videos on multiple video sites. Plus, as we’ll cover in the next section, the more links that come back to your website from other popular websites, the better your own website will rank in the search engines. Therefore, adding your videos to additional video sites can be a smart move.

Again, this step is not required, but if you are serious about getting your videos seen in as many places as possible and having your own site increase in rankings from these videos, you should consider setting up an account on additional video sites.

Beyond YouTube, here are the main ones we use:

1. Blip.tv
2. BoFunk.com
3. DailyMotion
4. eCorpTv.com
5. Esnips.com
6. iviewtube.com
7. Kewego.com
8. MegaVideo.com
9. Myspace Videos
10. Photobucket.com
11. Veoh.com
12. Viddler.com
13. Vimeo.com

You may be thinking it is going to be time consuming to distribute videos to all of these sites, but we’ll provide the solution to that in the promotion section of this guide.

For now, let’s stick with set-up and move on to the largest player in the social networking world, Facebook.

Step 3 – Create or Enhance Your Facebook Page

You know Facebook is incredibly popular, across all demographics and continues to grow at a very fast pace. The social network allows people to connect on a personal level and all businesses to grow their brand.

A Facebook fan page is one of the best ways for businesses to attract new prospects, connect and engage with them so they will become new customers and establish loyalty for repeat business.

It still amazes me that so many businesses are not on Facebook. I don't know why people would not take advantage of such a powerful free marketing platform, but that's better for you because you can get ahead of your competition.

...so if you not already, it's time to set-up your fan page. The steps are below, but first I'll answer a few questions that I'm often asked and these are very important distinctions to make.

Why should I create another page? Can't I just promote my business from my personal profile?

No. Your personal profile is for you as a person and not your organization. It's actually against Facebook terms and conditions to promote your business on your personal profile page.

Plus, the fan page gives you so many more options. With the personal page, you are limited to 5,000 fans versus a fan page with no limit. In addition, fan pages allow you to install applications so your Facebook page can function like a website. This allows you to run contests and sweepstakes and users are able to opt-in to your e-mail list and buy products. Also, Pages are allowed to have multiple Page admins, which means you can have multiple "administrators" of your Page, so as you grow, you can have additional people, other than yourself, manage your Page.

If you have already set-up a personal profile for your business, Facebook created a tool so you can migrate your personal profile to a business page. You can access the Facebook migration tool here:

<https://www.facebook.com/pages/create.php?migrate>

Can I just create a group on Facebook for my business?

Forming a group on Facebook is great in certain situations, but it is not what you need to promote your business as a page.

Groups are intended to be a place for small group communication where people can share their common interest, discuss topics and express opinions. Groups can be public or private. As with profiles, they are also limited in what you can do.

Pages, on the other hand, were designed to be the official profiles for entities, such as celebrities, brands or businesses.

For example, I am a fan of the official page for peak performance coach “Anthony Robbins,” which has nearly 300,000 fans. When I attended one of his recent events in Fort Lauderdale, I started a group, “Tony Robbins' Unleash the Power Within (UPW) Ft. Lauderdale 2011,” for those I met at the event to share our experience, help each other stay on track and answer questions as we all went through the post-event challenge together. This is a small group of about 100 people and has been an outstanding group of people helping each other.

This should allow you to see where there is benefit for a group, but if you are a brand or business, you see that you need to have a public page available to all people to grow your brand or business. Therefore, let's move on to setting up the page.

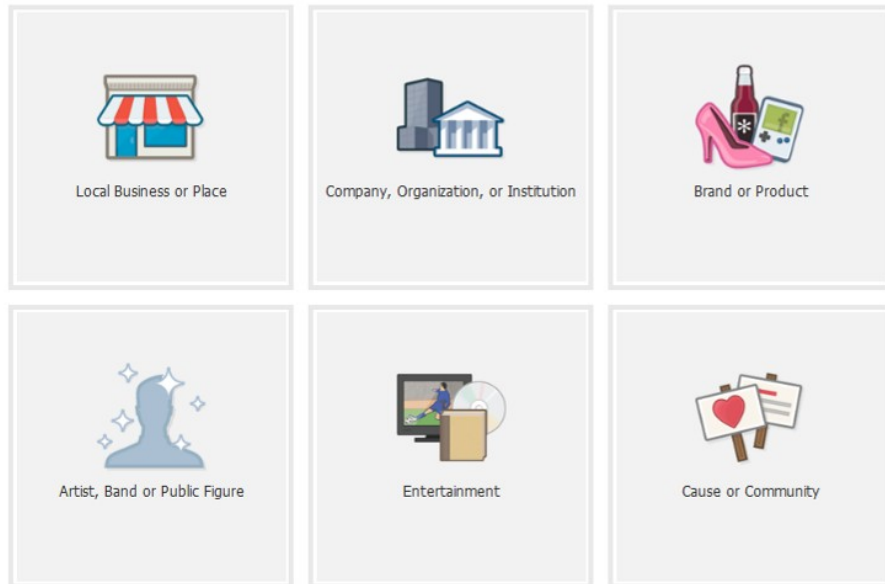
1. Create a Page

You likely already have a personal Facebook profile, but if you do not, go to Facebook.com and sign-up for one. Once you are logged into Facebook, go to this link to Create a Page. <http://www.facebook.com/pages/create.php>

If you want to learn more about pages, see Facebook's guide to Facebook Pages at this link. <http://www.facebook.com/pages/learn.php>

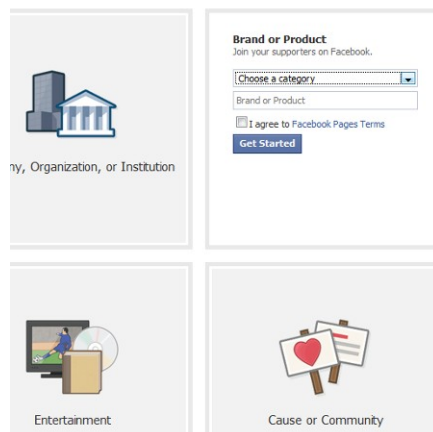
Once going to “Create a Page,” you first need to choose what you are creating a page for:

 **Create a Page**
Connect with your fans on Facebook.

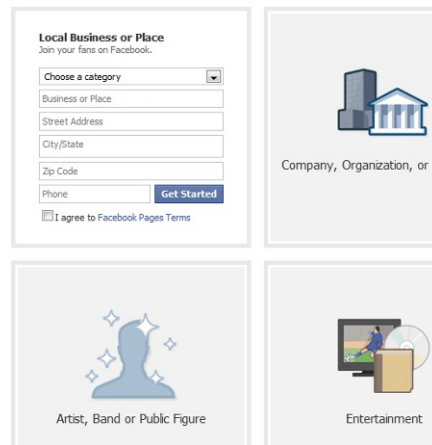


Note on choosing your type: Just choose the one that most applies to you, and be aware, you will not be able to change this later. Also, in May 2011, Facebook gave people the ability to tag certain Pages in their photos. For now, this only applies to the pages for “Brand or Product” or “Artist, Band or Public Figure.” Facebook says they are looking to expand this feature to other categories over time, but for now, if you are interested in having your fans tag you, choose one of these areas.

When you click on the area that most applies to you, a dropdown box will appear so you can choose the most appropriate category, type in the name of your organization or brand, and agree to the terms. The name of the Page should be exactly the same as the name of the business, organization, product, brand, or individual it represents.

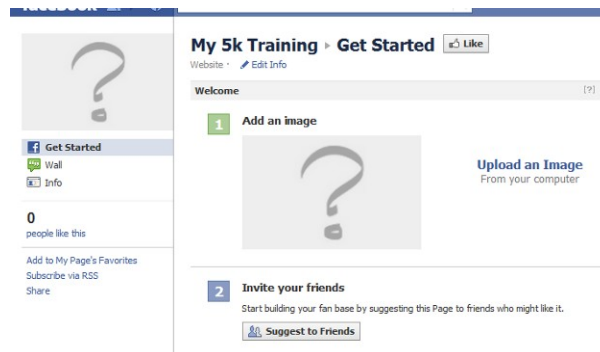


If you are a local business, be absolutely sure to type in your name, address and phone number exactly as it appears in your official name, as you have it registered with the U.S. Postal Service.



The image shows the Facebook 'Local Business or Place' creation form. It includes a dropdown menu for 'Choose a category', input fields for 'Business or Place', 'Street Address', 'City/State', 'Zip Code', and 'Phone'. A 'Get Started' button is at the bottom right of the form. To the right of the form is a large icon of a building with columns, labeled 'Company, Organization, or Institution'. Below the form are two more icons: a person silhouette labeled 'Artist, Band or Public Figure' and a person at a computer labeled 'Entertainment'.

After clicking, “Get Started,” you have created your page and Facebook will take you to the page, so you can start editing your information.



The image shows the Facebook page for 'My 5k Training'. The page has a header with the name 'My 5k Training' and a 'Get Started' button. Below the header is a 'Welcome' message. The main content area has two steps: '1 Add an image' and '2 Invite your friends'. The 'Add an image' step shows a large question mark icon and a button 'Upload an Image From your computer'. The 'Invite your friends' step shows a button 'Suggest to Friends'.

From this page, you will want to:

- Add an image. This is your profile picture for your page. You can use any image, but for a page that you are promoting, it's best to create an image (or have your graphic designer) that portrays the image of your brand. You may have to include the company logo at the top, the slogan under that, a picture or two to bring “life” to the page and your main website address below. You certainly do not have to follow this exactly. Just do what makes sense for your brand and your market.
- When you upload your image, be sure to “edit thumbnail” so it shows the main part you would want the users to see. For example, a taller image (that may have the logo at the top) will default to show the center of the image.

Therefore, you would likely want to adjust the thumbnail so it shows your logo. The thumbnail is what users will see whenever you post on behalf of your page.

- You will also want to add information to your page. You can click “Edit Info” to do so. The more information you add about what you do and when and how your customers can buy your products, the more successful you will be.

2. Enhance a Page

While the above is a great start and often done for free, you could start posting and inviting friends, but I’d suggest you enhance your page first with the features that really make Facebook Pages great. You can enhance the page on your own, but again, this guide was written as a getting started guide, I’d suggest you outsource this unless you are familiar with website coding, iframes and creating custom pages in Facebook. To enhance the page, here’s what you need to do.

- You want to create a custom “landing” page for your Facebook page. This is a page where users will first be directed when they come to your page. Otherwise, the default is for them to go directly to the wall. Often the wall is not engaging. You may have people posting things on your page that are not relevant or not what you would want your visitor to see first. Instead, you can create a custom landing page to show them exactly what you want them to see. If you are looking to build your e-mail list, have your landing page include the opt-in for the bribe that we talked about earlier.

Here's an example of one we created for a local business providing blinds, shutters and home décor:

The image shows a Facebook page for "Bebe Blinds, Shutters & Home Decor". The page header includes the Facebook logo and a search bar. The main content area features a large banner with the following text:

Bebe Blinds, Shutters & Home Decor
Local Business · Alpharetta, GA

We at Bebe Blinds, Shutters and Home Decor are committed to your complete satisfaction!

Bebe Blinds, Shutters and Home Decor

Receive 10% Off
...and a **FREE** Consultation!

Plus, receive designer tips and additional discounts. Fields with a * are required. Others are optional.

* Name:
*E-mail:
Phone:
How Can We Help You?

GET INSTANT TIPS AND DISCOUNTS!

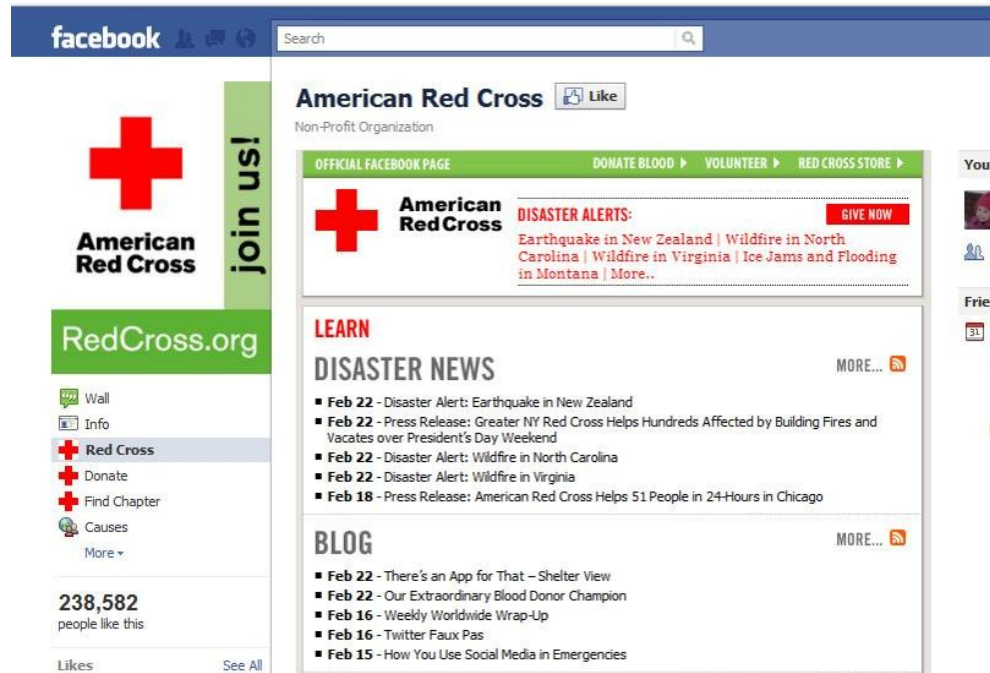
A red arrow points to the coupon code field in the form.

On the left side of the page, there is a sidebar with the following links:

- Wall
- Info
- Photos
- Discussions
- Welcome

At the bottom of the sidebar, there is a link to "CALL US NOW FOR FREE CONSULTATION 770-714-4588" and the website "www.beboblinds.com".

If you are an organization that communicates information, such as the American Red Cross, you may want to have the customized page have the information readily available as links at the top of this page.



The set-up depends on your business goals, but creating this page is a very important part of creating an engaging environment for your fans.

When you go this route and want this to be the landing page for your site, you need to change the default settings for your page per the steps and screenshot below.

By default, a new user will go to your wall. To change this, when you are logged in as admin for your page:

1. Click on the “Edit Page” button.
2. From the menu on the left side, select “Manage Permissions”
3. Then, next to “Default Landing Tab,” click on the arrow to show the dropdown box and select the name of your landing page (in the case of the below example, the landing page was called “Welcome”). Then, click “Save Changes.”

The screenshot displays the Facebook 'Manage Permissions' interface. On the left, a sidebar lists various settings: 'Your Settings', 'Manage Permissions' (highlighted), 'Basic Information', 'Profile Picture', 'Featured', 'Resources', 'Manage Admins', 'Apps', 'Mobile', 'Insights', and 'Help'. The main content area is titled 'Manage Permissions' and contains several sections: 'Page Visibility' with a checkbox for 'Only admins can see this page'; 'Country Restrictions' with a text input 'Type a country...' and a link 'What is this?'; 'Age Restrictions' with a dropdown menu set to 'Anyone (13+)' and a link 'What is this?'; 'Wall Tab Shows' with a dropdown set to 'All Posts' and a checkbox for 'Expand comments on stories'; 'Default Landing Tab' with a dropdown menu showing 'Wall', 'Info', 'Photos', 'Discussions', 'Welcome' (highlighted), and 'Calendar'; 'Posting Ability' with a dropdown set to 'Wall'; 'Moderation Blocklist' with a text input 'Comma separated list of terms to block...' and a link 'What is this?'; and 'Profanity Blocklist' with a dropdown set to 'None' and a link 'What is this?'.

- As an optional step, you may also be interested in having a page that encourages users to “Like” your page. This page could be the landing page for your site. In this case, it may say, “Like our page to get access to exclusive content,” or “Like our page for the ability to ask questions,” etc. Then, when they click “Like,” the full page is revealed.

Here's an example of that using the blinds, shutter and home décor business again:



- Think of ways to make your page as engaging as possible. It's the content you add that makes the page valuable. Based on what's relevant to your business you can add additional tabs or apps where you can have photos, reviews, a discussion board, videos, events (such as a grand opening or a special sale), notes (about upcoming promotions)
- There are also a number of third party applications ready to be installed to help your page grow. You can search for these based on your need. We'll also cover more in the follow Promotion section related to promoting your Page.

3. Add content to the Page

Often when people start out with their Facebook Pages, they start off acting like this a direct selling situation by posting sales pitch after sales pitch with nothing helpful.

Just keep in mind that you want to treat people how you would want to be treated.

There's a very common analogy used in the social media world to treat your social media like a party.

At a party or social event, you are not going to run right up to someone you don't know and try to start selling them something, or at least I hope you wouldn't.

At first, you get to know the person. See what you can do to help them. Provide them something of value.

You know all that great content – that was meant to be helpful to prospects – that you created earlier. You can use all of that now. You can start populating the page with that content and publish that which would be helpful to your target market.

For now, this should cover the initial content for your basic set-up. We'll cover this in more detail in the section on promotion as it covers the best way to share this information between video, website and Facebook.

The Map to Online Marketing Success:

Module IV: Social Video Marketing Promotion



Phase IV-

Social Video Marketing Promotion

Now the fun begins. Promote your online business. You have your keywords, you have your content, everything is set-up. It's time to go!

With all the preparation outlined so far, you now have everything prepared to make it all work together. Here's the easy formula for Social Video Marketing:

Your Video Channel(s)
+ Your Facebook Page
+ Your Website (blog) with automated follow-up
= Traffic, leads and sales

You could add Google to that when you mix in the search engine results and their Google+, which continues to grow in popularity to reach our formula for what makes all this work.

Sure, they're are hundreds of additional sites, and we submit content to many of them for our private clients, but getting started, you should at least hit these since they are the biggest, and since they are so large, you can do quite well with these alone.

Here's a bit more detail on how to make all this work. You can create your own system however you like. These are the steps I've taken on my own projects for clients and on my own or with the help of my outsourced team.

Step 1. Promote Your Videos

Once you have your video created following the steps in the content creation phase, it's time to promote it.

YouTube is by far the largest online video site so we'll start there.

As we mentioned, YouTube is the world's second largest search engine, and since it's results show up on the 1st page of Google as well, it's been called the largest search engine in the world. You need to optimize your videos, like you would your website, so they will be found.

Again, like other search engines, the results of the search are based on an algorithm. While it's not known exactly what goes into the algorithm, there are some key factors to ranking. Of course, it's using the title, description and tags for your video that are relevant to the topic, which we will be discuss in detail below. It also involves how

popular the video is in terms of the number of views, the number of positive votes (or likes), the number of times it has been bookmarked by users and by number of comments. In addition, the popularity of your channel comes into play, which involves number of videos on your channel and channel views. Also, while the number of friends and subscribers to your channel may or may not be a part of the algorithm to affect rankings, it is certainly advantageous to have more friends and subscribers since they will be more likely to view your videos. The steps to take to achieve all of these are covered in the following steps.

Also, a note of warning: There are many services that offer adding friends, subscribers, views, etc., so it may be tempting to use them. Be very careful with these. Many are automated services and provide contacts from junk accounts that are not in your target market. The search engine algorithms are “smart” and know what’s real and what’s not. Also, YouTube (and other online video sites) have banned or suspended accounts with little to no warning, so be sure to follow their terms of service.

You recall from the earlier sections how important it is to use your target keyword phrases. I’ve worked with a number of clients who had a lot of videos, but had virtually no video promotion, so their videos were not getting viewed. Thus, they were not getting any benefit from them.

You need to maximize your videos and make sure they are optimized and properly promoted.

Before you start uploading your videos, you need to take time to prepare first.

1. Prepare for Video Promotion:

You should have created your videos based on what your target audience would be searching for online. Therefore, it’s critically important to include those keyword phrases in the title, description and tags for the videos, and even in the file name itself, so you need to prepare this before you upload the videos. Here are the steps:

- a. Change the file name from for the video to include your keyword phrase. For example, using the previous example of the running coach who helps users run 5k races faster and safer. Rather than just uploading a video called “118_644.mp4,” which would do nothing for search results, this video would be changed to, “Training for a 5k.mp4”

This includes a one of the target keyword phrases, “Training for a 5k’

For best results for one target keyword phase, include the exact keyword phrase you are optimizing for. This still applies if you are a local business. If you are a

pest control company in Miami, the title of your video may be, “Miami Pest Control Solutions”

When you come up with your title, keep it natural and don’t make it “too spammy” or “keyword stuff.” This is when you are stuffing the same keyword too many times to the point where it does not look natural.

YouTube has suspended accounts before, so play by the rules here.

- b. Create a text document with the rest of the details that you will be uploading to YouTube and any other video sites. Here’s an example of the text document for the 5k running coach example:

=====

Video File Title: Training for a 5k.mp4

Video Title: How many times per week should I run when Training for a 5k

Video Description: See <http://My5kTraining.com/free> for more tips and videos like this one and access to a 5k Training Fast Start Guide.

This video answers the often asked question by those training for a 5k, “How many times per week should I run when Training for a 5k?”

Coach Eric shares that, of course, the number of times you run per week varies based on your abilities, and an important point to keep in mind is running should not cause stress, but be a stress release.

You shouldn’t be worried about fitting in your run, but rather enjoying it when you do run, so take time to schedule it in advance.

In general, when training for a 5k, those just starting out can run about 3 times per week, intermediate runners can run about 4 – 5 times per week, advance runners should run 5 – 6 times per week and running every day should really only be elite runners.

You can see all the details in the video and get more tips like this and access to a free copy of the 5k Training Fast Start Guide on our website at <http://My5kTraining.com/free>.

Video Keywords: 5k Training, Training for a 5k, runs per week, how many runs, 5K Training runs

Common Category: (SELECT)

Allow Comments: Yes

Allow Embedding: Yes

Visibility: Public

=====

You will notice in the above example that this reads well to the target market who would be finding this video. It also reads well to the search engine robots since it mentions the keyword phases a few times, but not too many where it would look like spam or keyword stuffing. You will also see that the description is rather long,

but there's room in YouTube to add this, so you might as well add it since the robots that rank the videos search the text.

***** IMPORTANT:** The most important part of the description is adding your website – WITH the <http://> so it will be a clickable link. If you don't take the 2 seconds to do this simple step, you are losing business. By adding this link, you have a clickable link directly below your video for users to click to go back to your site. This is a huge help in search engine optimization for website by having a very popular site (YouTube) linking back to your website.

In addition, in the Description, you are giving them a reason to visit your site by starting it off with what's in it for them (free videos and tips like this one) and the bribe that you came up with at the beginning (Free Fast Start Guide).

c. Friend, Subscribe and Comment on other Related Videos and Channels

We've mentioned "backlinks" and will cover more about them, but for now, know that there can also be a benefit to backlinks in YouTube. Within YouTube, when you are logged in with your YouTube Account, you can go search for other videos and channels within your niche.

If you find the content interesting and relevant, and likely not a direct competitor, you can subscribe to their channel, add them as a friend and leave comments on their channel or videos.

When you do, it leaves a "backlink" to your channel. As you do this, those related channels will also come back to your channel and see your videos and what you have to offer and will become friends, subscribe or click through to your website.

d. Partner with other Complementary Channels

As you go through this search, keep an eye out for any potential partners. You want to see if any of those complimentary channels that you find have a large number of subscribers, comments and friends. If there is something valuable you could offer to this channel, you could contact the owner of the channel. Just send them a simple message with your idea.

Whenever you are doing partnerships, remember to give first. Give something of value or offer to promote what they are promoting to your fans. Then, after that works and you have helped them, they will be more likely to help you. Users with large followings are often asked to promote others. You need to do something for them first, so then they will be more likely to partner and promote your product or service.

e. Paid Ads for Promoted Videos

You can always use YouTube's paid advertising to increase views as well. This is just like placing an ad anywhere else. Promoted Video ads put your video in suggested videos and at the top of YouTube's search results. As with other pay per click ads, you pay only when people watch your video.

You can sign up for YouTube's Promoted Videos here

<https://ads.youtube.com/>

and learn more about the process here

http://www.youtube.com/t/advertising_promoted_videos

These tips and tools should provide a great base for a very useful and popular YouTube channel. We'll return to additional video promotion strategies, but keeping this in a simple order for now, let's move on to adding your videos to your website.

Advanced Tip: "An Outstanding Tool with a Caution"

Caution: This is tip about an outstanding tool that has been used successfully by many, including myself, but I share this with a caution.

First off, to be successful online, you need to command the attention of many people. Therefore, people are always trying to find ways to do this. Having to do everything by hand is incredibly laborious and its the automated tools that make video syndication, article syndication and mass promotion possible at a click of a button.

Some of these methods provide outstanding results. There's one tool that has worked quite well for YouTube. For example, when I was at a Social Media Conference in San Diego, I was with the people who were running the YouTube promotion for a #1 NY Times Best Selling Author and we discussed this tool.

Using this tool, the author increased his following by over 2,000 friends and nearly 400 subscribes in only three weeks with no other promotion. The author then sent e-mails to his e-mail list of over 100,000 people and this added less than 1,300 friends and less than 300 subscribers in the same three week timeframe. Therefore, this tool had a better reach than 100,000 e-mail address.

Its stories like these that show you need to know about it – but, here's the other side. In June 2011, YouTube banned and suspended user's YouTube accounts with little warning. While they did not give exact reasons as to why, most of the legitimate accounts did come back online.

Some of the “most famous” accounts of those that were banned had videos that related to “make money” so there was speculation that YouTube was cracking down on that, but that was not proven since there were still many accounts that remained online.

There was also speculation that it was caused the spamming and automatic following. There were some cheap tools used by spammers that drove automatically added subscribers and friends and violated YouTube’s terms of service. Those type of tools should not be used.

If you are going to use one of these automated tools, like the author did, then you need to make sure it follows YouTube’s terms of service and you should still be active in the community.

The one that many, including myself and the author have had success with is [TubeToolbox](#).



It’s a great way to add a lot of subscribers and friends to your YouTube channel and do it the right way. You can target those in your niche who are active in the YouTube community and engage them to subscribe, friend or comment on your videos. All of this activity leads to an increase your views and thus your leads and sales, and the magic can take place while you sleep.

You can [use this direct download link to try TubeToolbox for free](#).

I’ll let you decide if you want to use it or not, but I at least wanted to make you aware of this powerful tool since it has helped so grow their YouTube following and their business.

Step 2. Add Video Blog Posts

Now that you have your videos on YouTube, they are properly optimized, and they include a link back to the squeeze page on your website, it’s time to add them to your video blog.

As mentioned before, there are three types of pages on websites 1) General information filled pages, 2) Squeeze pages, 3) Sales pages. When users are looking for content and advice in social media, they are looking for general information – without having to opt-in or be sold at first.

Your optimized video in YouTube served as this quality information and led them back to your squeeze page to get more information.

Your website also needs this first step of offering visitors general information filled pages, and since you already have this video content ready, it is the perfect content to add to your blog.

At this point, you should have already set-up your website, added %postname% to settings and added your plugins, all as described in the setting up your website section.

Prepare for your video blog post

First, to prepare for this, you will need to have your blog post about the video and a picture that will visually describe and/or enhance your post. Your picture needs to look good since it will show up in your social media posts and as the thumbnail image on your blog, so it should attract the attention of your target market and make them want to click and read more.

For an image, you can use a picture that you took, a stock image or a screen capture of your video itself.

If part of your purpose in your blog is to be found by search engines, you will want to change the file name of your image to be one related to the keyword phrase of the post. For example, if the goal of your blog post was to rank in the search engines for the keyword phrase, "Philadelphia Basketball Camp," you will want to have the file name of the image be something similar to "Philadelphia-basketball-camp.jpg." We'll get more into optimizing your blog post for search engines later.

If you do not have your own image, you may want to use a stock image. A stock image is one that was taken by another photographer and is available for use in your post. If you are interested in using a stock image, here are the main places to find these images:

1. iStockPhoto: Stock images starting at \$1. <http://www.istockphoto.com/>
2. morgueFile: <http://morguefile.com>
3. Stockxcng: <http://www.sxc.hu/>
4. Within Wordpress, you can add the free Photo Dropper plugin that let's you add Creative Commons licensed photos to your post from other users Flickr accounts: <http://www.photodropper.com/wordpress-plugin/>

Recommended Advanced Strategies For Photo Editing

If you want to use an image that shows a play button on your video, you can get this from the YouTube video you just uploaded. The advantage to this is when users see the post as a thumbnail image on your blog or on a social media site, they will see that it is a

video. Since video is seen as more valuable than a traditional blog post, they will be more likely to click, such as this example:



The downside of this method is that it could be confusing to the user by having an image in a blog post that looks like a video, but does not actually play when they click on it. (Note: You can make the image a clickable link that would take them to a video site to play the video, but you likely do not want to do that because you would be sending traffic away from your “money making” site.)

It works well when you are using a Wordpress theme that allows you to specify your featured image, such as WooThemes’s Custom Thumbnail image option:



Or, this can also be effective if you have an image within your post that encourages the user to take action to get access to a video, such as this example:

I had the privilege of
g one of Tony's New
y Masters, Mike Koenigs,
riend and mentor of mine,
ve certainly enjoyed
ling his strategies. Since
Robbins was so critical in
ving his success, he
lly created a video for me
ne others that were
ting the UPW event.

ed it will those that
ted the event with me but



To do this

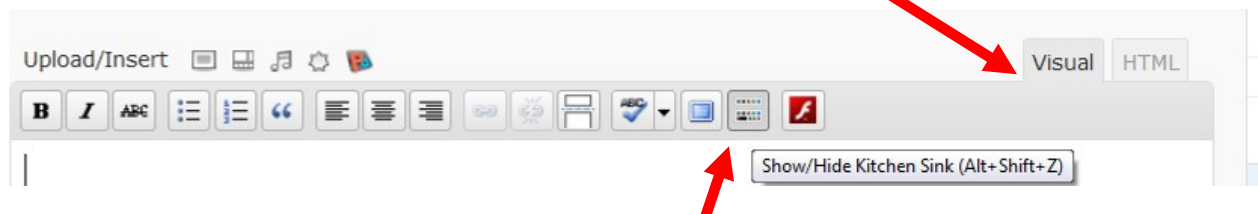
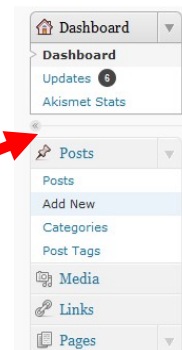
1. Simply, login to your YouTube Account and go to your YouTube Channel page.
2. Click on the video title for the video where you want to capture the image
3. The image of that video with a play button then shows up on your screen.
4. Click the Print Screen button on your computer
5. Go to your favorite photo editing software and paste the image of your screen that you just copied
6. Crop the image, so only the image of your video and play button show. Depending on the settings for your blog, you will likely want this to be a square image. Typically 250 x 250 pixels is good for thumbnail images, so you can crop to this size.
7. Save it and you have an image to upload to your blog.

End of the Recommended Advanced Strategies Section

Here's how to add videos to your blog post.

Note: You may have your own way. That's fine. The below are the steps that we've found for beginners to get started using Wordpress.

1. Login to your Wordpress administration section, and under Posts on the left side, click on "Add New"
2. On the posts page, make sure you are on the "Visual" tab and not the "HTML" tab.

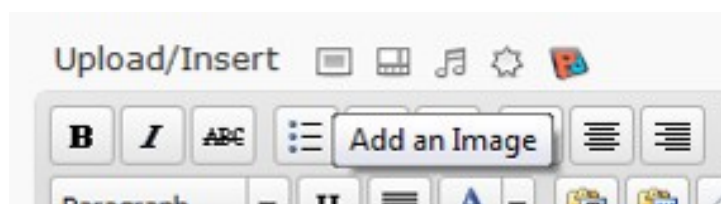


Click the button at or near the far right of the formatting buttons. When you hover over it with your mouse, it says, "Show/Hide Kitchen Sink." This will reveal another line of formatting buttons that will make your formatting easier.

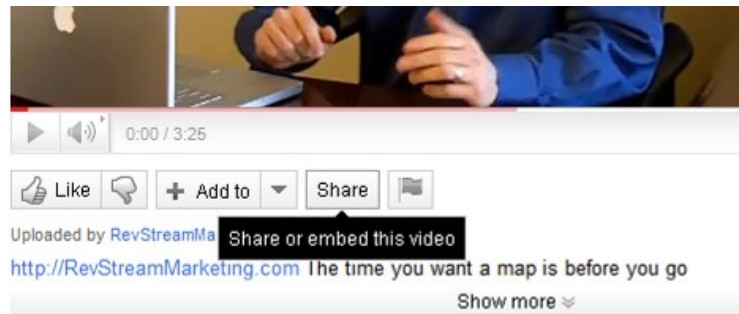
3. Add the keyword rich title to your blog post
4. Create a short introduction to your post. This should include something that will catch the users attention. Keep in mind many social media posts, e-mail clients and feed readers show the first snippet of a post, so you want to give it a compelling introduction, so users will click on your post. The introduction can also include a short summary of the video so they will be compelled to click on

the video to watch it. Keep all of this very short. You want to keep the video at the top of the post.

5. Skip a line for where you will embed the video later and then continue with the rest of the content of the blog post. If there is a specific link or download you mentioned in the video, include that directly below the video. For your users who prefer to read, you may also want to include a transcript of the video or a summary of the main points of the video. This will allow your blog post to be 500 words so it is relevant to the search engines. Again, if part of your purpose in these posts is to gain search engine rankings, use what you wrote in the content creation phase following the key factors in writing posts for search engines. As described before, here's where you use the [SEOPressor](#) plugin. You will actually see what you have left to do to optimize your post for search engines, and it will show your score improving as you add each of the items. At the end of the post, it's also a good idea to ask your readers a question so they will comment on your post and/or encourage them to share the post using the share icons below (which is accomplished by your theme or the sharing plugin that you installed).
6. Be sure to select the category of your post to fit best within the categories on your blog and add tags to the posts. Tags are short words or phrases that describe what the post is about. These should be your target keyword phrases for the post. If you are using this blog post to boost search engine results, using the All in One SEO Pack (as described earlier in essential plugins) at the bottom of the post page, add your title, description and keywords for this post. Also, keep in mind that the description you add is often used by social media sites, including Facebook, to describe your blog post. Therefore, be sure this is coherent and compelling to your target market so they will click on the link.
7. Now, that you have your post, it's time to add your video and picture. First, for your picture. Since your video will be going at the top of the post, you will likely want your image toward the bottom near the written description of the video. Note: if you are not doing a video blog post, but just a standard post, you likely will want to include your image at the top. To add your image, simply click on the location in the post where you want to add your image and click on the first icon to the right of Upload/Insert and when you hover over it with your mouse, it says, "Add an Image." Follow the on screen prompts to select the image file and then add to post.



8. Next, for the video, go to the YouTube video that you want to embed. You will need to go to exact YouTube address for this video, such as <http://www.youtube.com/watch?v=2Vuml23O4Q4>
9. At the bottom of the video, you will see a “Share” button. When you hover your mouse over this button it says, “Share or embed this video.” Click on this button to expand the menu.



10. After clicking “Share,” it will expand the options. Then, click “Embed” to expand the menu further (as shown in the image below). In the check boxes below the embed code, be sure to uncheck “Show suggested videos when the video finishes” (since you do not want to show your competitors videos on your website) and check “Use old embed code” (you are checking this because the Wordpress visual tab deletes the new embed code, so use the old one and you will be fine). The default size is normally fine for blog posts, but if you are working with a narrow text area or extra large text area, you can select preset or custom sizes for width and height.

Like
 Add to
 Share

Link to this video:

[show options](#)

[show more](#)

```

<object width="560" height="349"><param name="movie"
value="http://www.youtube.com/v/2Vuml23O4Q4?
version=3&hl=en_US&rel=0"></param><param
name="allowFullScreen" value="true"></param><param
  
```

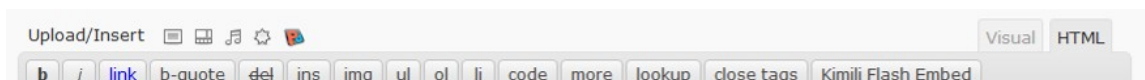
After making your selection, copy and paste the embed code above. The code changes based on your selection.

☐ Show suggested videos when the video finishes
☐ Use HTTPS [?]
☐ Play in HD
☐ Enable privacy-enhanced mode [?]
☒ Use old embed code [?]

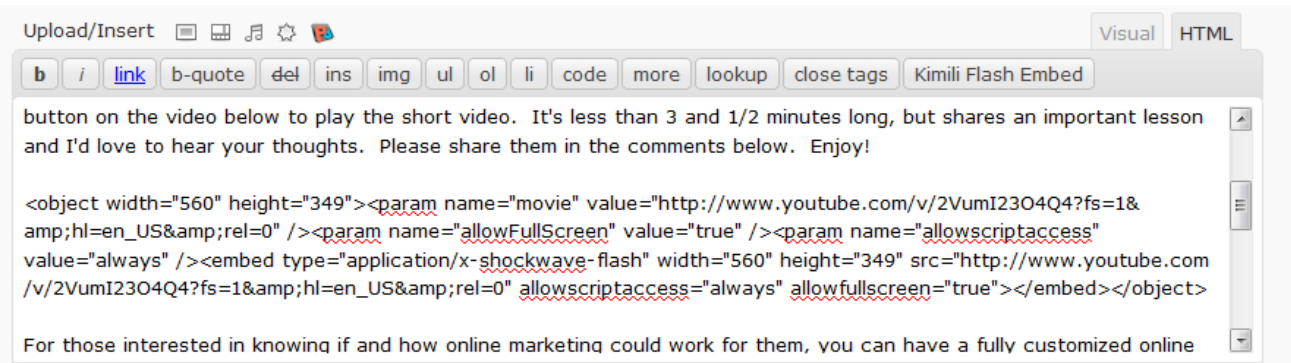
560 × 349 640 × 390 853 × 510 1280 × 750 Custom

Width: px
 Height: px

11. After making the changes per above, copy the embed code. You can see the whole area of embed code is highlighted in blue above. Once, you have copied the code, return to your Wordpress blog post.
12. Back in Wordpress, be sure to click on the HTML tab. This is very important. Otherwise, if you stay on the visual tab, it will just post the code itself into your post. When you are on the HTML tab, when the code is pasted, it will make the video show up.



13. Once you are on the HTML tab, paste the code that you copied in the space where you wanted to the video to go. The code on the HTML tab will appear like the following:



14. That covers adding your post with a picture and video. Now you just need to preview it to make sure it looks right and publish it.

Congratulations on publishing a blog post that's better than 99% of the billions of blog posts out there! Ready to promote in now? There are tremendous number of ways to promote blog posts and websites, and we're going to circle back around to the details later. For now, we're going to keep this simple and continue going step by step. The next step is promotion using the largest and most influential social network.

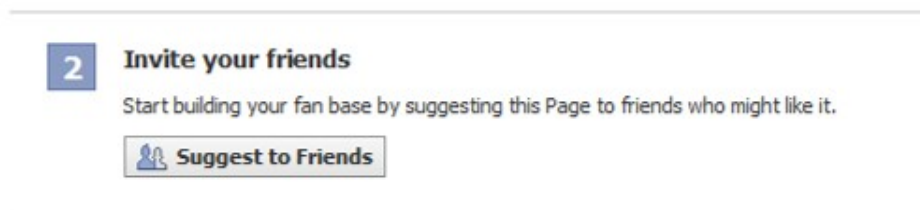
Step 3 Promoting on Facebook

Facebook is such a huge player in social media promotion, so it gets its own section here. We'll cover all the other sites later.

We'll pick back on up Facebook where we left off after the set-up in Phase 3. You may have stated adding content in Phase 3, and now that you have your video blog post, you can add more content to your page.

It's also time to start adding fans of your page. You can start this simply. Facebook provides great tools for this.

1. When you are logged in as the admin, right on the main page of the Facebook Page, you can see the icon to invite your friends. Click on it to suggest your page to friends.



2. You can also tell your whole mailing list about your Facebook page. Simply download the mailing list into a .csv file and then Import your contacts. Facebook will tell each of them about your new page.

3

Tell your fans

Let your current customers and subscribers know about your new Page.



3. Once you have 25 fans, here's an important item. You will want to get your own username, often called a "vanity name." You can only have one username for your page, so you want to pick a good one.

The default address name is extremely long with random digits that are impossible for people to remember and doesn't look good when you add it to printed documents, such as business cards.

You have to have 25 fans to get a username, so go ahead and get to 25 as soon as possible so you can get a username.

Once you have 25 fans, login into the Facebook account that manages your Facebook Page and go to this page:

<http://www.facebook.com/username/>

The top section allows you to choose your own personal page. This is also important to do if you have not already. As you can see in the below screen shot, my personal Facebook page is <http://www.facebook.com/j.patrick.odonnell>. This is obviously much cleaner than the default link provided by Facebook.

In the section below that, "Each Page can have a username," you can select the Page name and then select the username, or "vanity url," for this Page. Then, use this url in all your promotional efforts to list it on business cards, in e-mail signature, on websites, etc.

Your username is already set
You can direct your friends to facebook.com/f.patrick.odonnell.

Each Page can have a username
Easily direct someone to your Page by setting a username for it. You will not be able to edit or transfer this username once you set it.

Page Name:

--- Pages

My 5k Training

College Planning Institute

Local Internet Marketing Spot

[Check Availability](#)

To continue to grow your following, you will want to continue to publish good, quality content that your market is interested in hearing about. Your video blog posts are great examples of what could be added. You will want to set-up a regular schedule for posting. This can be completed by yourself or by an assistant. It's often said that social media is free to use, but it is not free to manage because it takes either your time or your money to pay someone else to do it. The returns from social media are often well worth the small time and/or monetary investment.

Updating your page regularly with interesting content, photos, videos, upcoming events and other topics relevant to your market will keep users coming back. As you know Facebook is sorted by most recent posts so post regularly to keep people engaged. It's these postings that make it work.

While we're focusing on Facebook here in this guide, since it's the largest and most used social network, there is certainly benefit in posting to the others as well. An often heard comment is that people can't keep up with Facebook, Twitter, LinkedIn and all these other social media sites. Therefore, there are sites such as [HootSuite](#) that make this management process much easier. You can login once and connect all your social media channels (Facebook, Twitter, LinkedIn, etc.). You can even have others access your account to post on your behalf and they can take care of your social media management to all sites with a push of a button from one site. I know many people like to post one message and have it go to all social media pages. If this is part of your strategy, you can [try out HootSuite Pro for free for 30 days at this link](#).

That may all sound great, but there are a couple of things to keep in mind. While some messages could be shared to all networks, in many cases you will want a different message going to each.

In addition, here's an important point to keep in mind. Using these posting sites can help you spread your message faster, but Facebook knows you are doing this and it gives less relevancy to your post.

For example, I've worked with clients who have very strong Facebook followings with a large number of fans. I was a fan of their page and they posted regularly, but I rarely saw any of their posts. By default, Facebook status feed shows 'top news' and not 'most recent,' so their algorithms are deciding what is most relevant to you to show up in 'top news.' When you post in one of these other services, the relevancy goes down. It's those items posted on Facebook that show up in 'top news' much more often. Therefore, you can use these other automatic posting services, but if Facebook is an important part of your online strategy, and it should be, you should mix it up and at least post directly on Facebook for your important posts.

One more point on posting. People often ask what to post. Here's general guidelines that work well:

- a. On your personal page, keep most all the information about you personally (your family, your personal picture) and occasionally mention your profession. In general, keep it 90% personal and 10% business.
 - b. On your business page, keep most all of the information about your business and make sure most of it is helpful content. If appropriate to your business or brand, you could include personal information. If you do, keep it about 90% professional and 10% personal. For the actual professional posts, make sure to keep them related to your target keyword phrases. At least 90% should be relevant to your main goal. In addition, social media is not about direct selling. It's about building relationships by providing quality content. Therefore, 90-95% of the posts you make should be providing quality information and then only 5-10% of the posts should be selling (directly promoting a product, discount prices, a special sale that's about to expire, etc.)
4. You will also want to cross promote your Facebook Page with your website. You can add a "badge," such as "Find us on Facebook" by using the options on this page on Facebook: <http://www.facebook.com/badges/>. This will encourage your website visitors to like your page.
5. Just as we discussed with YouTube, it is a great idea to leverage other popular pages and seek potential partners. This begins by liking other similar pages, but to promote your page you need to be sure you are using Facebook as your page and not as your personal account. The following steps show you how to seek partners:

- a. In the upper right corner, click on the arrow next to “Account” and click on the “Use Facebook as a Page” link.



- b. Select the name of your page and click “Switch.” You are now using Facebook as your Page, rather than your personal profile, so when you like and post, it will be under you Page name.
- c. You will now want to search for potential partners and other complimentary pages. These could be organizations in your niche, trade associations for your industry, brands of popular products used by those in your target market, organizations of types of professionals who would be a good referral source for you, etc. Think creatively here. You may want to ask, “Who controls the attention of my target market?” Meaning, where does your ideal customer look for information? Who do they already trust? Whose mailing lists are they already on? The possibilities are endless, but the concept is pretty simple.
- d. As you conduct the searches, look for Pages that have a high number of “Likes” and go to these pages and “Like” them.
- e. Then, post a simple message on their site. Be genuine. As we said before, if you try to start selling your product or service on someone’s page, you are not going to be generating good will and they will likely delete your post. Instead, be the true fan that you are. Tell them what you like about their site. You can also post questions on their page. Often their fans will reply back to answer your questions. When you do

promote your site, you must do it very carefully. It may be done in a “cool” way. Again, think of it like you are at a party. You don’t run up and start selling your stuff to people you don’t know, but you could reply to a question with a comment, such as, “This really helps. Thank you so much for your answers. This really helps me with ____ ...and then you can mention your business and provide a link to your Page, using the @ symbol as mentioned before. In addition, after you have posted a couple helpful messages on a popular site, you could share tell people about your free bribe, but again, make sure you do this in a very appropriate way, like you would if you were invited to party by an important person in your industry. At the party, if you knew you could help some of the people there by providing something to them for free, how would you do it?

- f. Take the posting a step further and contact the owner of the page about a potential partnership. You can typically track down the contact information from the info page or looking around the Page. As before, you can explain that you want to promote their product or service to your fans and/or you want to provide something for free to their fans. Remember, serve them first and they will be more likely to help you.
 - g. Depending on your market, you may also find success by reaching out to the Pages on Facebook that deal with coupons, giveaways or promote free products or services. As before, “Like” their page, reach out to them, and if your niche is appropriate to theirs, they may be very interested to know what it is you have to offer and will be very happy to promote your product or service. The owners of these types of Pages can be especially interested in earning commissions by promoting your products and often, they have large e-mail lists of people within your target market. Therefore, you can again try to find the contact information for the owner of the page. Mention to them that you would like to give something to their fans for free and if they like it, they’ll have the opportunity to buy your product and when they do, you would share the commission with the owner of that e-mail list. This is the basics of partnering online and forming affiliate partnerships.
6. In addition to the “free,” methods of gaining fans, promoting your Facebook page with Facebook Ads can be a very smart way to go. This allows you to place an ad with a link to your Page. The demographic targeting that Facebook allows is incredible. You can reach a very specific target market, within a certain age group, in a certain area with certain interests. Plus, the cost per click (CPC) is traditionally much lower than Google Adwords and other pay per click (PPC) models, so if you are open to spending money on ads, this a great way to go. In addition, you can often find a free \$50 Facebook credit in business magazines or

online, so look around and see if you can find one, so you can get started advertising on Facebook for free.

As you can see, there are many methods to promote your Facebook Page. The best for you may not be apparent at first. Therefore, testing is a great method. Try out each of the options that sound like they would be beneficial to you, track results, see what works best and repeat those.

We'll now jump into a case study and then share another outstanding way to use the power of Facebook.

Facebook Case Study

How Strawberries Led to a Double-Digit Sales Increase

Company: Edible Arrangements

Campaign Goals:

- Expand their footprint. Wanted more raving fans
- Increase consumer engagement
- Drive more sales

Strategy:

- Attract, Engage, Close
 - Attract users with an offer. The first 100,000 fans would receive a coupon to purchase chocolate covered strawberries for free on their website.
 - Engage fans by stimulating online discussion
 - Close additional sales with increased awareness, fans and engagement

Results:

- In 24 hours, they had 45,000 new fans
- In 4 days they had 100,000 new fans
- In 30 days, they had reached 170,000 fans
- It resulted in a double-digit sales increase

The Blueprint with the steps on how they did it:

- Created a custom landing page for their Facebook page
 - Rather than having users land on the wall, their Facebook page was set-up to have new visitors land on a custom page that was set-up to share the details of their contest. After the user entered their e-mail in the opt-in box, they were directed to a thank you page with their coupon.

- Promoted using Social Media Power Cluster (not just on Facebook). Promotion involved
 - Facebook messages
 - Reached out to bloggers in advance of offer, especially to the key target audience (the suburban moms). They wrote to the most popular blog owners in the community and encouraged them to blog about this offers
 - Posted updates all over Twitter than linked back to the Facebook page
 - Used YouTube videos to drive traffic back to the Facebook page
 - They also e-mailed existing customers on their own e-mail list.

Why did this work?

- It was a perceived high value give away
 - While free chocolate covered strawberries are perceived by the customer as high value, it did not cost them much and they were just a fraction of the cost of a typical purchase on their website.
- The custom pages on their Facebook site had a great looking design
- They engaged customers by interacting with them.
- They used a strong marketing reach by utilizing multiple platforms

How can YOU use this strategy?

- Come up with a hook (or bribe) that would have a high perceived value to your target audience
- Set-up a custom landing page with an e-mail capture like we explained in Phase three of this Map.
- Tie it into your automated follow-up system using e-mail, text messaging, direct to voice mail messaging with a personal message thanking them for placing the request and for joining your Facebook family.

In addition to your own promotion and the free apps, there are paid apps that can dramatically increase your following and grow your business and they follow Facebook's terms of service.

A great way to grow a following is to offer something for free by running a contest or sweepstakes. A third-party app that takes care of all of this for you is [Wildfire](#). You can see the details on how to sign up and set-up your promotion by following the tutorials on their website.

Webinars on Facebook

Another powerful app recently released allows you to host your own webinars within Facebook! This combines the incredible power of automated selling to a captive group with the viral traffic and social media sharing power of Facebook.

Webinars are outstanding tools to use in selling your product or service. The name is short for web-based-seminars. The point is to educate your prospects like you would in a seminar. People like attending webinars because they do not have to travel to get to a seminar, but rather can view the webinar from their computer.

These allow the presenter to teach those on the webinar about a subject. This builds a relationship and gains the trust of the prospect. As you know, when a prospect knows and trusts you, they are more likely to buy. Therefore, the conversion rates on webinars are quite high. Often as many as 15-30% of those on a webinar will purchase the product or service since they can grow to trust the presenter.

When you combine the benefits of a webinar with the social media power of Facebook, you are adding a viral component to your webinar. This amazing new app, called [FBWebinars](#) accomplishes this. You can [click this link to see it in action](#). When you do, click "Allow" to allow the app to connect to your Facebook account.

When you set-up your webinar here, you can place an ad for it, share the link with your contacts or post it on your Facebook page.

Then, users who click on the link are directed to a page that allows the app to access basic information. When this happens, the user's contact information is added to your automated follow-up e-mail system. The app also posts on that user's Facebook wall that they have joined the webinar. This post shows up in the news feed for the person. Then, when others on Facebook see this item, they can click on the link too. This allows the webinar to spread virally.

The user is taken to a page inside of Facebook where the webinar starts. On the screen shot below, you can see that the buttons across the top allow the user to invite friends, send the webinar or like the webinar. At the bottom of the screen, it shows who is in attendance (you can see my picture in the screenshot below) and it allows a place for chat so you can ask questions. These are also posted to the user's wall. All of this takes advantage of Facebook's viral nature to share. Therefore, as users share the webinar, the popularity grows.



As the user's invite their friends, each of them come to your webinar and when they click "allow," they too are added to your automated follow-up e-mail system.

In addition, these webinars are set to run automatically. Therefore, you record the webinar one time (using the tools we described in the earlier phase) and upload it to the app and you have an online sales system inside of Facebook working for you 24/7. That's pretty powerful, isn't it?

Oh, but wait? You may think this may just be teaching. What does that have to do with selling? Where is the "Buy Now" or "Add to Cart" button so the users can buy your product or service? With this system, you can actually program when you would like that button to appear. This way, you present content for the first part of the webinar. During this time, this button is not on the webinar. Then at the time when you mention your offer, the "Buy Now" or "Add to Cart" button can appear. That is powerful.

You can see a screen shot of this below.



...so you can see this is a powerful tool to use.

To determine what is best for you, look back at the content that you created. What are your prospects looking for? Use this webinar to teach it to them.

For example, the running coach we mentioned earlier could use a webinar to provide training tips on how to get started running and then at the end could offer the opportunity to join his private coaching program.

In a similar way, the speaker or trainer would again use the webinar to train prospects and have the webinar run on auto-pilot to sell the training program.

Local business owners would use the platform to share tips as well. For example, the pest control company owner would share how to keep your home pest free and explain why certain types of protection are needed. Then, he would provide a special offer at the end of the presentation for the user to sign-up for their service.

This can be quite powerful for real estate agents as well. They can use the webinar to virtually "show" properties as if you are walking through the home, but the agent and buyer never had to leave their home. Also, they could offer a home buying or selling seminar sharing what home buyers and sellers need to know. At the end, they would offer to represent the home buyer or seller.

Again, be creative and see how you can use it. See the webinar in action and get additional ideas by viewing the [FBWebinars webinar by clicking this link](#). Remember, click "Allow" to allow the app to connect to your Facebook account.

[Click this link to get instant access](#) to this amazing tool!

At this point, you should be set with the knowledge and tools to have a solid set-up with YouTube, Facebook and your video blog. These alone should get you a good amount of traffic to your site.

The next phase covers optimization for Google Places, which is essential for local businesses. This section also touches on the best practices to get started with off-page search engine optimization. If you are interested in having your website be found in the search engines in a consistent and dominate way, the following strategies in the next phase are essential.

The Map to Online Marketing Success:

Module V: Search Engine Ranking Mastery



Phase V – Google Places & Search Engine Mastery

Search Engine Optimization (SEO), or the process of optimizing websites to rank in the search engines has been around since search engines began. Of course, businesses want to be found in the search results. As we discussed throughout, search engines use algorithms to display the most relevant sites based on the search terms. Therefore, the site needs to be properly optimized for the search engines. This does not just include on the “on page factors” that we’ve discussed to this point, but rather the “off page factors,” which account for about 75% of the reason where a site ranks.

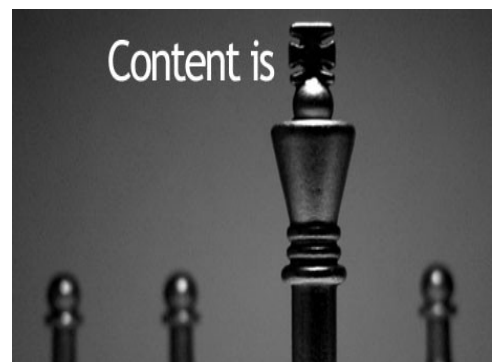
I’ll include a quick background on what it takes to be found and why it’s important. If you already know, or just don’t care to know, skip ahead to the next section with the steps to take to be found. As mentioned at the outset, this is meant to be a step by step blueprint to follow and not just high level theory, but some people have asked about how search results are shown, so that’s why it’s included here.

Be Found



As mentioned, if part of your goal is for your website to be found in search engines, optimizing and promoting your website is essential.

Search engines results pages have a section for both the “organic” and “sponsored” results. “Organic” results are

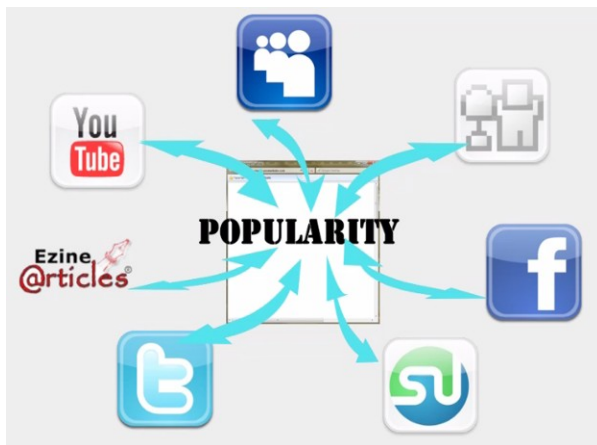


those in the main section of search results page and show the results are not-paid. The “sponsored” links are those that are paid ads.

Naturally, there is a huge amount of competition among competitors in a niche to reach the top of the search engine results since the ones at the top get the most clicks and thus the most traffic to their website.

You may have heard the old saying, that “Content is king” when it comes to SEO. This certainly was true when this phase became popular 10 years ago. Now, it is still true, but it has to be the right kind of content that is properly promoted.

When I started online back in the 1990’s, it really was all about content, but as search engines and their algorithms became more sophisticated, this was no longer the case. It’s really become more about a mix of content and popularity (being talked about or mentioned on popular websites).



Some people are still trying to tell me that it’s all about content, and while content is certainly important because writing relevant, quality information and providing that to potential clients is essential, it’s not everything. You can write the greatest articles and blog posts or record the best videos, but it doesn’t guarantee views, and you’ll only be setting yourself up for disappointment if that is all you do.

Maybe it would work if you have a huge brand name, but most of us don’t. You are simply not going to be found by content alone.

The search engines algorithms rank sites based on their popularity. To prove this point, let’s do a Google Search for the phrase “click here.”

[Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼



click here

About 4,010,000,000 results (0.15 seconds)

Everything

Images

Videos

News

Shopping

Books

▶ [Adobe - Download Adobe Reader](#) 🔍

Download Adobe Reader to view, print and collaborate on PDF files.

[Download Adobe - Reader download - Portable Document Format](#)

[get.adobe.com/reader/](#) - Cached - Similar

[rich Internet applications | Adobe Flash Player](#) 🔍

Adobe® Flash® Player is a cross-platform browser-based application runtime ...

[www.adobe.com/products/flashplayer/](#) - Cached - Similar

[+ Show more results from adobe.com](#)

You'll find out that the number one search result is the link to download Adobe Reader.

You can see that this search term resulted in over 4 billion search results. With that many search results, if content really was the only thing or even the major thing that determined search rankings, then you would think that the keyword phrase "click here" would be somewhere on the page, right? Looking at the page shows that "click here" is NOT found in the title, the url, the header tags, the meta tags (description and keywords), or anywhere at all on this page. So, how could they show up #1 in the Google search rankings with none of these?

It's because millions of people have used the following phrase on countless websites:

You will need Adobe Reader to view this document. [Click here](#) to download Adobe Reader.

Notice, "Click here" was an anchor text link that goes to the download page on Adobe's website. Therefore, it did not matter what Adobe said about itself on that page. It's because of what millions of web users said about their page.

This proves that a large part of search engine ranking is based on what others say about you. As mentioned before, studies have shown it appears to make up about 75% of the criteria for ranking. Of course, there are a huge number of components that go in to algorithms of the search engines. The search engines are always changing the algorithms to keep the search as good as possible. Here's a list of the main things that go into rankings. Some of these may be a bit technical for some of you. The point is not to confuse, but rather to give a brief list of the main factors and a short definition of each. You can always learn more on our blog or a host of other online resources.

We'll start with the items that are off of the website itself, so are referred to as the "off page" factors.

Off Page Factors

- *Domain Age* - The age of a domain, according to the first registered date in WHOIS records.
- *PageRank* - An indicator of the overall quantity and quality of links to a web-page, as determined by Google's PageRank algorithm.
- *Page Backlinks* - The total number of links pointing to a web-page from outside of that web-site itself.
- *Domain Backlinks* - The total number of links pointing to an entire domain (whole web-site) from outside of that web-site itself.
- *Government / Education Page Backlinks* - The total number of links pointing to a web-page from Government (.gov) and Educational (.edu) sources that are external to the web-site itself. Note: while all backlinks help, the backlinks from .gov and .edu domains provide extra weight
- *DMOZ Listing* - Whether the site is listed in the Open Directory Project's Directory.
- *Yahoo! Listing* - Whether the site is listed in the Yahoo! Directory.

Next, we will look at the On Page Factors. These still play a very important role. While the research mentioned before estimates that approximate 25% of the criteria is made up of on page factors, that is still a very significant amount. For less competitive keyword terms, you can rank by on page factors alone. We can't all have millions on people linking to us with our exact keyword phrase, so starting with well optimized pages is important. Of course, some of these "on page factors" play a bigger role than others. Those listed below are important right now in search results. For those familiar with the hold style of SEO, you'll notice the keyword meta tag is not even included in the list below. After a number of in-depth studies, it hasn't been shown to provide significant results.

On Page Factors

- *Keyword in Title Tags* - Whether the web-page <title> tag contains the keyword.
- *Keyword in URL* - Whether the web-page URL contains the keyword.
- *Keyword in META Description* - Whether the keyword appears in the <meta> "description" tag.
- *Keyword in Header Tags* - Whether the keyword appears in <h1>, <h2>, <h3> etc. tags within the page content itself.
- *Google Cache Age* - The number of days since Google last reindexed the page listed.

These are the key points to being found online. Rank well in each of these areas vs. your competition and you will be found ahead of them. Sounds simple enough, but there's a lot to the process.

Before we get the process, one more point to address. People talk about SEO (Search Engine Optimization) vs. PPC (Pay Per Click).

Pay Per Click is an incredibly fast and valuable way to test offers (as mentioned in the earlier phase). You can quickly and easily create ads and check response rates using PPC. You can set-up an ad and it can be online and showing up on the first page of search results in minutes, so these PPC ads are great for quick testing and results. In some cases, PPC ads can also be an effective long term strategy as well. If you go this route, you just need to be sure that you are earning more than you are spending on each click to stay profitable.

In the long term, in most all cases, I prefer SEO (Search Engine Optimization) since it makes you more money for a lower investment. The issue with SEO is that it takes time. You can see from the previous section the amount of work that goes into getting a site found in the organic section, but with a little patience, it's typically well worth the wait.

Studies have shown that on average 17% of people click on the sponsored links (pay per click ads) and the other 83% click on the Organic listings. So, if you are only paying for ads, you are missing out on over 4/5 of your potential new clients.

Plus, there is nothing like free traffic, and that's essentially what organic listings are. Once you are in the top positions, it does not matter how many clicks you get, you are not paying per click for them. Sure, it takes work to continue to maintain the top listings and there are fees involved when paying others to manage this process for you, but for the right keyword phrases, it will typically be much less than paying for every click to the site and with the right SEO maintenance and monitoring, the campaign is managed to generate a positive ROI.

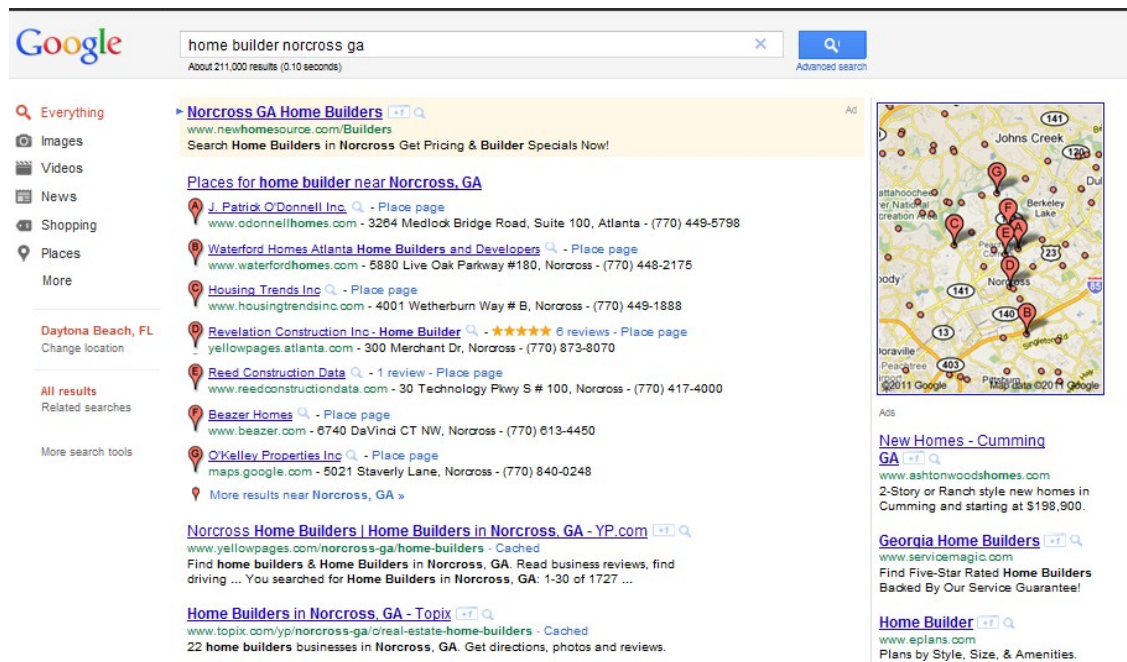
So, that's enough for the background. We'll move onto the steps now and I'll actually cover them in two sections. Depending on your niche, you may be interested in both.



The first is for local search and the second is for the traditional (not local, or geo-targeted search).

Steps to Local Search Success

As the Internet has continued to evolve, it has become incredibly important for local search and the search engines have responded by changing the way they display search results for local searches. For example, you have no doubt seen that Google Maps results inside of Google searches. For many local searches, like the one shown below, the Google maps results show above all the other organic search results, so it has become critically important for local businesses to work on their Google Places Optimization. Google Places is the section of Google where local business owners can go in and claim their local business and optimize their listing. This section will deal primarily with Google Places since it is the largest and most used search engine, but many of the tips will still apply to the other search engines and local directories as well.



In the above, you will see J. Patrick O'Donnell, Inc. shows up #1 out of 211,000 results. That's my father's company. I wonder how he is ending up #1? There is a process to this and I'll share the steps to take.

Before you get started, if you do not already, you should set-up a Gmail address for your company. This could be a Gmail account that is shared among your employees and/or others you authorize to update your Google listing on your behalf.

The reason you want to do this is because you will need a valid e-mail address to claim or set-up your listing, and likely do not want to give others your personal e-mail address and password, nor would you want to use an e-mail address of an employee who may leave the company. You can set up a new e-mail address for free at Gmail.com

For the business name, please be sure to use your real business name you have registered with the postal service and how you would list in on your letterhead. People will be tempted to alter their business name by adding keywords after the business name, but this will not match the business name records you have on file, so will hurt your rankings. Plus, it's against many of the directories terms of service to "stuff keywords," rather than use the exact business name. Stick by the rules and you'll be better off in the long run.

Also, a note about which address to use. Of course, you want to use the address you have registered so it will match all other mentions of your business, but for those just getting started, who may be working out of their home office, we are often asked what address they should use.

This can be tricky so I'll just share what we have seen as far as results and ranking in the local directories. Keep in mind, the point of local search is to give users relevant search results for real local businesses in their area.

The search engines are smart. They know where business addresses are, they know where residential addresses are, and they where many firms with the same address are.

So, of course, the far and away best option to use is a real, physical office space with a unique address in your local area.

If you do not have this, the next best option is to get an address as part of a virtual office. Often these office spaces allow local businesses to share the common space and have a mailing address with their own suite number.

This may sound like a PO box or a UPS Store that gives you an address, but there have been many cases of poor results from those using these PO boxes as their own address. When businesses share the same suite number, it diminishes their relevancy.

This would lead many to ask if they should use their home address. Experts have different opinions on this. The studies have shown mixed results with residential addresses. Some rank quite well, while others do not. Some have found that residential addresses that are close to commercial zoning have still worked well.

Really, it's up to you and your goals, but if you can have your own unique local business address, you will be at an advantage.

A final point on the address is its distance to the city center. There are many cases where companies try to rank for the main city in their area, when their mailing address is actually in a suburb. For competitive niches, it will be nearly impossible for a local business to rank at the top when their official mailing address is not in that city.

For example, the Atlanta Metro area is a huge area encompassing many counties and smaller cities, or suburbs of Atlanta. In searches, even in the suburbs, users are more likely to search for a local service provider with the geographic modifier of Atlanta, rather than using the suburb name. For example, looking for a painter in Metro Atlanta, they would likely type in “Painter Atlanta GA,” rather than “Painter Alpharetta GA,” “Painter Roswell GA,” “Painter Lawrenceville GA,” etc.

Therefore, a painter who is located in Alpharetta GA, which is a suburb about 25 miles north of Atlanta in the Atlanta Metro area would like to optimize search for “Painter Atlanta.” With a huge amount of competition from other painters who are located *in the city limits* of Atlanta and are much closer to the city center, the Alpharetta painter will be a big disadvantage.

For less competitive niches, this will not be as much of an issue. For more competitive niches, it certainly is. Remember, these local directories are meant to give relevant search results so they are going to show the locations closest geographically to the city that the user typed in.

Therefore, there are two main options for the Alpharetta painter:

- 1) Take advantage of being in Alpharetta and optimize everything for Alpharetta, not Atlanta. There will not be as many searches for the suburb (Alpharetta) as there would be for the city (Atlanta), but being #1 for the suburb (Alpharetta) would certainly be better than not showing up at all for the city (Atlanta), or
- 2) Open a satellite office close to the city center of Atlanta. Again, this should be a real office address and not a P.O. box or UPS Store box. Then, when you open this office at a new address close the city center of Atlanta, you add a new location in Google Places. This new office location would be optimized for the city (Atlanta) and your other, original listing would be optimized for the suburb (Alpharetta). Then, your business could show up in both searches.

That should cover the background and the main ‘getting started’ questions, so it’s time to start working on your set-up.

Here are the steps to take to set-up your Google Places page:

1. Check to see if you are already listed in Google Places

When Google first created their Maps section, they pulled business data from available sources. Therefore, you may find your listing already there, but it may not be correct and it is certainly not optimized.

You can do a search by going to Google and typing your company name followed by city and state into the search box. For example, “J. Patrick O’Donnell Inc. Norcross, GA”

If you do not see your Places page link come up in the main results, then click on the “Maps” link at the top of the page and repeat the search. If you still do not show up, you are not in Google Places and you will need, to create your listing, but before you do, there are a few steps to take.

If you are already listed, that’s great. You will need to claim the listing. This will change the status from an “unverified listing” to an “owner-verified business listing” and you will still need to optimize the listing per the below steps.

2. Create a text document with the details for your listing

This is a simple step, so people want to skip it. They want to just go in and start typing their details in Google Places, but take the time to do this. It will save you time in the long run because you can copy and paste so you don’t have to type them every time. In addition, and more importantly, the listing will be exactly the same in each local directory.

Each directory will vary slightly, but these are the main items you will need to submit your listing, so go ahead and prepare these ahead of time.

Name of Company/Business name:

Address:

City:

ST:

Phone:

Note: this MUST be a local phone number. Do not use a 1-800 number here!

Toll-free number:

Note: Only enter this if the local directory specifically asks you for a toll free number or an alternative phone number to the main local number you list.

Website/URL:

Main business e-mail:

Note: this does not have to be the shared Gmail address you created to set-up your Google Places account, and it would be better if it was not. It should be an address at your domain, such as info@domain.com

Fax:

Business Description:

Note: This needs to be a keyword rich description that closely matches the description on your website.

Business Category/Industry:

Slogan:

Keywords:

Contact Person's First name:

Contact Person's Last name:

Contact Person's Title:

Once, you have what you will add, it's time to do it.

3. Start with Citations

Starting with a citation may not sound like something you would like to do. When I first heard this term, I thought of a citation as something you'd get from the police that would involve paying some type of fine, but in local internet marketing, it has another meaning, and a very important one.

Citations are essentially "mentions" on other websites, probably popular websites that show the same business name, phone number and address.

This is an important part of the results the algorithm shows since Google wants to return relevant search results. They do not want spammers creating a fake "local" business by adding it to Google Places. This is why new accounts require verification and why these citations are so important. They want to see that you are a real business and other websites say that this is your business name, address and phone number.

That is why you need to start with citations before you build your Google Places page. To create citations, you simply need to go in and add your business listing to the other relevant local business directory listings in your area. Remember to use the list you created above. The whole point of citations is to show you are a real local business, so be absolutely sure all listings show the exact same information. There's also a suggested order to these listings.

- a. Start with <http://www.superpages.com/> This site is good to start with because it confirms the that mailing address entered is the same as the one being used by the postal service. This is good to check first and then proceed with the others.
- b. Next, use <http://www.ExpressUpdateUSA.com/> This site submits the listing to a variety of sites and is the place where other websites get their information for local businesses, so be sure you use it and you listed correctly in it.

- c. Proceed with the rest of the local directories. Either check to make sure you are listed in these with the exact same contact information or add your information. While there are many, these are the best:

- 1) Insider Pages
- 2) Yelp
- 3) Kudzu
- 4) Merchant Circle
- 5) HotFrog
- 6) Dexknows
- 7) City Search
- 8) Judy's Book

Of course, feel free to add more and be sure to use any that are popular in your local area or for your specific industry.

- d. Add your listing on the other major search engines local directories:

- 1) Yahoo Local
- 2) Bing Local
- 3) AOL Local

- e. Add your citation to your video descriptions

This is an often overlooked tactic, but is very helpful in creating citations and very easy to do. As we discussed earlier, video descriptions are important in optimizing your videos for search engines and you have room to add content in these descriptions. Therefore, at the bottom of the descriptions for all of your videos on YouTube and in the other video sites, be sure to list your citation, again exactly as it appears everywhere else; Business Name, Address, City, State, Zip, Local Phone number. Again, we'll discuss how to get many citations on multiple video sites with the push of a button in the next section.

- f. See what else is working

The above "must do" strategies should serve you quite well, but beyond the above, for competitive niches you can take additional steps by doing a search for a few of your main keyword phrases. Look and see who is coming up at the top of the results. Then, look to see where they have citations. You can see where they have been mentioned on other sites by going to the bottom of their Places Page or by using an online service to list them, such as <http://www.whitespark.ca/local-citation-finder/>. Then, you can then go get citations on those sites as well.

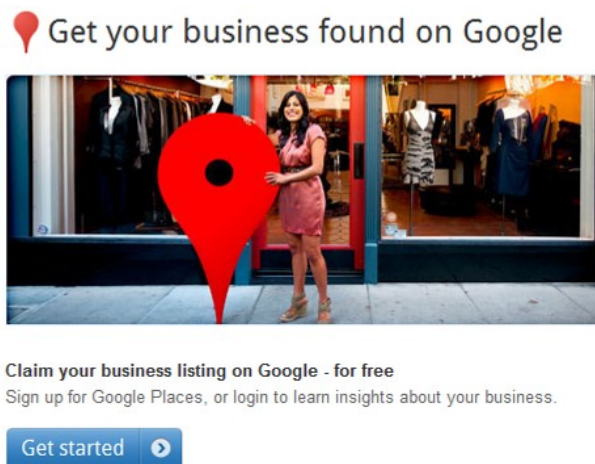
- g. Give the citations "link love"

You've now heard many examples throughout this guide that show how important it is to have other popular sites linking back to your site to create a "backlink." This giving links back to your site is also known as "link love". Therefore, you may have already guessed that this was coming. You need to add backlinks to your citations as well, so the pages that mention you will also appear relevant to the search engines.

4. Set-up or Complete your Google Places listing

Of course, your actual page in Google Maps needs to be properly completed and optimized. It's a fairly simple process and it's free. Here are the steps;

- a. Remember, before setting up a new listing, check your business name and address first to see if your listing was already pulled in from another database. If it was, then claim the listing and update it. If it was not, then set-up a new listing.
- b. If you have not already, go to www.google.com/places/ to set-up, claim or complete your listing. Then, under the "Get your business found on Google" section, click on the 'Get started' button.



- c. Sign in with your Google ID. Again, this is likely going to be the shared Gmail address that all the people updating your listing will have access to.
- d. You can then update or add all of the information to the list. Remember, enter the main contact information exactly the same as your other listings, using the document you created as the base.
- e. The difference on Google Places, is you need to add more content to complete the listing. Beyond the basic information, complete all the other sections as well. As you do, follow these tips:

- 1) In the Categories section, be sure to select a pre-existing category. You have the opportunity to enter four additional categories, For those, you can add more specific categories, but be sure NOT to use geographic terms. This means, you can list Pest Control Company, but you should not list Pest Control Miami in the category section.
- 2) Add information to the Hours of Operation and Payment Option sections.
- 3) Complete the listing by adding 10 pictures. As stated before, these should be named with file names similar to your target keyword phrase. For example, pest-control-miami.jpg.
- 4) Also, add 5 videos. Simply copy the URL of the YouTube videos that you created earlier and paste them in the box and click 'Add Video.'

▼ Videos

Enhance your listing by associating videos about your business. To do so, upload your video on [YouTube](#) and enter the URL below. You can include up to 5 videos.

[Example: http://youtube.com/watch?v=dFtfv1JdXI](#)

[Add Video](#)

You have uploaded 4 of up to 5 videos for this listing.

[Remove](#)
[Remove](#)
[Remove](#)
[Remove](#)

- 5) You can also use the additional details section to add relevant information that includes keyword rich details.
- f. After you have added all of the information, be sure to click on the Submit button to save all your information. You will likely then have to verify that you own this listing. This will either be by a phone call to the business number or by a postcard mailed to the business address. For new listings, typically the postcard option is required. In this case, you will receive a postcard from Google with a pin number. When you receive it, return to Google Places and enter the pin number on the postcard to verify your listing.

5. Add Coupons

After you have verified your listing, you need to add coupons. Many people skip this step. They see they have a complete, verified listing and then choose to do no more, but Google is offering a place to advertise your business for free, so why not add it? Plus, it could help in where you come up in your ranking as well, especially when you incorporate your target keyword phrases into these coupons. Also, you will see that these coupons expire every 30 days, so be sure to keep them updated.

6. Make sure you have positive reviews

Reviews are a very important component in being ranked well in the results. You can certainly help this process by asking customers for reviews. When possible, you could encourage them to include in their review what it was that they received from you. This is typically going to be your target keyword terms, so they may write in the review, “their pest control service was outstanding,” and thus your target phrase, pest control service, would be included in the review.

Be careful with reviews and make sure that you are not creating your own fake reviews. Google and the review sites keep track of your IP address and can see where the reviews are coming from, so do not add all of them yourself! This means, even if customers have previously given you testimonials, you do NOT want to go in and add them online yourself.

You should aim to get at least five reviews so your business can have a star rating in Google, but certainly don’t stop there. The more positive reviews, the better.

Reviews from other sites are very important and are picked up by Google Places, so don’t forget these other sites. Some studies have suggested that reviews from some of the other sites are even more important than reviews on Google Places itself.

This is one of the reasons why it’s so important to set-up the company contact information exactly the same on all the sites.

For example, one of our clients had done a great job getting their customers to leave reviews on Kudzu.com. After, we set-up their Google Places listing, Google found their reviews from Kudzu and included all of them on their Google Places page, so their Places Page had 18 reviews, nearly immediately, which pushed them up in the rankings.

Some of the best sites for reviews, in addition to the Places Page itself are:

- Kudzu
- Yelp
- CitySearch
- InsiderPages
- YahooLocal

Other good pages include:

- ServiceMagic
- JudysBook
- AngiesList
- DexKnows
- SuperPages

...and of course, any related to your industry, such as Zagats and OpenTable for restaurants, TripAdvisor for hotels, etc.

At this point, you have covered all the main components that go into optimizing the actual Places Page. The next step is very similar to traditional search engine optimization (SEO). This is the process of adding quality links back to your site. The next section will get into the basics of SEO.

As you learn the strategies, be sure to keep your local presence in mind. If local is your goal, then be sure to build links from sites with local relevancy. These can include local business associations, chambers of commerce, local newspapers, etc. Therefore, when you are creating your backlinks, remember your review pages, citation pages, etc. The important pages that point to your Places Pages should have backlinks as well.

Steps to Search Engine Ranking Success

As I stated at the beginning, this guide is intended to be a blueprint you can follow to use free tools to increase your sales. I've intentionally kept the guide simple to follow and added some advanced strategies throughout for those who were already familiar with online marketing and wanted to take the marketing further.

The search engine optimization process has a tremendous amount of components. A complete guide on SEO would be an additional 100 pages or more. As we've stated throughout, this guide is intended to give you the best tools to get you started. Below are the basics and very helpful parts that you can include as part of your strategy. If you are not in a competitive niche, this could be all you need. If you are in a competitive national or international niche, the simplest solution here for those just getting started is to outsource your SEO work. I say this because you really need a trained team to create the massive amount of content and carry out the steps to create tens of thousands of backlinks per month that will be needed. When you have the knowledge of how it works, a system in place that works and a trained staff to carry out the backlinking work, you can have great success.

If you are interested in learning the full details yourself, let me know, and I point you to the best guides on SEO. Otherwise, here are the basic steps that you can incorporate into your strategy.

To start out, especially if you created the custom videos, an effective strategy can be using video for your SEO work. I've already shared how and why it's easier for videos to be found in search engines, rather than articles.

For video SEO, this involves going beyond just YouTube to submit your video content to other video sites.

As mentioned in the set-up phases, Other major video sites, beyond YouTube include:

1. Blip.tv
2. BoFunk.com
3. eCorpTv.com
4. Esnips.com
5. iviewtube.com
6. Kewego.com
7. MegaVideo.com
8. Myspace Videos
9. Photobucket.com
10. Veoh.com
11. Viddler.com
12. Vimeo.com

I promised I'd share how you can syndicate your content to all of these video sites, plus articles sites, podcast directories and social media channels with the push of a button.

The incredible software that allows you to do this is [Traffic Geyser](#). It allows you to automate a large amount of the submission process. With [Traffic Geyser](#), you add the articles and videos to the submission forms, and it delivers them to article sites, video sites, podcast sites and social bookmarking sites with the push of a button.

This is a very effective way to save time in your submissions if your goal is to submit to multiple article and video sites for backlinks. You can [try Traffic Geyser for only \\$1 by using this link](#).

When you use this strategy, be sure you are actually adding relevant, quality content because this is sending the same content to different locations online, so rather than just spamming for rankings, be sure it's valuable and will help those who see it.

If you are in a competitive niche and thus plan to create a lot of content, you may recall the content creation plan from the previous section:

1. Articles: 1 – 10 per week (typically 3 per week is good in most cases)
2. Videos: 1 – 4 per week
 - a. Reality video = live shot video for video blog post (1 per week or every other week)
 - b. Animoto style video for SEO purposes only (1 to 3 per week)
3. Press Releases: 1 – 4 per month
4. Blog Posts: 1 – 3 per week
5. Blog Comments: 50 per week
6. Forum posts: 25 posts per week (ideally at least 5 posts in 5 forums)

7. Social Media Posts

- a. Twitter: 3 – 5 per day
- b. LinkedIn: 1 – 2 per day
- c. Facebook: 1 – 2 per day

Once you have the content, you or your outsourced team can submit the content. Here's the general steps to take:

1. For Articles (from blog posts)

- a. Social bookmark the articles/blog posts: For automated tools or online sites to help speed up the process, you can use: SocialMarker, SocialMonkee, IMAutomator, SocialADR
- b. Re-purpose the same content from the original article to be another unique article (this process is referred to as "spinning" an article). This spun article should be manually (human-written) created. The new version can be posted to a popular article directory, such as EZine. The author resource box should contain a backlink to your blog post page and your home page.
- c. Spin again manually for submission to Articlesbase and GoArticles OR if using Traffic Geyser for this project, use Traffic Geyser to submit with a backlink to your blog post page and home page, or another main page of your website
- d. Spin articles using a service like Best Spinner
- e. Submit spun articles to blog networks, such as BuildMyRank, AuthorityLinkNetwork, ArticleRanks, FreeTrafficSystem [and possibly ArticleMarketingRobot used with UltraSEBacklinks and possibly ArticleMarketingAutomator or SEOLinkVine but questionable results with these two], and if appropriate for project to firm's private blog networks). These above strategies when done properly will result in tens of thousands of backlinks to your site.

2. For videos

- a. When you have live shot Q&A videos with audio:
 - i. Transcribe audio to be additional article submission and summarize for video blog posts
 - ii. Extract audio to be submitted to podcast directories (note: if using Traffic Geyser for this project, it does this automatically)
- b. Syndicate videos / podcasts to 20+ videos sites / podcast sites

3. For Press Releases, there are several options. Free services are available. Paid options give better results. They include PRLog (Free), Webwire (\$19), PRWeb (\$80).

- 4. Other steps to take for SEO results include:
 - a. Submit the site to National Directories.

- b. Create RSS Feeds
- c. Create RSS Mash
- d. Submit RSS Feeds
- e. Submit Podcasts
- f. Create secondary blog (Blogspot or Wordpress.com)
- g. Add blog comments on high PR sites
- h. Forum posting and comments
- i. Set-up Web 2.0 sites (Squidoo, Hubpages, etc.)

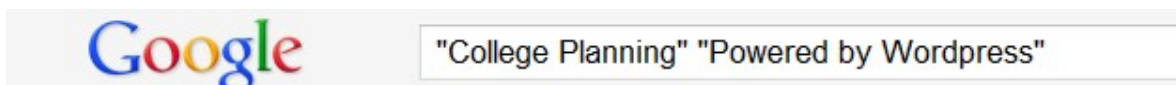
When you get into creating these backlinks from other blogs, it's very important that the search engines see these blogs as popular sites. Of course, it's great to have content that hundreds of popular websites want to link to, but that's not always the case, especially when just starting out. You can seek out these websites to suggest they link to your site or you can create your own links (via blog comments, guestbook sign-ins, forum signatures, user profiles, etc.). Although these can be lower on the value scale, they certainly still help. The trick can be finding these popular sites that are often given a high "page rank" score by Google.



You can find these websites by using a software called [SEOquake](#), which you can download for free. For example, you can use the search engines to search for blogs in your industry. Then, use SEOquake to find those that have high Page ranks. You can sort the search results by page rank. All of this is explained in detail on their site. After you have found a blog with a high page rank, leave a blog comment with an anchor text link back to your site and you have a high quality backlink. Typically one backlink is not going to make that much of a difference. Often, for competitive keyword phrases, it can take thousands, but it varies by keyword phrase (and you'll know how much to do based on your earlier research).

Once you have SEOquake, you can do a Google search to find blogs related to your industry that have a high page rank.

To do this, you can type in the Google search bar your keyword phrase in quotes and then a phrase that would be on a blog, such as "Powered by Wordpress," so for a college planning firm, you may type"



The below provides examples of these type of searches. Of course, substitute your actual keyword phase for YOUR KEYWORD

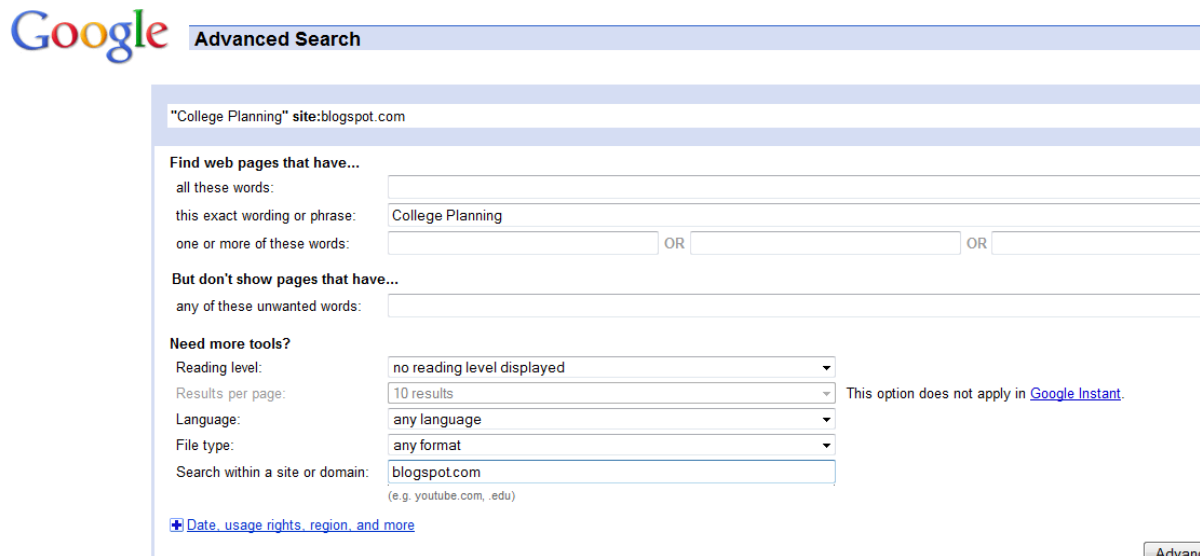
“Powered by Wordpress” YOUR KEYWORD

For more specific results only showing your keyword in the URL or url

“Powered by Wordpress” inurl:YOUR KEYWORD

“Powered by Wordpress” intitle:YOUR KEYWORD

You can also click on Google’s advanced search box and add your keyword phase next to “this exact wording or phrase” and add the name of blog URLs in the ‘Search within a site or domain’ box. The blog sites include blogspot.com, typepad.com, etc.

The image shows the Google Advanced Search interface. At the top is the Google logo and a tab labeled "Advanced Search". Below this is a search bar containing the text "College Planning" and a filter box set to "site:blogspot.com". The interface is divided into sections: "Find web pages that have..." with fields for "all these words:", "this exact wording or phrase:" (containing "College Planning"), and "one or more of these words:" with "OR" separators. Below is "But don't show pages that have..." with a field for "any of these unwanted words:". The "Need more tools?" section includes dropdowns for "Reading level:" (set to "no reading level displayed"), "Results per page:" (set to "10 results"), "Language:" (set to "any language"), and "File type:" (set to "any format"). The "Search within a site or domain:" field is set to "blogspot.com" with a note "(e.g. youtube.com, .edu)". A link for "Date, usage rights, region, and more" is at the bottom left, and an "Advanced" button is at the bottom right.

And you can even include phrases, such as “post a comment.” If you go this route, you may have to make it faster and use the “but don’t show pages that have any of these unwanted words” box to add phrases such as “you must be logged in” or “comments closed”

You may also recall that .edu and .gov sites have added value over all other sites, so finding these sites and getting backlinks from them can give your site a significant boost. To find these, again, use the advanced search box and in the “Search within a site or domain” box, do a search for .edu sites and then .gov sites. Remember to add a line such a phrase such as “Powered by Wordpress” so you get blogs with these .edu and .gov domains.

In addition, you can find .gov sites that serve as directories and list links to other websites. You can search for those and then add your site to them. To do this search, again enter .gov in the “Search within a site or domain” box, but this time enter phrases such as “add URL” “Submit site” and “Submit your site” so you can find these sites.

The Map to Online Marketing Success:

Module VI: Congratulations & ACTION!



Phase VI - Congratulations and it's time to take action!

“Action may not always bring happiness, but there is no happiness without action”
- Benjamin Disraeli, former British Prime Minister

If you've made it this far, I congratulate you. You now know more than 99% of business owners about how to set-up and run an effective online marketing campaign.

If you've been struggling with your business and wondering what to do in this space, you may now feel better because you took the time to learn what to do, and that's great. Enjoy the good vibes and pat yourself on the back for learning this much.

...but there's a very big important warning here: DO NOT just let this knowledge make you feel better. Without taking action, this knowledge is pointless. You must act on it!

Don't let this be a waste. This guide is not intended to just make you feel better temporarily because you learned something. Instead, it's to be a blueprint to allow you build your ideal life. Pick which ones you are going to do and which ones you are going to outsource, but most importantly act on it and act right now!

You should never leave the place of setting goals or being inspired without taking action, so start right now.

I'll give you an easy first step to take. Did you enjoy this blueprint? Do you know someone else that could benefit from it? I'm sure you do, and while it's against the copyright of our publisher to share your downloaded copy with them, I would love it if you could direct the person you are thinking of who could benefit from this to [this page](#).

It's actually a page with the “Share the Wealth” line from the Sharing is Sexy plugin that I mentioned earlier, so you can go [see how it works by sharing this page](#).

I really appreciate you sharing this, and I'm also going to appreciate hearing your success stories!

Start applying what you've learned and as you have success, please share it. Who knows, I may even have some special bonuses for those who share success stories, so again, take action right now and start making your dreams come true.

If you have not already, the next step is to get started. Take the first step! Once you get started, you will build momentum and take more and more.

By this point, you have analyzed your business. You've learned the steps to promote your business online. You've thought about the ones that would work best for you. Therefore, just go for it. Follow the map you now have in this guide and set-up your promotion.

Also, don't feel like you are alone in this. Please feel free to ask any questions you may have. We actually just set-up a brand new Facebook Page where you will be able to ask all of your questions. You can [access Local Internet Marketing Spot on Facebook by clicking here](#).

Again, I wish you all the best in the journey. Please keep me posted and let me know if there is anything I can do to assist you!



Patrick

At this point in a publication, it may typically say:
THE END

In this case, this is not an end.

This is just the beginning.

Your journey must be lived, so...

**Go forth to light, love and serve the world,
and live the life you have always imagined!**