

GROW YOUR ONLINE BUSINESS  
**20% IN 20 DAYS**

**GUARANTEED**

Introducing The HMA Guerilla Marketing  
Secrets for Optimizing Your Web Site to  
Build Your Business

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**The Guerrilla Internet Marketing Home  
Study Course By Nicholas Gilbert &  
Michael Senoff**



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## **Introducing Guerilla Marketing Secrets for Optimizing Your Web Site to Build Your Business**

Learn about the “Guerilla Marketing” techniques that can increase your Internet sales 20% in 20 days! With a money back guarantee. If you want to optimize your Web site to grow your online business, or if you are starting an Internet business, this five-part audio program is your answer! Finally, there is a marketing program that was developed by an online business owner to help other online business owners grow their Internet businesses.

Learn how Nicholas, a former triathlon athlete and owner of Internet businesses, learned about marketing while running his Web site. Based upon his Internet marketing experience, Nicholas shares the online marketing techniques based on the “Guerilla Marketing” home study course he developed to help other Internet businesses be successful.

This comprehensive internet marketing course is like no other, it will teach you what you need to know to be successful online and tell you how to do it. Having owned a web hosting company for 7 years, starting it from scratch with zero clients and a couple hundred dollars then building it into a multi-million dollar company with thousands of clients with e-commerce Web sites, Nicholas knows what works and what doesn't.

You are going to find out the lessons Nicholas learned along the way to maximize profits, you will learn a number of secrets from a veteran web programmer/online marketer, and it is all be cutting edge info that's working today.

In this course we bring you the most important parts of the 5 main areas of online marketing, on 5 CD's plus a 50 page workbook, with written and online exercises to ensure you understand and to help you implement the material.

In each audio CD you will hear my conversation with Nicholas, who explains the following Internet marketing topics:

- Part 1: Guerilla Internet Marketing Weapons: How you can market online with a tight budget
- Part 2: The Hidden Secrets about Google Ad Words
- Part 3: Creating an Online Affiliate System
- Part 4: Money Saving and Conversion-boosting Tips for Paid Online Advertising,
- Part 5: Website Analytics.

Be sure to listen to all five-part audio recordings. You will be amazed by what you learn when you hear about the marketing tools and techniques that you won't be able to find anywhere else. If you would like one on one help in this area contact [www.YourMarketingMastermind.com](http://www.YourMarketingMastermind.com) at 858-274-7851. [YourMarketingMastermind.com](http://www.YourMarketingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.

MICHAEL: Nicholas, can you give us a little background about yourself?

NICHOLAS: I built my first website in 1997, and started marketing on the Internet in 1998.

MICHAEL: What was your first web site?

NICHOLAS: It was for a race, like a triathlon.

MICHAEL: Are you a triathlete?

NICHOLAS: I used to be.

MICHAEL: Oh, really? How many have you done?

NICHOLAS: Probably, about 20.

MICHAEL: You've done 20 triathlons?

NICHOLAS: Yep

MICHAEL: And what was the reason for building your first website?

NICHOLAS: I was in a club, and that club was putting on a triathlon race, and then I needed to do the website and then also recruit athletes to come do it.

MICHAEL: And had you had website experience back then?

NICHOLAS: No, that was my first one.

MICHAEL: Where did you get your education, even with your first website?

NICHOLAS: Just from books, and talking to people and a lot practice.

MICHAEL: So what was the purpose of that first website and how did it go?

NICHOLAS: The purpose was to give information about the triathlon and then also recruit athletes that will participate in it. And it went really well, we were able to do the race for a number of years in succession.

Having a strong background in computer programming and especially the languages used on the Internet I started a web hosting company in 2001, this is where I really learned marketing. I grew the company from scratch with zero customers and only a couple hundred dollars to a multimillion-dollar business with thousands and thousands of customers.

MICHAEL: Now what was the name of that first company?



NICHOLAS: That was called AN hosting ([www.AdvancedNetworkHosting.com](http://www.AdvancedNetworkHosting.com))

MICHAEL: Is that where you learned all this stuff, from building that company?

NICHOLAS: Right.

MICHAEL: How many millions of dollars did that company do?

NICHOLAS: Total, probably about 3 million.

At that time I was in contact with thousands of Internet business people whom had sites hosted by me. My marketing skills were also enhanced along the way by going through scores of marketing seminars, tapes, CDs, DVDs, books and also working closely with marketing experts. In 2006 I started an Internet marketing consulting service.

MICHAEL: Why was marketing important to you? What did you want to learn about marketing?

NICHOLAS: In order to grow the hosting company, and also keep more existing clients, and make more off revenue off the clients. As the marketing got more and more competitive, which the hosting market really did, I had to keep improving my marketing skills equally well.

MICHAEL: So you invested in courses on marketing?

NICHOLAS: Right.

MICHAEL: And were they a big help to you?

NICHOLAS: Yep, I got a lot of ideas from them and was able to apply.

MICHAEL: OK, so why did you create the Guerrilla Internet Marketing home study course?

A. Every internet marketing course, book or seminar I came across either briefly touched on the how-to of internet marketing, gave information on one specific area that didn't pertain to my business, was written by someone without a vast background on the web, or was seriously out dated. Frustrated that I could never find any good Internet marketing material I created the Guerrilla Internet Marketing Home Study Course. Finally a program created by an online business owner for online business owners.

MICHAEL: Now are you saying an internet marketing course is different than some of the general marketing courses that you refer too when you became a marketing student?

NICHOLAS: Right, a lot of stuff you can apply to either an online or offline business, but internet marketing is a completely different area there are certain things that only apply to internet marketing.

MICHAEL: And apply only to having an actual website.

NICHOLAS: Right.

MICHAEL: So by having an actual website does that allow you to grow your website business where other outside marketing for say brick and mortar wouldn't have an effect because its not web related?

NICHOLAS: Right.

MICHAEL: What is the main purpose of this course?

NICHOLAS: It is designed to give you crash course in internet marketing and to either jump start your marketing campaign or supplement your existing campaign through new ideas and cost saving strategies. This course not only tells you what to do, it will describe why to do it and how to do it. I am so confident that information in this course is so valuable and will work for anyone that if this doesn't increase your web sales 20% in 20 days I want you to return it for a full refund.

MICHAEL: That's a pretty bold guarantee. A lot of the stuff you studied before, was it more on what to do, but not how to do?

NICHOLAS: Right.

MICHAEL: And I know from being on the internet that there is a lot of internet marketing courses out there but they don't give you the how-to's.

NICHOLAS: Right.

MICHAEL: So you're saying with your expertise and doing it yourself your going to give us all the secrets that no one else has revealed before?

NICHOLAS: Right.

MICHAEL: Tell me, how did you break this thing down and what are we going to learn?

NICHOLAS: I am going to take you through 5 topics including Guerrilla Internet Marketing: how you can market online with a tight budget, the hidden secrets about Google AdWords, creating an online affiliate system, money-saving and conversion boosting tips for paid online advertising, and website analytics.

MICHAEL: OK great, well let's get into Module 1, let's get started with this, what is module 1, guerrilla internet marketing weapons, and describe this to me.

NICHOLAS: This is how you can market online with a tight budget. I'm going to tell you what the top 25 Guerrilla Internet Marketing Weapons are, and explain each one, we're also going to learn the 11 Must Have Items for your Website, and what is an auto responder and how you should use one.

MICHAEL: All right so anyone who has a website should be able to implement these or has the ability with a website to implement these for their online business?

NICHOLAS: Right.

MICHAEL: All right well lets take them one at a time and the first one I see here on the list, Nicholas, is forum and message boards. Now we've heard on the internet about forum and message boards for a long time but I know that there still confusion out there in the market place of exactly what is a forum, describe what it is and what is a message board, and then lets get into the guerrilla tactic, what it is a forum and message board and how did these things get all over of the internet and why are they so popular.

NICHOLAS: Those are to create discussion groups and then it allows people to register there and post different topics or post their opinion on different topics that someone else started.

MICHAEL: Are there lots of them on the internet?

NICHOLAS: Yeah, there are tons of them out there.

MICHAEL: How far back do forum boards go?

NICHOLAS: All the way back.

MICHAEL: Even before the graphic interface?

NICHOLAS: Not that far back, probably about the same time ecommerce started there was also forum and message boards out there.

MICHAEL: OK, so this is where a group of like minded people with various different interests can congregate and share ideas and meet with peers who are interested in the same thing?

NICHOLAS: Right.

MICHAEL: Would you say there forums boards on any kind of subject imaginable?

NICHOLAS: Yes, there one out there for everything.

MICHAEL: So if I have a website and I do have a website and I don't have a forum board, how can I benefit from using this guerrilla internet marketing weapon for my website, say specifically for my hard to find seminars site?

NICHOLAS: This would allow more people on your website to get involved and be able to interact with one another; it would keep people coming to your site more often, so they would check for new posts or check to see who responded to their own post.

MICHAEL: Can this increase your traffic ranking by having people come back more often?

NICHOLAS: Yes, you will notice a significant increase to your traffic if you have a good forum on there. One thing you gotta remember is it's against Net Etiquette to blatantly advertise your company on someone else's forum.

MICHAEL: What's Net Etiquette?

NICHOLAS: Net Etiquette is being responsible on the web and not violating net rules.

MICHAEL: So there is a code of ethics for the internet?

NICHOLAS: Right.

MICHAEL: So you've got more people coming to the internet for the first time than any time in history and I would be a lot of people have no clue about this code of ethics. So you're saying that there's a code of ethics on the internet and especially in these forum boards. So what is it that you can't do in a forum board?

NICHOLAS: You don't want to just post ads about your company on there, because then the forum owner or forum moderator will get mad and will actually ban you from their forum.

MICHAEL: So are we talking about this forum and message boards if I'm and internet business are we talking about this as a guerrilla marketing tactic for me a website owner to have a forum board or to use other forum boards to generate interest in my website, or both?

NICHOLAS: Both, there are two ways to use it, one is to have it on your own site, the other is to post on other people's forums related to your industry, and the way to do that is make your handle represents your company name.

MICHAEL: What's your handle?

NICHOLAS: Oh, your handle is your nickname that you register on that forum.

MICHAEL: So anyone who comes to a forum board is going to have to enter like a name and a password, right?

NICHOLAS: Right.

MICHAEL: So the guerrilla tactic one of them is if I wanted to sign up with a forum board my name could be hardtofindseminars.com, right?

NICHOLAS: Right.

MICHAEL: So that kind a gives me a little advertising even without advertising?

NICHOLAS: Right.

MICHAEL: All right that's one way, what's another way?

NICHOLAS: Another way is in your signature on the forum, whenever you post on the forum it adds your name and a little blurb. A signature is like just as you have in your email program, it will have your name and company name and phone number, you can that same thing for a forum you register for.

MICHAEL: So like in a lot of email programs when you're sending email, a lot of people new to email on the internet don't know this, but when they send an email, every email they send out to someone as their communicating on a daily basis they can choose to have their name, their phone number, their address, they can have a hyperlink to their websites in their emails. So you're saying when someone posts on a forum board they can have the same type of signature which inadvertently could bring you new business.

NICHOLAS: Right. Another way to use these forums is to build a reputation for yourself. The best way to do that is to participate in threads started by others, often other people have questions, and you, being an expert in your field can answer them.

MICHAEL: So you can pop into a forum board that you never participated in, you can't just jump in and start advertising or the people who are members of the forum that participate regularly, they can monitor your participation and kick out your threads, is that correct?

NICHOLAS: Right.

MICHAEL: So you've got gradually include yourself as a participant and the easiest way is jump in on someone else's conversation and get involved?

NICHOLAS: Yep.

MICHAEL: And then by having your signature on there, by offering expert advice, you could slowly and not in a blatant and not in an obvious way let the other members know who you are, what your expertise is and anything that you have to offer, but you've got to ease into it right?

NICHOLAS: Right. A note about some of the items in here: We won't go into detail about how to set everything up if we did that the course would probably be 100 hours long and take

a year to get through. The goal of this course is to give you information on a lot of topics, let you know what's possible and what's advantageous in order to keep you ahead of the curve. You can then in turn set them up with a little extra study on the topic, via a third party solution, or through a programmer. Many of the items mentioned are fairly easy to setup, for example the forum can be installed with one click in most website control panels, or you can download one from phpBB.com, there's a number of them out there, phpBB is the most popular one.

MICHAEL: OK, so let me put it in simple terms, we're talking about forums, we're talking about message boards and this could potentially scare a lot of new internet people or existing owners of websites away, so what you're saying is you don't have to be the expert to learn how to do this, you don't have to do this yourself, you're saying there are people at websites like phpBB.com and Elance.com and scriptlance.com, there are thousands of people all of the world who could simply do this for you at a low fee.

NICHOLAS: Right.

MICHAEL: So you gotta be the manager and the person that tells people what to do you don't necessarily have to know how to do it, correct?

### **Let's move on to guerrilla tactic #2, Newsletters.**

MICHAEL: What is a news letter and what's it used for?

NICHOLAS: A newsletter is an email you send out used to keep in contact with your customers, You want to send out a regular newsletter, and include special offers, sales, or coupon codes in the newsletter. You can either make the emails plain text or fancy with HTML. Keep stats on your mailings, how many emails went out, how many clicked a link, and how many ordered. We are going to cover this in more detail in Module #5.

MICHAEL: OK but the main concept here, of a newsletter, is to keep an on going relationship with your customer, and in doing so offering them advice, tips, letting them know your still out there and sometimes consumers are so inundated with other things that they just need to see your name in front of them you just need to keep that contact and that contact just reminds them that your out there, is that the main benefit of the newsletter?

NICHOLAS: Right.

MICHAEL: OK, let's go to

### **#3, contest.**

NICHOLAS: You want to create a contest or giveaway, and then require that the person viewing your website enter at least their name and email. When they sign up for the contest or giveaway that's how you build your prospective customer list. And if you want a more targeted list make sure the prize is only related to people who would be interested in your

product or service. For example if you own a pool cleaning business, don't have a contest for a free Ipod, have it for a product that only someone with a pool would need.

MICHAEL: To simplify it, you're saying that this internet guerrilla marketing tactic, a contest, the purpose of this is to build a list, is that correct?

NICHOLAS: Right.

MICHAEL: So its good business to spend some money on a good prize and let everyone enter, so you trading money that it costs you for a good prize whether its an Ipod, a TV, or what have you, but you're trading for names. Why do we need all these names? What's so great about having names and email addresses?

NICHOLAS: Once you have your list, you'll be able to solicit them in the future with an offer.

MICHAEL: And we can do that using guerrilla tactic #2, newsletters?

NICHOLAS: Right.

MICHAEL: So, you can't sell anything unless you have a list. And a very effective way you've seen in gaining a list, is by using contests?

NICHOLAS: Yep.

MICHAEL: That's a good idea. Let's move on to #4,

A Members Only Area. What is a Members Only area, and this is for a website right?

NICHOLAS: You would have a section of your website dedicated to members only. And like the contest, when they sign up to be a member ask for at least their name and email and then you've got a mailing list. This section would be password protected so they need to sign up to gain access, and you'd want to give away free information or have something inside that members only area to give them an incentive to become a member.

MICHAEL: So having a member's only area, the exclusivity is what makes this work, so you've seen this work pretty well?

NICHOLAS: Yep

MICHAEL: With my site for instance, is there a simple way for me to create a members only area, like through my control panel that I have with you?

NICHOLAS: There is, in the control panel you'll see an icon for password protect directory, just click on that and then it will let you secure one of your directories.

MICHAEL: Oh, I gotcha, and I enter in a username and password, and anything I upload to that folder will be secured. When they click on it will a box pop up that I can put a message in there?

NICHOLAS: Right, a gray box will pop up, you can have a message in there and then it'll ask for their username and password.

MICHAEL: Can I change what the message says?

NICHOLAS: Yep.

MICHAEL: OK, so anyone that has an existing website and they have some special content out there, with Nick's help I'm sure or anyone on your staff that can help you go into your control panel, which is like the guts of your website, the operating panel, and they can create a special members area, when a visitor clicks on it a box will pop up, it will them instructions, or you can have an advertisement in it, this is for members only enter a username and password and it allows you to collect names for people you would ordinarily not have collected. And so the value here is to start building your list so you can use it in guerrilla marketing tactic #2, newsletters, and you can offer products and services for sale once you have that list.

NICHOLAS: Right.

MICHAEL: Great idea.

**Let's do #5, spy tools**, we've heard a lot about spy tools on the internet, how is spy tools a guerrilla marketing tactic?

NICHOLAS: You want to use "spy tools" to monitor your competitors activity. These are tools that somebody else already created and you just go to their website to use them. There are 3 spy tools I am going to tell you about, now, don't worry these are all ethical and legal tools. #1 archive.org, this is the way back machine, it has the history of what sites looked like all the way back to 1996, use this to see what competitors have done, what they have changed on their site, what promotions they have run, and how their pricing has changed.

MICHAEL: All right. I just want to mention something about this, when I learned about this way back tool, it blew me away, it was unbelievable. This thing has collected the actual web pages, downloads, of websites, all the way back to 1996, so when I first learned about it, I went to go check out my hardtofindseminars.com, and a lot of websites don't keep history of their old pages, they may have content they want to use again but they don't remember it. You can go click on it according to the date and you'll see exactly what your website looked like, when I saw my very first web page I was blown away. So you can also copy and paste that content if you every wanted to repackage and use it for your updated website as well. Have you used this to research your competitors in the internet hosting market?

NICHOLAS: I have, I use that all the time.



MICHAEL: Do you copy or get good ideas, ideas you would have never thought of?

NICHOLAS: Right, I pick up some ideas.

MICHAEL: All right, what's the next spy tool?

NICHOLAS: #2 is the Google Toolbar, the main thing you want to look for here is page rank.

MICHAEL: What is page rank?

NICHOLAS: Page rank is Google's measure of the importance of the website. This is a big factor in determining what spot your site will come up in on a Google search. This takes into account how many links you have coming to your site, the page rank of those links and if they are related sites or not. So if you have 100 links from a page rank 2 sites, that might only be worth as much as 1 link from a page rank 7 site. Or if you have 10 links from page rank 6 sites that don't have to do with your field, that might be worth the same 5 links from page rank 5 sites in your field.

MICHAEL: All right so Google has a representation of a popular site by page rank, what does it go 1 – 10, 1 – 7 or what?

NICHOLAS: 1 – 10

MICHAEL: OK, 1 – 10, 1 being the worst, 10 being the best?

NICHOLAS: Right.

MICHAEL: Let's say for example you had a competitor in the web hosting business, you want to kind of see how popular they are and how they are doing, so you would enter say k2hosting.com into the Google toolbar and you would see, if they had a page rank of 10, what does that tell you? It means they're really kicking butt as far as the rankings?

NICHOLAS: Yeah, 10 means there's a really popular site and they're going to show up high on the search engine.

MICHAEL: That may also give you some intelligence, that if you've got a competitor who's doing that well, you may be able to borrow and modify some of his marketing tactics, because there's a good chance that those marketing tactics got him to where he is at a page 10 rank, right?

NICHOLAS: Right, Google has a different page rank for your domain with and without the www, so you want to check both of those. I'm not really sure why it's different but a lot of times it will be different by 1 or 2 page ranks.

MICHAEL: And the current Google tool bar has this feature on it?

NICHOLAS: It does, but its disabled by default. So you want to click on Settings-->Options-->More and check "Page Rank and Page Info".

MICHAEL: All right how can someone get the Google Toolbar if they don't have one currently?

NICHOLAS: You can download it just from google.com, it's a free download.

MICHAEL: Is it a useful toolbar, will it slow down my computer, does it work with AOL no problem?

NICHOLAS: I'm not sure if it works with AOL, I use it on Internet Explorer and it doesn't slow it down or anything, I usually hide it in the background until I'm ready to use it and then I enable it.

MICHAEL: OK, very good. What if you searched a website and it had 0 page rank, what could that mean?

NICHOLAS: 0 page rank is probably a new site without any links coming to it.

MICHAEL: OK, what's tool #3, the Alexa toolbar, what is Alexa?

NICHOLAS: You get that from the site [www.alexa.com](http://www.alexa.com) and it has the traffic ranking for each site. Not every site, but if you are making an effort to drive traffic to your site, they are probably going to have you on there.

MICHAEL: What is traffic ranking?

NICHOLAS: Traffic ranking is your rank out of all the sites, the top site having a traffic rank of one. When you click on the rank in the Alexa toolbar it takes you to a page with a lot more detail. Including traffic details, is the site getting more or less traffic, related sites, other sites that appear to be owned by them, the number of links and what the links are, contact information for the owner of the site, how long the site has been around and even some stuff.

MICHAEL: So this Alexa toolbar will basically show a competitors rank compared to all other websites in the world or in the U.S.?

NICHOLAS: In the world.

MICHAEL: In the entire world. So if your in the top 100,000, you're in the top 1% of all sites in the world?

NICHOLAS: Right.

MICHAEL: OK, how many websites are there in the world now, do you know how fast it's growing?

NICHOLAS: There's probably hundreds of millions, if not billions of websites now.

MICHAEL: So this toolbar will compare your site or your competitors site to every website in the world but it will also show you if the sites getting more popular or less popular over a period of time that you can look at a 5 year period, 3 year period, 1 year period or even within the last month.

NICHOLAS: It has a graph to show you the trend it's going on.

MICHAEL: And then it also shows you links of other websites that are linking to it?

NICHOLAS: Yep.

MICHAEL: Now how can that be used as a research tool for somebody?

NICHOLAS: If you're looking at your competitor's site on there, look at the links they have going into them, a lot of times that will be an affiliate of theirs, and you might also want to recruit that person as an affiliate of your own site.

MICHAEL: I got you, so you can research your competitor, find out all the other people who are promoting him, and if you want to compete against them, you can actually go to those sites that are linking to your competitor and try to solicit them to market your product or service compared to who they are currently marketing.

NICHOLAS: Right.

MICHAEL: These 3 tools are absolutely incredible, I use them all the time, and the intelligence you can gain on a competitor is staggering with these 3 simple tools. Let's go to guerrilla marketing tactic #6 Follow-up, what is this follow-up?

NICHOLAS: Follow-up, its important not to lose the personal touch by doing business on the Internet. 68% of lost business in the U.S. is due to not following up with the customer after the sale. After someone orders from your site follow up with either email or phone. Even if you just have an automated email follow up, ask how satisfied they are and if they have questions or problems. This is also an opportunity to up sell or sell a related item and your client ask for referrals. My hosting company sends out an automated email 1 week after someone orders asking if there is anything we can help with, a lot of the time there is and if we hadn't contacted them the customer their likely not write or call in for help but to opt for our 60 day money back guarantee.

MICHAEL: So the worst the thing a website owner can do is to get a customer, sell them something and not follow up. So we can take their name and their email address and put it

into an autoresponder, which we're going to talk about later, or the newsletter and keep in touch with them. And sometimes its just a matter of getting in touch with them at the right time for additional business.

NICHOLAS: Exactly.

MICHAEL: Now follow up can also mean not just online, but it can also mean follow up outside of the online market place, we can send them a postcard or a letter or a magalog or something else, which works the same way just offline.

NICHOLAS: Right.

MICHAEL: **Lets move to #7**

**Frequent Buyer Programs.** What is a Frequent Buyer Program and how can this benefit and online marketer?

NICHOLAS: The online Frequent Buyer Programs are similar to offline ones, similar to the Subway stamp program, or a point system, like the Airline miles on your credit card. Encourage existing customers to come back, give them incentives to keep buying from you. You may have heard of the 80/20 rule, it means on the average 80% of your revenue comes from 20% of your customers. By implementing things like follow ups from #6 and frequent buyer programs you are able to get the other 80% of your customers to become higher revenue sources, just like your top 20%.

MICHAEL: All right, **lets move on to #8**

**Affiliate programs.** I've heard a lot about affiliate program, what is an affiliate program?

NICHOLAS: Affiliate program is a structured referral program that you'll want to use for people who like your product and are happy to refer other people to use it.

MICHAEL: Can you give me an example of some huge companies that use affiliate programs?

NICHOLAS: Yeah, the biggest example is Amazon.com, when you sign up for their affiliate program you put links to Amazon from your site or links to specific books and when someone goes to Amazon after clicking on your link they give you a percentage for that sale. We're actually going to explain this in a lot more detail in Module #3.

MICHAEL: **Alright, #9**

**Coupon Codes.**

NICHOLAS: On a lot of order forms you see a spot for enter coupon code, or promo code or discount code, this is the online version of coupon. They type in a string of letters and

numbers and the back end of your order form knows to give free shipping, or to give 10% off, or add in the free accessory pack.

MICHAEL: So you can use these numbers in the promotion, so lets say you offer a promotion for a years worth of hosting, and you can say in the offer if you enter this special code on your order form, 1234, we will also include free domain hosting for 6 months. So when that order comes in your fulfillment knows that this person responded to an offer with a coupon code. What benefit does having these codes do for the promoter of a coupon code?

NICHOLAS: It'll get more people to order, or if it's a time sensitive thing like "this code expires at the end of this month", or end of this week, it will get people to order faster. Another hidden benefit is for you, the promoter, to know which promotions are working well, you look at when coupon codes were used and the ones that were used the most are the promotions that have been working the best.

MICHAEL: OK so tracking your promotion and knowing what works and what doesn't that's a great technique.

### **Lets go to #10, gifts, how do we use gifts as a guerrilla marketing tactic?**

NICHOLAS: You can give away something free with a purchase, like a free t-shirt, key chain, or some other kind of gift.

MICHAEL: And I know from the direct marketing world, especially in the magazine subscription world, many people who order subscriptions to magazines, order more for the free calculator or free tote bag, than they do for the subscription. So gifts are a very proven way to increase sales in a promotion.

### **#11 incentives.**

NICHOLAS: Incentives – Use incentives, to either get more customers to buy or get the customer to buy more. Ex, free shipping or free shipping for orders over \$25 or price break when you buy 10 or more

MICHAEL: Guerrilla Internet Marketing Plan – how is this a Guerrilla Internet Marketing Tactics? What is a Guerrilla Internet marketing Plan?

NICHOLAS: Before you start marketing online, Create Guerrilla Internet Marketing Plan. This is a few sentences stating: what action you want someone to take once they land on your site; your prime benefit or competitive advantage; your target audience; the guerrilla internet marketing weapons you will be using; the niche you have in your market; the traits of your business; and the percentage of your gross revenue that you are going to reinvest into your online marketing campaign.

MICHAEL: OK, that sounds like a mouth flow and for someone new to the internet and new to the marketing, it sounds confusing. With your new consulting firm, you offer this is a

service to create the entire Guerrilla Internet marketing Plan before someone to start doing their marketing?

NICHOLAS: Great I have a website for Guerrilla Internet marketing Plan, with this people can signup and create their plan right now. ....

MICHAEL: I should give the listeners the URL where they can actually create there own Guerilla internet marketing plan right now.

NICHOLAS: [www.yourmarketingmastermind.com/wizard.html](http://www.yourmarketingmastermind.com/wizard.html)

MICHAEL: OK, Great, that's a great service.

MICHAEL: **Module #13 Media Contacts.** Tell me about this.

NICHOLAS: Build a list of the editors' emails, faxes and/or addresses for news sites, online magazines, even offline magazines and newspapers. When you have a press release you will want to send it to that list. I will talk more about this in Module #14

MICHAEL: **Module #14 Clear and Easy to Navigate sites.**

Some areas of a blank space, why is this important to be clear and easy to navigate website?

NICHOLAS: You're website is a reflection of your company, you must have a well organized, easy to navigate website. Be careful when adding images to your website, be careful what colors you choose. Everything on your site is going to either add or subtract to your visitor's experience and your conversion rate, this is key to increasing your site's revenue and I will talk about this in detail in Module #5.

MICHAEL: **Module #15 Partial Payment Plans** – what is a Partial Payment Plans and why it is effective in Guerrilla Internet Marketing Tactics? Nicholas.

NICHOLAS: Buy now for only 4 easy payments of \$33.33 billed automatically to your credit card. No payments for 30 days. In that case you would want to preauth their credit card for the money. Preauth means you put a hold on that money so can you charge it to their card at a later date even if they cancelled the card or are at their credit limit. A good example is a home shopping network.

MICHAEL: **Module #16 Email Signature** – What is an email signature?

NICHOLAS: This should contain your name, address, phone, and fax. If a customer needs to call, fax or mail you something you don't want them having to look multiple places to get it.

MICHAEL: **Can someone have multiple signatures and use those if they have multiple businesses?**

NICHOLAS: Yes.

**MICHAEL: #17 Opportunities to upgrade/up sell – I heard this term upgrade and up sell, what that mean for someone online selling their products?**

NICHOLAS: The easiest way to increase revenue is to up sell the customer when they are already at your site and ready to purchase. Offer a deluxe module, offer a combo package, or offer a larger size.

MICHAEL: OK, studies have been down there, so when someone has made the buying decision and decided to buy, ask someone to buy more right?

NICHOLAS: Right.

MICHAEL: So this is the time to the most people who have just make a buying decision will buy more, spin more, tie for longer period of time, this is easy way to grow your revenue.

NICHOLAS: Right.

MICHAEL: Perfect.

**MICHAEL: Module #18 Thank You –**

NICHOLAS: Remember to thank customer for doing business with you, either on the confirmation page of your order form or in an email sent after they order. You want to build a good reputation and image for your company.

**MICHAEL: Module #19 Get listed on Epinions, Froogle, and BizRate –**

What are these websites and tell me why this is a good guerrilla Internet Marketing Tactics for internet marketing?

NICHOLAS: Epinions is part of shopping.com and when you sign up with shopping.com you get listed on both sites. Once you're on Epinions.com you can let your customers know to write a review for you. To sign up with Froogle, click "Information for Sellers" on the bottom of google.com. For Shopzilla you can sign up at merchant.shopzilla.com

MICHAEL: Epinions is a part of shopping.com so to get on Epinions you will have signup with shopping.com?

NICHOLAS: Yes.

MICHAEL: In shopping.com can anyone can signup?

NICHOLAS: Yes. I think they might cost \$25 or something.

**MICHAEL: Ok #20 Free Shipping –**

What is Free Shipping in guerrilla Internet Marketing Tactics for internet marketing, Nicholas?

NICHOLAS: Free shipping and handling is huge. Buyers are often scared that the money they are saving by buying online will be lost with high shipping costs. Or they are worried they are too far away and shipping will be expensive. You definitely want to at least test free shipping, even if you have to up the price of your items to cover the cost of shipping. This is #1 of The Top 10 Reasons Why Someone may be Abandoning Your Site In the Final Steps, which I will be discussing in module #15

MICHAEL: Right this pretty important because when people decide whether I want to buy from the internet or want to go to target store or Wal-Mart or buy locally.. This shipping is quite sometimes kills the deals because of rationalize in their mind that I am going to get my cargo drive to the store and pick it up and not paying more because of free shipping.

So, by giving free shipping you eliminate that objection increasing your chance of the sales?

NICHOLAS: Right.

MICHAEL: **Ok #21 Site Map** – What is a Sitemap and why it is Important?

NICHOLAS: Site map is a page rank of your website that contains diagram of your WebPages. Your site should really be designed so visitors can find what they need without using one. However the main reason to have one is search engine spiders love these. A link to your site map from your home page will allow a spider to find content deep within your site. A site map is also preferred over a search box on sites without a huge number of products. A user is likely to use a search box only if they are frustrated because they can't find what they are looking for. This could be because you have so many products, or it could be because you have poor navigation. Now search boxes do serve a purpose for large sites, if you have 1000 different products, you would definitely want a search box, so some can search by category, specific name of the item, or part number or model number of the item. A couple things to remember if you do use a search box, in the event there is no match, display the closest matches. And study the list of non-matched words so you know what product to match that term with, or what similar product to suggest, or what products are in high demand that you may want to stock. Just as a reminder not get overwhelmed.

MICHAEL: So, it is not hard to do.

NICHOLAS: No.

MICHAEL: For someone who don't know how to do it, may be hard. The whole idea is the format out on how to do it.

NICHOLAS: Right.



MICHAEL: So, we put the investments for giving the things done in the increase in traffic and sales?

NICHOLAS: Right, the increase in sales and traffic.

MICHAEL: OK, Is there on going cost to develop to hire you or your team to develop the sitemap for my site. Is that one time payment I paid you or would ongoing monthly payment to keep it updated?

NICHOLAS: One time payment.

MICHAEL: Fine.

MICHAEL: **Module #22 Favicon**

What is Favicon? I never heard of this.

NICHOLAS: A Favicon is the little icon that appears in the favorites list and in the address bar of your browser, this is usually your company logo, this will increase branding and make it easy for your customer to find you link in his long list of favorites.

MICHAEL: OK, so when you are searching on the internet using my new internet explore 7.0 it will show the little images right by the http right in the bar?

NICHOLAS: Right.

MICHAEL: Well in internet explorer 6.0 will it show on the bar automatically?

NICHOLAS: It may not show automatically.

MICHAEL: So, it is pretty new in the internet marketing and something I responded to right way. It something I didn't know about what might internet explorer 6.0 because I didn't have there is a setting but one might internet explorer automatically updated 7.0 there is how surfing the net, I was there little images and love them and there is great little branding tool the small little picture right by the URL.

NICHOLAS: Right you do really need.

MICHAEL: OK, how much will you charge me to do a Favicon image for my website and my other sites.

NICHOLAS: That will only be a one time charge of \$25.

MICHAEL: That creates images and design and everything?

NICHOLAS: Right.

MICHAEL: That's a good deal.

**MICHAEL: #23 Automatic Recurring Purchases -**

What is automatic recurring purchases and why this is so powerful for automatic revenue in internet marketing business?

NICHOLAS: These are also called "until further notice" items. You will continue providing the service, or continue sending the consumable product on a regular basis until the customer gives you further notice to stop it. If you have a service that needs to be performed regularly, have an automatic subscription for it. If you are a carpet cleaner offer one price for a 1 time clean, and a lower price if they left their credit card on file with you and you came out for a cleaning once every 6 months. On average people have their carpet professionally steam cleaned once every 3 years, however studies have shown for health reasons you should get it cleaned every 6 months. This even works with non-service, consumable items. Example: I ordered some cat food on petco.com the other day and they have service where I can save money and have the food sent automatically every so often, they let you choose between 1 week and 12 weeks between shipments and it doesn't bill your card until they ship it out.

MICHAEL: Do you think your business would be where we are today if you set the charge for the customers or call them back every month to get them to reorder to pay \$19/month for hosting. Do you think your business would be reordered if you didn't automatically the card for your internet hosting service?

NICHOLAS: No there is no way.

**MICHAEL: OK lets to go #24 FAQs – Frequently asked questions**

Tell me what this is and how internet business should utilize this?

NICHOLAS: A lot of customers are going to have the same questions, create a page with the top 10, 15, 20 frequently asked questions and answers.

MICHAEL: OK, we need to put this up link on the website?

NICHOLAS: Yes link it somewhere on form your website. Websites working really like magic. It's going to free up you stress and west of time from asking questions over and over and over.

**MICHAEL: #25 Guarantee – In the final guerilla Internet Marketing tips which is the Guarantee.**

NICHOLAS: Clearly state your guarantee. A great competitive advantage is to offer a guarantee longer than the competitions does, if they do a 30 day, make yours a 60 or a 90 day, if they have a 1 year guarantee, give your product a 3 or 5 year guarantee.

Another guarantee is called risk free version. It is which you not only give guarantee but you guarantee and get the customer a better risk free guarantee.

Q: What are the 11 must have items for your site?

A:

1. Put your USP on your homepage- USP stands for Unique Selling Proposition. It will advocate the competitive advantage your company has in the market place. I'm not sure how much experience you have had with USP's but a quick example of one is Federal Express "When you absolutely, positively need it overnight" When someone lands on your home page, in a just few seconds you want them to know what your company does, and the advantage they'll get by doing business with you. The reason this is so important is, 65% visitors leave your site on either the homepage or the page they go to right after the homepage. You want to be able to lock the visitor in on your homepage, assuring them they are in the right place and are going to find what they are looking for. For example if you're shoe store, and I land on your site hoping to find the latest Kenneth Cole model, if you have the logo of different manufactures including the Kenneth Cole logo which I click on, the next page should have the latest Kenneth Cole model showing somewhere on that page.
2. Have your risk reversal stated on your site and make sure it's on your check out page. Risk reversal is extremely important in business and even more so online than offline. Take the risk or concerns out of the buyer's purchase, if you sell clothes or shoes on your site let the customer know they can exchange them if they are the wrong size, and also make it easy for them to do so. A lot of sites have a link to obtain an RMA number and label so you wouldn't even have to call someone if you wanted to return it. A lot of people look at risk reversal and say, well I'm going to get more returns that way. That's true if you look at the total number of returns, however the amount of increased sales you get by having the risk reversal will make the percentage of returns you get lower.
3. Display the current date, a last updated date, or have some kind of dated item on your site. This sends the message to your viewer that the business is going strong and that the site frequently changes so there is someone working regularly and would be able to help them if they ever have a problem and also that they should come back often as there will be new products, new specials, or new information.
4. Make it easy for customers and prospective customers to contact you from the site. Have an email address listed, put your physical address for reliability, and you should have a phone number, preferably a toll free number. If your site is just a side business setup a number just for voice mail, toll free and regular numbers for just about every area code are available at low costs from places such as kall8.com. It is also best to put the phone number on every page, and especially on the order pages.

5. Copywriting on the web is different than for other mediums. On the web people want to read the content like someone is speaking directly to them. People don't want to read about how great you and your company are. When writing the text for your website use the words "you" and "your" more frequently than you use "I", "me", and "my" or "we" and "our". A general rule of thumb is the number of "you's" and "your's" on the page should be at least equal to the number of "I's" "me's" "my's" "we's" and "our's". For example if I sold digital cameras on my website I would have a section with the headline "How You Can Choose the Right Digital Camera".
6. Make a testimonials page- Request testimonials from your customers and place them on your website. It also helps if you pull out a quote from a testimonial and place that in what's called a "Johnson Box". The way to do this in HTML is just make a 1 cell table and give it a border size of 1. Put in just one sentence from the testimonial, make it bold, and put quotes around it. Sometimes I also like to add a background color to the table cell to make it stand out more.
7. Send out a regular newsletter – We talked a little bit about this already. You should send out a newsletter to your customer database at least once a month. Be careful when doing bulk mailings and have a way for the customer to opt out, you can also make sign up for the newsletter voluntary with a check box on your order form, or a "Sign up for our newsletter" section on your site.
8. Put your top selling item or items on your homepage- one author I know of that's an expert in his field, had the spot to order his book so nested in his site I took me 20 minutes to find it. Had I not really wanted that book or if there were similar books out there I probably wouldn't have went through all that trouble. (To note since that time he now has a link to order the book smack dab in the top-center of his homepage).
9. Have a call to action on every page- When making the page, think what physical action do I want the user to take, and is it clear and easy for them to do that. Now you can have more than one call to action on a page, but remember the less calls to action the better. You are also going to want to test your calls to action, think about what can you change on your page to get more people to take that action, I will go over this in more detail in Module #5.
10. Choose appropriate colors – its important to choose the right colors. For example, red is an attention grabbing, motivating color. Blue is a calm, and safe color. Purple symbolizes creativity. Black represents power but also death and sadness. And White symbolizes cleanliness. Keep this in mind when choosing the main colors and color scheme for your site.

11. Your core story- You want to develop a core story for your business, and have that either on your home page, or on an “about us” page. The core story is an attention grabbing blurb about your industry, and sets the buying criteria for your product or service. You want to give some interesting stats about your industry and tell people what to look for when buying a whatever you sell, or hiring a whatever you do. Since you are writing the buying criteria you are able to develop your core story in a way that you become the buyer’s only logical choice.

Q: I know of one kind of autoresponder you say there are actually 3 types though?

A: Yes, they are:

1. The vacation autoresponder. This is where you send someone an email and then you get a response back right way, “I’m in Los Angeles on vacation from 2/7 – 2/21, please contact sales at 1-800-555-1111 or customer service at 1-800-555-1112 if you need anything during those times”. If your customers deal with a dedicated rep and there is a time the rep won’t be checking email for a while, have them setup a vacation autoresponder so the customer knows to contact someone else at the company if they need something before he gets back.

2. The denotative autoresponder. This is where the user gets an instant autoresponse. When they send you an email, they get something back saying “Thank you for contacting us, a representative will be in touch with you in the next 6 hours” That kind is important and you should always use them unless your response time is under 30 minutes, you want to give the user an idea of when he will hear back from you. If you’re selling a car, and he has a quick question about it, you don’t want him to go to another dealer’s website and ask, just because he’s not sure when or if your going to get back to him. Another use of this autoresponder is when they fill out a contact form from your website, it will auto email them with a ticket number. The ticket number is used if the results from your contact form are stored in a database and if they were to put a phone call into your call center, they could mention that number and the representative would bring up their query.

3. The sequential autoresponder. This is the one that all the online marketers know and love. This kind doesn’t autorespond, but rather auto emails. When someone subscribes to your newsletter they get a chain of letters. Day 1 How to..... Day 2 The 10 mistakes of..... This is used to give customers an education and establish yourself as an expert in your field. Along with the chain of emails its sends, it keeps everyone in a database so you can bulk mail them with a newsletter, or send them a promotional offer. It’s really important that you have this kind of autoresponder as it’s going to serve as a customer database for you.

Q: Can you summarize what we just talked about?

A: Sure, now you have an arsenal of Guerrilla Internet Marketing weapons to implement, you

know the 11 things your site must have, and what kind of autoresponders you need. Our next modules will cover the secrets behind Google AdWords, how to save money and increase conversions; how to create, run and maintain a successful affiliate program; money saving techniques and an intricate system for finding the best places to have paid ads at; and web analytics: what your web stats are really telling you and how small changes can make big increases to your profit.

If you would like one on one help in this area contact [www.YourMarkertingMastermind.com](http://www.YourMarkertingMastermind.com) at 858-274-7851. [YourMarkertingMastermind.com](http://YourMarkertingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.

## The Hidden Secrets about Google AdWords

Your Internet business will be successful only if prospects and customers have easy access to your site as they search for relevant information. This audio recording, Part 2, Module 2, continues Michael's conversation with me, who explains the importance of using Google AdWords tools to increase traffic to your Website and increase sales.

The purpose of this audio recording is to explain the secret tools for using Google AdWords, provide the steps necessary to set up and get the most out of your advertising campaign, enable you to get more .clicks. to your Website for little money, and to learn how to use Google AdWords for market testing.

You will learn about

- What a search engine is and Google as No. 1
- Steps to access AdWords and add your site
- Page ranking, click through rates, and pricing
- How Google determines relevance and placement
- Timing for setting up a Google ad
- Types of key words
- Bidding and determining how much to spend
- Importance of testing number of clicks to your site
- Other uses of Google AdWords

If you follow these steps, you will get the most out of using Google AdWords tools to advertise your business, increase traffic to your Website, and make more sales. To get the program's full value, be sure to listen to the three remaining audio recordings!

For an Audiovisual Presentation that will assist you with the technical details discussed in this chapter, go to <http://YourMarketingMastermind.com/google.html>

If you would like one on one help in this area contact [www.YourMarketingMastermind.com](http://www.YourMarketingMastermind.com) at 858-274-7851. [YourMarketingMastermind.com](http://YourMarketingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.

START:

MICHAEL: All right Nick what are we going to cover in this module?

NICHOLAS: We're going to talk about the secrets behind Google AdWords, setting up a campaign for the first time, how to get more clicks for less dollars and a couple other uses for Google AdWords.

MICHAEL: All right, well first of all I want you to explain, who is Google and what are Google AdWords, and what are they used for?

NICHOLAS: Google is the #1 search engine, and the Google AdWords are paid advertisements that show up when someone does a search.

MICHAEL: What is a search engine?

NICHOLAS: A search engine is a site where people go to find content on a variety of topics.

MICHAEL: So more people go to Google.com to search for what they're looking for.

NICHOLAS: Right.

MICHAEL: After Google, who's #2 in the search engine world?

NICHOLAS: #2 is Yahoo.

MICHAEL: And who else are some big players?

NICHOLAS: MSN is pretty big. After that it doesn't really matter. Most of the people will go to one of those three engines.

MICHAEL: So these engines, they're getting a lot of traffic, correct?

NICHOLAS: Right.

MICHAEL: And so let's say I'm searching for web hosting, I go to Google.com, I type in "web hosting" and these AdWords are these little ads that show up to the right of the screen and on the top, of companies who pay for advertising, hopefully to get that person who's looking for web hosting to click on that, right?

NICHOLAS: Right.

MICHAEL: Why did you choose AdWords for this module over the other PPC search engines?

NICHOLAS: I picked AdWords over some of the other like Overture, now called Yahoo Search Marketing, because AdWords has a technical algorithm that you need understand to get the most out of your campaign. After you have mastered Google AdWords, and its working good for your keywords, I recommend setting up a PPC or pay per click campaign at the other places.

MICHAEL: Why is that Nicholas?

NICHOLAS: Google AdWords are different from other pay per click advertising search engines because the top ad on Google isn't necessarily paying the most per click.



Google built its reputation on being the search engine that returns the most relevant results. When someone searches for “restaurants, Chicago”, they are going to get websites related to restaurants in Chicago. Among the things it uses to mathematically figure this out is Page Rank, which we talked about in the last module.

They want that same reputation to hold for their AdWords listings. When someone searches for restaurants in Chicago the AdWords that show up on the top and side are going to be sites related to restaurants in Chicago or finding restaurants in Chicago.

The reason you don’t have a bunch of “spam” type ads is because based on Google's algorithm a really unrelated link may be paying \$2 per click where as a related link will be paying only \$1 per click. Those numbers are just examples and the actual details on Google’s algorithm are secret.

MICHAEL: Well how do they determine whether a link is related or not?

NICHOLAS: It's based on its click through rate. An ad that’s only pulling a 0.1% click through rate is going to be paying a higher price per click at the same position as an ad pulling a 5% click through rate. The more people are clicking on it, it must be more relevant.

They will even deactivate keywords, or now they just charge an outrageous amount, if the click through is too low. That said, it's important to check your AdWords campaign daily, at least when first starting out.

MICHAEL: OK, I kind of get this, can you explain this another way though, maybe a little simpler, in layman's terms?

NICHOLAS: Sure in layman’s terms the way to think of their formula for determining position is: bid amount \* click through rate = points. And the ad with the most points gets the highest listing.

MICHAEL: All right, so bid amount is how much an advertiser is going to pay to have their ad show up, is that the bid amount?

NICHOLAS: Yep.

MICHAEL: And the click through rate determines how many people are clicking on the ad, in relationship to how many times it shows up, and the ad with the most points gets the highest listing.

NICHOLAS: Right.

MICHAEL: So that's how Google determines relevance. And the most relevant gets up at the top. So if I was to start with Overture, rather than Google, can that hurt me or help me or not really matter?

NICHOLAS: The reason to start with Google is that's the best way to test out your ad, make sure you got the best headline, and the best ads on there. And then you can in turn take that ad over to the other places.

MICHAEL: I see. So Google will give you steps that Overture cannot give you.

NICHOLAS: Right.

MICHAEL: OK, so you start with Google because it's almost like a laboratory, testing your ads. It'll show you the best ads for the best results and then you just transfer that over to the other ones.

NICHOLAS: Right. What you can do with Google, they both have the same steps, but Google lets you have more than one ad for each keyword, so then you use Google to compare different ads, test different ads. Use Google to find the best ad and then you take the best one over to the other places.

MICHAEL: How long does it take for someone to set up an ad on Google? Let's say I've never advertised on Google AdWords, I've got my website that sells, say, calculators. How long would it take me to get set up and have ads already showing up for all the millions of people who are searching for calculators.

NICHOLAS: You could do it within a few minutes.

MICHAEL: Within a few minutes. Instantly you can start advertising.

NICHOLAS: Right.

MICHAEL: And testing ads.

NICHOLAS: Yep.

MICHAEL: And getting traffic to your site.

NICHOLAS: Right.

MICHAEL: OK. Can you just click on your own ad to try and increase your click through rate, so you have a higher relevance, and you get higher up on the Google AdWords?

NICHOLAS: No, you don't want to do that. I haven't actually tried it but I'm sure it won't help you, as it wouldn't be hard for them to know what IP you are clicking from or to read a cookie from your computer to know who you are. In general Google's algorithms are formulated to punish people who try to beat the system. So you want to avoid anything that might be considered questionable.

MICHAEL: So, you're always seeing companies promoting internet marketing tools that try and beat the system. Have you seen a lot of those products out there?

NICHOLAS: I have.

MICHAEL: And what happens? It's always a cat and mouse game?

NICHOLAS: Right. They might work for like the day they created them, but people catch on fast, and they're not going to work for long.

MICHAEL: So Google's a billion dollar company. They're not stupid, right?

NICHOLAS: Right. They've been around a while, they're a big company.

MICHAEL: So they know there's always people trying to cheat their system.

NICHOLAS: Right.

MICHAEL: And is that why they punish people?

NICHOLAS: Right, they do that to deter people from cheating their system, or spend all their time trying to find a way to cheat it.

MICHAEL: Nicholas, I've seen also when you do search terms on the Google search engine, you see some ads that come right at the very top that look different than the regular ads, and they're on the top, rather than the right side. What is that all about?

NICHOLAS: They also have a second formula to determine if the ad appears on the top, or the right hand side. They will at most display 3 ads on the top and for certain keywords there'll be no AdWords listing on the top. The formula for this is also top secret but I suspect click through to be weighted heavily in it.

MICHAEL: So you suspect that the higher click throughs are getting in at the top, for more relevance.

NICHOLAS: Right.

MICHAEL: What do you think is more valuable, one at the top, or on the right.

NICHOLAS: Definitely at the top, because it kind of looks like it's part of the free results, that same column.

MICHAEL: I see. What does someone need to know about setting up AdWords for the first time?

NICHOLAS: For your New Campaign, you want to choose keyword-targeted for the type of campaign.

MICHAEL: All right, so what is keyword targeted?

NICHOLAS: there are two types: keyword targeted and site targeted. Keyword targeted is where you want to type in keywords and then people searching on Google for that key word, your Adwords link will come up.

For example, with my web hosting company, if I bid on the keyword web hosting, when someone types in web hosting, and AdWords link for my penguinwebhosting.com site will come up, as opposed to site target, that's more of advertising on their content network, so that would be on someone else's site who use their AdSense thing.

After you've chosen keyword targeted for your campaign, for the name of your campaign put the main keyword, or a name that describes the group of key words you are going to use. For the group name just put Group1, you're only going to have 2 groups per campaign and you will want to look at the whole ad anyway when evaluating the campaign.

MICHAEL: OK, what next?

NICHOLAS: Next you will see "Target Customers by Location". This is good if you provide a service locally or only deliver within your area. You can use it if you have a competitive keyword you're bidding on also. And you should also use it to target local customers, even on the internet people still like to "shop local" and are more prone to buy from someone from their area. Another bonus of this is, the location will appear under AdWords ad. For example if I'm running a Chicago targeted campaign, selling houses, and someone from Chicago searches, the ad would have Chicago, IL right under the URL.

MICHAEL: I see, so this is beneficial for businesses who just want to advertise their local business, where they can use Google as a search tool to capture local business because they don't need business from anywhere else.

NICHOLAS: Right and then you save money because you're not paying on clicks for someone not in your area, or not a target customer for you.

MICHAEL: I see. Does Overture have a local campaign like that?

NICHOLAS: No, I don't believe they do.

MICHAEL: So Google has really cornered the market for any advertisers who want to advertise locally.

NICHOLAS: Right.

MICHAEL: That's pretty good. OK, what do you do next?

NICHOLAS: Next go to Create Your Ad. It's going to ask for #1 the headline. This should incorporate the main keyword you are bidding on. The good thing about putting a keyword in there is it will show up in bold if that was the term the searcher put in. Then #2 the description, which is two lines. On the first line you want to put a benefit, on the second line you want to put a feature. For example if I were selling pencils my ad would look like this:

**No. 2 Pencils**  
**Save Money By Buying In Bulk**  
**Available In Packs of 12 or 144**

MICHAEL: OK, so this is a little trick you learned, by including the keyword in the headline, Google will bold it. If you don't include the keyword in the headline, it won't be bold?

NICHOLAS: Right. It won't stand out as much and you won't get as many clicks.

MICHAEL: Do you think Google does that to encourage people to put it in bold? Do they mention that, or is it just something you learned.

NICHOLAS: I think they do it to encourage people to write relevant ads towards what the searchers are trying to look for.

For that ad, the headline is in bold because that was in terms the searcher searched for. And I also capitalize the first letter of each word; this tends to get a slightly higher click through rate.

MICHAEL: Do you have any other really good secrets?

NICHOLAS: Yes, here's a technical secret that Google doesn't want you know about: This is something you won't find anywhere within the AdWords help or glossary. You can actually use a special variable to put the key word the searcher matched in the headline of your ad, in the event the key word matched is too long, your predefined default will appear. The variable is {Keyword:Default} And since that's a variable you can use it by itself or AdWords in front of or in back of it. The nice thing about this is, because your key words show up bold when they are matched, you are going to get more bold headlines and higher click throughs.

Based on my web hosting, if I was bidding on terms such as web hosting, PHP hosting, PERL hosting, MYSQL hosting, and I used that variable in there, no matter what the user searched for, that term is going to appear in bold for my headline.

MICHAEL: You're putting the keyword default in the headline?

NICHOLAS: Yep.

MICHAEL: Nothing else in the headline.

NICHOLAS: Right.

MICHAEL: So Google knows to pull your keyword that you're bidding on.

NICHOLAS: Yep.

MICHAEL: And so it only shows the keyword, right?

NICHOLAS: Right.

MICHAEL: Why is this better than having maybe a headline that has maybe three or four words? Because you've got generic ads?

NICHOLAS: Right, because it'll be a generic ad with only the fixed headline you put in there, so if I've made up a headline it would only say like "web hosting" not specifically what they searched for.

MICHAEL: I see. Do you currently for your web hosting?

NICHOLAS: I do, yeah.

MICHAEL: All right, so what would your keyword be for MYSQL hosting? It will say "MYSQL hosting"?

NICHOLAS: Right.

MICHAEL: That'll show up in the headline?

NICHOLAS: Right.

MICHAEL: And it's more specific rather than web hosting.

NICHOLAS: Yeah. And it shows up bold.

MICHAEL: And it shows up bold. The ad can be individual though, right?

NICHOLAS: Description lines?

MICHAEL: Yeah, the description lines.

NICHOLAS: Right. Those are what you typed in.

MICHAEL: OK, I think that makes sense. And that's a good idea actually, makes your ad show up in bold and it's more niched rather than a generic headline.

NICHOLAS: Right.

MICHAEL: OK, back to setting up the campaign. What's next?

NICHOLAS: Now its time to pick some key words. Start out with a lot of key words, 20-25 or so. You can get ideas from the "Want More?" Box on Google, and at the website <http://inventory.overture.com> Overture is another pay-per-click search engine, but it's always best to start with Google and then once have your ad that pulls the best click through, use that same ad over on yahoo, which is also known as yahoo's search engine marketing.

MICHAEL: All right, so give me an example of how, say, a web site that sells pencils can come up with 20 or 25 keywords, give me an example of how they can find it, get the ideas for the best keywords in Google, and give me an example of how they can find the best idea for keywords in the inventory.overture.com.

NICHOLAS: For example, if you were selling pencils you just don't want to bid on that one keyword. It's going to be expensive and you won't get as much traffic as having multiple ones. So use suggestions there. For example, some things that might come up might be colored pencils, mechanical pencils...

MICHAEL: Google has a place for me to type pencils and then they're going to show me a list of all the relevant keywords?

NICHOLAS: Right. They'll suggest other relevant keywords that you might want to use.

MICHAEL: Do they put them in order of most relevant that shows what the market looking for pencils click on the most, or what they're most interested in?

NICHOLAS: Right.

MICHAEL: Does Google categorize them? Like I know with Overture, if you type in pencils, that inventory.overture.com will show every keyword with the word pencils in it, or anything related, and it will show you the most popular clicked keyword and it will tell you exactly how many people searched for it per month, from the most popular to the least popular. Does Google offer that?

NICHOLAS: Google's does not have the number.

MICHAEL: So do you think it's better to find your list of keywords from the inventory.overture.com?

NICHOLAS: Right. And you could always use the keywords Google searches, type those in over inventory.overture.com and see exactly how many clicks that's getting.

MICHAEL: Are they sometimes different from the overture ones?

NICHOLAS: Yep. Some of them are going to be different.

MICHAEL: OK, so this is how I find ideas for the keywords that I want to pay for on my Google AdWords, correct?

NICHOLAS: Right.

MICHAEL: Is there any other strategy I need to think about when I look at all those keywords? If I want to choose 20 or 25, what would you recommend? Once I have my whole list in front of me, which ones should I choose?

NICHOLAS: Start out with the list of 20 – 25, use all of them at first, and then you could narrow it down based on which ones are performing, which ones are getting the most clicks, which ones you're getting the most orders from.

MICHAEL: So test them.

NICHOLAS: Right.

MICHAEL: It'll be real easy to determine which ones are doing the best?

NICHOLAS: Yep.

MICHAEL: All right, this part's easy right, just enter in the keywords line by line?

NICHOLAS: Not exactly, the good thing about AdWords is there are actually 4 types of keyword matches you can enter. Knowing what each one of these do, and using them properly will yield higher click throughs for you and keep your campaign costs lower.

MICHAEL: OK, well let's go into some of the different types of keywords. What's the first type?

NICHOLAS: The first type is a broad keyword. This one is the default and to use it you just enter in the keyword plain. This will match your keyword, any variations of it, and any phrase containing that word.

MICHAEL: Give me an example.

NICHOLAS: For example, if you were bidding on the term bike, this would match searches like mountain bike, bike races, biking, and bikes.

MICHAEL: OK, and that could be good, depending on your business.

NICHOLAS: Right.

MICHAEL: Do keywords have to be just one word?



NICHOLAS: No, You can bid on phrases, such as mountain bike. One thing to keep in mind is when bidding on a phrase as a broad match Google will match the words in any order. For example bidding on mountain bike would match a search for “biking in North Carolina Mountains.”

MICHAEL: OK, is there a way to not do broad match where you want a specific exact match?

NICHOLAS: The second type of match is a phrase match. A phrase match is when you enter a keyword with quotes (“ ”s) around it. A bid on the keyword “Mountain Biking” in quotes, would not match “biking in North Carolina Mountains” but it would match “Mountain Biking in North Carolina”.

MICHAEL: OK, so it looks for that exact phrase, in the same order.

NICHOLAS: Right.

MICHAEL: OK, what's the third type of match?

NICHOLAS: The third type is an exact match. To specify this one you put square brackets ([ ]'s) around you keywords. If you were bidding on the term [mountain biking] and had square brackets around it, it would NOT match biking in North Carolina Mountains NOR would it match Mountain Biking in North Carolina.

MICHAEL: You would only match mountain biking.

NICHOLAS: Right.

MICHAEL: Are any of these matches more expensive than the other, or are they all the same price?

NICHOLAS: They're all the same price, but the way you save money is if you're just bidding on the exact term you'll get more target results, you'll have a higher click through and based on Google's point system for determining how much you pay per spot you'd be listed higher because of that.

MICHAEL: So you think it's a good idea to use exact matches.

NICHOLAS: Definitely.

MICHAEL: Because if you're selling mountain bikes, the people that click on your ad are going to be more relevant click throughs and Google ranks that and they know that right?

NICHOLAS: Right.

MICHAEL: And that's going to give you a higher position in the Google?

NICHOLAS: Yep.

MICHAEL: All right, so the advice is anyone has a web site, depending on what they're selling, choose the exact match. Would you choose the exact match for all of your keywords? The initial 20 or 25?

NICHOLAS: Not all of them use a combination of them. If you need more clicks then you might want to go with a phrase match, if you're still not getting a lot of clicks. You could go with broad match.

MICHAEL: OK, but the idea is to test it and look at your results. If you've got exact terms up there, you're going to be able to see in the Google control panel exactly which ones are getting action. If there's something that's not getting action you want to delete it because you don't want to hurt your potential ranking. Would that be fair to say?

NICHOLAS: Right. Keep in mind this also does not match mountain bikes, so you would probably want to enter in at least 2 exact matches for the plural variations of that key phrase. For example if I was bidding on web hosting, some people put it in web space hosting and some people put it all together. So I'd want to have an exact match for each of those. Then when you're entering in the keywords line by line, on one line I'd have [web hosting] with a space, and then on the next line for a second keyword I would have [webhosting] all together with the square brackets.

MICHAEL: Now, in Google, keywords can go for all kinds of money. Can you control how much you're willing to spend on your keyword campaign?

NICHOLAS: Right. You can enter in a default bid for the whole group or one thing that they may kind of trick you to do, is enter in a separate bid for each key word.

MICHAEL: I know, when you mean a default bid, what that means is for instance, let's say you're selling mountain bikes. You can go into Google and say that I'm not willing to pay any more than \$.25 per click on all of my keywords, right?

NICHOLAS: Right.

MICHAEL: OK and then you say there's hard to find but you can specify exactly how much you're willing to pay on each one of your 20 or 25 keywords, rather than just \$.25 on all of them?

NICHOLAS: Right.

MICHAEL: And will that save you money if you take the time to do that?

NICHOLAS: You can save money and also use it to get better results, more traffic, but for your more targeted keywords you'd want to maybe bid more on those.

MICHAEL: So it's kind of tricky to find?

NICHOLAS: Yes.

MICHAEL: So how do you do it?

NICHOLAS: Here's how you do it, go to your group detail, click on the keywords tab, in the bottom row where it has default, your bid and edit, click on edit. Now the syntax for specifying a bid is, after your keyword, in that same line put two \*\*'s followed by your bid. Now you can specify a bid for one keyword and not another, in that case it will use your default bid for the non-specified one. And since your on that screen here's another technical note, after your bid you can put another two \*\*'s and a new destination URL if you want each keyword to go to a different page on your site, or you can pass the keyword as a variable to your site and dynamically display different content, such as a headline that incorporates that keyword. Same thing with the bids you can use the \*\*'s on one to specify a URL and leave it off on another. One thing to remember though is, if you specify a new destination URL you also have to specify a bid, even if you are just putting the default bid.

This part's a little hard to comprehend just from the audio but with your course I'm including a video on exactly how to do this step by step, and if you outsource or have someone you hire to manage your AdWords campaign, just send them a link to this video and they'll know exactly what to do.

MICHAEL: OK, great. Nick, what's the forth type?

NICHOLAS: Type #4 is a negative match, if there is a match your ad won't show. What AdWords lets you do is enter negative keywords, to do that you just put the keyword with a minus sign in front. What this means, if the search string has that word anywhere in it, your ad won't show. The most common word people negate is free. If you selling a product or service you don't want to pay for a click of someone wanted that product or service for free. Or if you had a used car dealership, and were bidding on cars you would want to negate the word new.

MICHAEL: OK, so let's look at your example with web hosting. Do you use any negative matches?

NICHOLAS: Right. I negate free of course and I only do the php linux based hosting, so I would negate like asp and some of the windows programming languages.

MICHAEL: I see, so you would have web hosting let's say, as an exact match but you'll do a negative match with the word free. So anyone searching for free web hosting, ordinarily web hosting would show up, but if they're searching free web hosting that negative match

eliminates the possibility of someone looking for free web hosting clicking on your link and bringing down your rank with Google.

NICHOLAS: Right.

MICHAEL: All right, that's pretty useful. Do I use the same keywords for the second group?

NICHOLAS: Right, you remember earlier I said you were going to call your first group of the 20 to 25 keywords Group1. You're going to create a second group now, Group2 and use the same keywords, and this is going to be used for your split testing.

MICHAEL: OK, so we're going to use the same keywords but we're going to do different descriptions?

NICHOLAS: Right, a different headline or a different description.

MICHAEL: Are there any other ways to find what keywords to use besides Google and Overture?

NICHOLAS: Yes here's another Technical Note: You will want to make use of your traffic stats program. And we'll talk more about stats software in module #5. The stats program I use is AWstats. It's a free one and you are likely to have it in your control panel provided by your web host. AWstats as well as most other stats software give you the keywords and key phrases that people typed in on the search engine to get to your site. And this will count the paid AdWords traffic as well as traffic from the free listings on search engines. You will need to check your stats software to see what key words and phrases people are typing in to get to your site. You are going to find more keywords to add and some to negate as well.

MICHAEL: So this is going to tell you true keywords people have typed to get to your site.

NICHOLAS: Right.

MICHAEL: Now everyone who has a web site, no matter who their hosting with and I know especially with you, has this control panel, right?

NICHOLAS: Almost all of them do. There's probably some that don't but most of them will have it.

MICHAEL: OK, well I know I've been studying the control panel on my site from you for a long time. And once you get into your control panel I know with your hosting service, you type in the URL of your website/cpanel, you enter username and password, and you're taken into this control panel that has tons of statistics but it's also very easy to understand, and I know you can scroll all the way down and see every single keyword that people have searched to get to your site, plus a lot of other statistics, which we're going to go into in one of the other modules.

NICHOLAS: Right.

MICHAEL: Nicholas, what about this campaign where you've got SEO companies promoting to enter keywords of misspelled words because there's a lot of people out there who can't spell and you take a common search word and you put the common misspelling. Is this an effective way of getting traffic to your site by using the misspelling keywords?

NICHOLAS: Right, just as in with the free search engine listings you also you're your AdWords to have keywords that are misspellings.

MICHAEL: So this is a good technique, misspellings?

NICHOLAS: Right.

MICHAEL: OK, back up to our setup, where were we?

NICHOLAS: Next screen is your daily budget, what's the maximum you want to spend on Google. I always start low on the daily budget and then increase it if I have to. Next is CPC or cost per click, what's the maximum cost per click you want to spend? I try to shoot for the first 4 positions. You can enter a number, and then click the traffic estimator to see what position and how many clicks per day your CPC will yield.

MICHAEL: OK, now, what do you mean you try and shoot for the first 4 positions. The first 4 positions where?

NICHOLAS: On the AdWords you want to be in one of the top 4 spots, just to get the most clicks. The higher positions generally receive the most clicks, so that'll increase your click through rate. And also to get more targeted results. You don't want someone clicking on your site after they've already visited nine of your competitor's sites.

MICHAEL: Will the Google control panel show me what position my ad is showing up in?

NICHOLAS: It will give you an estimate of where it thinks it will be and then in your stats for the campaign while it's been running it'll give your average position.

MICHAEL: It'll give me my average. So if my average position is lower than 4, what would you advise me to do?

NICHOLAS: Increase the bid a little bit, or try to rework the campaign to get a little higher click through, so you can get up into those top 4 positions.

MICHAEL: So what's your rule with web hosting, if you're below position #4 you keep working the ad until you're up there?

NICHOLAS: Right.

MICHAEL: Why don't you just reiterate what happens if you're in 5<sup>th</sup>, 6<sup>th</sup>, 10<sup>th</sup> or even on the second page.

NICHOLAS: If you're in the 5<sup>th</sup>, 6<sup>th</sup> or on the second page, what's going to happen is your click through rate is going to be lower, because the top ads are going to get the most clicks, obviously, and also, when someone clicks on your ad who've already visited 1, 2, 3, 4, 5, or 6 of your competitors' sites already (and this will all be explained for you visually in the video we're providing with this module.)

MICHAEL: OK, so we've got our campaign started and group 1 done. I've got group 2 already done with my keywords same way?

NICHOLAS: Yep, make sure you hit next then save you campaign. This will take you to your Campaign Summary and now click on "Create a New Ad Group". Call this one Group 2. You are going to keep everything same as a Group 1 except for the headline. You are going to be finding out which group gets the best click through rate so you want to eliminate the other variables and just change the headline. Once you find the best headline, then you go back and change the benefit (which is line 1 of the description), then once you got the best benefit then you can work on feature. After that you can work on the URL that displays or even your landing page.

MICHAEL: OK. So what we're talking about is really important here. We're talking about testing your ads. And you're saying we should test it in this order. Headline, benefit, and features. Have you seen in your testing that one headline compared to another could bring in 5 to 10 times the results of click through?

NICHOLAS: Yes, definitely, I've had headlines outpull others 10 times.

MICHAEL: 10 times!

NICHOLAS: Yep.

MICHAEL: And there's only one way you're going to get that, and that's by testing it?

NICHOLAS: Right.

MICHAEL: Would you recommend that someone just looks at what their competitor's are doing and copy what they do?

NICHOLAS: You don't really want to copy if word for word. But you could model after that or try to base something similar to that if they're in one of the top positions.

MICHAEL: So if I see a competitor in the top position, is that a guarantee that their ad is working, or sometimes not a guarantee?

NICHOLAS: It's not necessarily a guarantee because they could be paying a lot for that click through, and not necessarily have a high click through percentage. Just to reiterate, the best thing to do is test, test and test. You just don't want to copy someone else's ads, because they don't necessarily know what they're doing, and they just could be paying a high cost per click and not necessarily getting a good click through. You want to actually sit down and work on this, test, test and test.

MICHAEL: Now I know we're going to go into this more in the detailed video, but there are a few campaign settings, do we need to do anything there?

NICHOLAS: Yes, after you've made the second group go to Edit Campaign Settings. A couple things I like to do here, I use the Accelerated delivery method. When I get a new campaign going I want to get an idea for the click through for each group fast. For Ad Serving, always choose rotate. You're going to be monitoring the ads closely at first and want an even number of impressions to make decisions on. For networks uncheck, Search Network and Content Network. The quality of traffic on those isn't typically as good as on Google itself, so leave those unchecked until you have the best ad created.

MICHAEL: All right, so let's take this step by step. You're saying in the control panel we have an option for accelerated delivery method. And what this means is, let's say I have my group of keywords, 25 keywords related to pencils, I can click and instantly have each one of my 25 ads up in the search engines and rotated evenly, so I can determine which ones are getting the best results?

NICHOLAS: Right. What Google does is based on your daily maximum budget. If you didn't have accelerated checked it would try to spread your ads out evenly across the day, but I use accelerated to just get them displayed as fast as possible.

MICHAEL: So how much faster is it compared to the regular?

NICHOLAS: It depends on what your budget is and how popular keywords is and everything but could easily be 2, 4, 8 times faster.

MICHAEL: Is this a technique for getting a blast of traffic to your site, using accelerated delivery method and just keeping it that way?

NICHOLAS: Use it to get more traffic. It is still limited by your daily budget, but the best reason to do it is because you're able to change your headline more and then if you need to you could increase your daily budget.

MICHAEL: So they're going to give you instant results on the success of your ad. You're going to know instantly based on real click through results and it gives you a chance to modify them quickly, because the longer you have poor working ads the more people clicking it the more it's costing you.

NICHOLAS: Right.



MICHAEL: All right, so Ad Serving. What is ad serving?

NICHOLAS: By default Google will display your ad with the higher click through more frequently, but you're going to be testing and you're going to be doing this yourself just because it's more accurate than Google's automated system. Especially in the beginning since the impressions are low, their ad serving isn't always that accurate, so you want to base this on yourself and have an equal number of impressions for each ad group to base your decision on.

MICHAEL: OK, can you explain about the option, and I know you go over this in the video, but what about networks, what is this network option about?

NICHOLAS: The search network is your ad will be syndicated on sites like AOL or some other search engine affiliate sites like dogpile, is another one, and content network is people who've signed up for their AdSense program to display AdWords ads on their own sites.

MICHAEL: So, is it a good idea to have your ads go on these networks or not?

NICHOLAS: At first, you don't want to do it because a lot of times the quality of traffic you get won't be as good as on Google itself, so your ROI is going to be lower. If you do need more traffic through for your Google campaign then you would want to use those.

MICHAEL: OK, so Google's hooked up with all kinds of partners so if you checked networks, that means your ad at least in your testing is going to be spread out in Google AdSense campaigns, it's going to be on all Google's partner sites, but you're saying for this testing period only, to determine which is the best ad, which ones have the best headlines, which ones are getting you more clicks and more results. You want to test is just on Google's site at first.

NICHOLAS: Right.

MICHAEL: But once you've got your ads that are working, then if you want more traffic, obviously checking the networks and going through Google's network is going to give you more of a reach to get more traffic to your site.

NICHOLAS: Right.

MICHAEL: But you're doing it with proven ads.

NICHOLAS: Right.

MICHAEL: Is there anything else you like to use when setting up your ad campaigns in the Google control panel?

NICHOLAS: Yes, one more. The other feature I use sometimes is Ad Scheduling. This is



good if say you are only open 9-5 and people are likely to call in. Then you only want your ads displaying between 9 and 5. You also might want to disable 12am – 6am if you're not getting qualified traffic during those times or only do weekdays.

MICHAEL: OK, that's perfect. So if you're a retail store and you're advertising locally, what's the point of having your ads run worldwide, even to people in your local market at all hours of the night?

NICHOLAS: Right. If someone clicks on it, it's just going to be a wasted click you're paying for.

MICHAEL: So Google really, they've put a lot of tools in here, really to save us money, haven't they?

NICHOLAS: Right.

MICHAEL: And, that's good for them because they're content is more relevant.

NICHOLAS: Right.

MICHAEL: OK, so we got our first campaign with 2 groups created. What do we do now?

NICHOLAS: It's time to let some clicks build up. It says clicks are delayed up to 3 hours. So give it at least several hours then check back.

MICHAEL: What do you mean, it's delayed?

NICHOLAS: In their stats it's not in real time, but there's like a 3 hour delay between when someone clicks on your ad and when that click will register and when you log into the Google control panel.

MICHAEL: OK, so once you post those ads, it's going to be at least 3 hours before you start seeing the real results.

NICHOLAS: Right. You want at least 20-35 clicks across both groups so you can determine which one is really better. And when evaluating them keep in mind that a little bit better is still better, because you are talking hundreds or thousands of clicks. If you have one ad pulling 5% and another pulling 5.5% the one ad is not driving one half a percent more traffic to your site, but rather 10% more. For me that would mean 10% more revenue from that campaign and % profit would probably be even higher.

MICHAEL: OK, So when you say 25 – 35 clicks across both groups, are we talking about my group1 has 25 ads. We're talking about 25 – 35 clicks in combination of all of those ads, or each one of my ads have 25 – 35 clicks?

NICHOLAS: Just 25 – 35 clicks total for both groups combined and all the keywords combined.

MICHAEL: And so I want to look for which ones are winning.

NICHOLAS: Right.

MICHAEL: All right so, I've waited 3 hours. When I log back in, what do I do, what am I looking for?

NICHOLAS: You're going to compare both groups, see which one has the better click through and then on the one with the lower click through, you're going to want to change the headline on it, put a new headline in there. Do you remember we talked about one headline was getting 5.5% and the other was getting 5%? So you're going to change the headline in the 5% one, to a new one, trying to get a headline that'll work better than the 5.5%. Or, if you feel that the headline you have is the best you're going to get, then you'll go on and put a new benefit in there. This may sound a little bit confusing, but we do go over it in the video in detail.

MICHAEL: Now, are there any other advantages to using AdWords?

NICHOLAS: Yes, another good thing about Google is, if you have a new site or aren't listed yet on the search engines, once you have a listing on AdWords the googlebot will spider your site within a few days. Even if you just throw an ad up at 10cents a click and set a daily budget of \$1, for about \$10 you get an expedited listing on Google.

MICHAEL: Now how long could it take to spider?

NICHOLAS: If you submit it through their ad URL section it could take 6 weeks or longer.

MICHAEL: Wow, so if you want to get instant spidering, and you want to set up a new site, set up a Google AdWords campaign and instantly you'll be spidered and you can show up in the search engines outside of the ads, in a matter of days?

NICHOLAS: Right, the spider will visit your site within three days.

MICHAEL: Now, where'd you learn that?

NICHOLAS: Just from looking at the logs and stuff.

MICHAEL: You haven't heard this taught anywhere else.

NICHOLAS: Nope.

MICHAEL: That's excellent. Nicholas, can AdWords be used for anything other than advertising?

NICHOLAS: Yes, there are a couple ways you can use AdWords completely different. Instead of using it to advertise your business you can use it for market testing. One way of doing this is if you are thinking of creating a new product, or going into a different niche market you can throw up an AdWords ad to test the market for your new product or service. Now the way to do this is either send the people to a directory site or information site and just measure the clicks or create a small minisite (just a one pager with some content and an email opt in email form).

A second method of market testing is to test different headlines, headlines you will be using for things other than the headline for your AdWords ad. Since Google gets so much traffic using AdWords is a fast way to test a headline. These can be headlines for other online ads, offline ads, or even a title for a book or report.

MICHAEL: All right, so Google is an incredible resource for testing headlines for real results. Can you recap what we learned in the module, I know we covered a lot of stuff and we have the video that came with it, but can you just give me a recap?

NICHOLAS: Sure. You now know how to setup a campaign, how to pick keywords, you know some tricks to give you an advantage over your competitors and you know a couple other uses for Google AdWords.

MICHAEL: OK, very good. So what's the next module and what are we going to learn in that module?

NICHOLAS: The next module is affiliate programs. You'll learn how to set up an affiliate program and why you need to have one.

If you would like one on one help in this area contact [www.YourMarkertingMastermind.com](http://www.YourMarkertingMastermind.com) at 858-274-7851. [YourMarkertingMastermind.com](http://YourMarkertingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.

For More Information visit <http://YourMarkertingMastermind.com> or call 858-274-7851

## Creating Your Online Marketing Affiliate System

Learn how online marketing affiliate systems are critical to the success of your Internet business. In fact, the motto, “*Affiliate or Dissipate*,” is important to remember! When you listen to this audio recording, you will be surprised when you hear how easy it is to set up and manage this safe, revenue-generating marketing system for your online business.

The purpose of Part 3, Module 3 is to explain the importance of an online marketing affiliate program and how to increase sales by setting up the program, finding good affiliates, and managing the program successfully.

You will learn about:

- What an affiliate program is
- Benefits to you and your affiliates
- Four payout methods you can use
- Four ways to find and recruit good affiliates
- How to approach possible affiliates
- Marketing your affiliate program
- Managing your affiliate program successfully.

The success of your Internet business depends upon a good affiliate marketing system, which can account for as much as 50 percent of your company’s revenue. Listen to the entire audio recording to hear about this safe, low-cost marketing method, so you can increase sales and make more money!

If you would like one on one help in this area contact [www.YourMarkertingMastermind.com](http://www.YourMarkertingMastermind.com) at 858-274-7851. [YourMarkertingMastermind.com](http://YourMarkertingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.

START:

MICHAEL: OK, we're going to be studying affiliate programs. How important are these?

NICHOLAS: Extremely! Remember this motto “Affiliate or dissipate”. In today’s increasingly competitive Internet marketplace you are on a road to dissipation without an affiliate program. Affiliate programs often account for 50% of a company’s online revenue. In this module I am going to tell you about the different types of affiliate programs, a little bit how they work technically, how to find and recruit good affiliates, and some tips and tricks to make your affiliate program successful.

MICHAEL: OK, well what exactly is an affiliate program?

NICHOLAS: Affiliate programs are structured online referral systems. Affiliate programs are becoming huge online and are a critical component of most sites. A lot of companies have dedicated personnel that only work on recruiting and supporting affiliates. There are also companies that specialize in managing your affiliate campaign.

MICHAEL: All right, can you give me an example of an affiliate program so I can relate it?

NICHOLAS: A good example of an affiliate program and one of the first companies to have one is Amazon. You'd sign up on there website, then put a banner on your site and you get a commission of all sales from people who have clicked your link before buying on Amazon.

MICHAEL: All right, it sounds like there's not much risk in running an affiliate program. How's does the payout work? How do you get paid?

NICHOLAS: Affiliate programs are very safe as they are Pay For Performance based. If your affiliate doesn't refer anyone to you, you don't have to pay them anything. The Pay For Performance is even broken down further and affiliate programs pay out in one of three ways.

MICHAEL: Give me an idea, what's one of the ways?

NICHOLAS: #1 is Pay Per Click – Just by sending someone to your site they make money. This is good if you mainly make money off selling advertising space, either with banner ads, showcases, or reviews.

#2 is Pay Per Lead – They need to send someone to your site and have them fill out a contact form. For example they give their name, address, email, and phone so you could follow up with them, Or this method also good if your site gathers leads and sells them to a number companies in the industry.

#3 is Pay Per Sale – This one's the most common. Commission is giving after someone has already bought from you. Often there is a hold back if fraud is high, in the fine print you will often see “Commissions may be held for 30 days.” You can either pay your commission as a flat fee, or a percentage of the sale. This is the safest one. In Module #5 we are going to talk about LV, which is the lifetime value of a client, and once you have calculated that you will know exactly how much you can pay per sale.

You can also actually use a combination of 2 out of those 3 or even all 3 of the methods.

MICHAEL: What do you Nick using personally for your web hosting?

NICHOLAS: Personally I use Pay Per Sale.

MICHAEL: Pay Per Sale. Have you tried the other ones, pay per click and pay per lead?

NICHOLAS: No.

MICHAEL: Now say I'm an affiliate and I know some friends or some people who would also want to do it, is there anything in it for me if I bring them on or introduce them to your affiliate program?

NICHOLAS: It depends, companies will do the payout in one or two formats, the first is 1 Tier, meaning 1 affiliate gets paid per sale. Or the second is 2 Tier, which mean 2 people get paid per sale. The way this works is, if you have an affiliate that had a friend or another affiliate he knows, he can get them to sign up for an affiliate with you and make a commission on what they do. For example, you can give \$35 to your tier 1 affiliate per sale and \$5 to the up line affiliate of that sale.

MICHAEL: All right, so let's do an example. Let's say with your affiliate program – if I sign up with your affiliate program, and I refer someone to your hosting I would be the 1 Tier, and I could make, in this example, \$35 for the sale, right?

NICHOLAS: Right.

MICHAEL: Now let's say I recruit someone on my list who's interested in marketing your web hosting services and they're under me, that would be the second tier and if they purchase something directly from you I would make \$5 on that.

NICHOLAS: Right.

MICHAEL: OK. Does it go down more than one or two tiers, or we get into multilevel marketing there?

NICHOLAS: Right – I've only seen with affiliate programs up to two tiers at the most.

MICHAEL: So in other words for affiliate programs, you really have sales people basically, on two levels.

NICHOLAS: Right.

MICHAEL: Say I have 100 affiliates, how am I going to keep track of everything? This is what scares me about setting up an affiliate program is the time and the labor involved of keeping up with all these people. Has it been something that's really demanded a lot of time for your marketing efforts of your web hosting service?

NICHOLAS: No, it's actually pretty easy. Let me give you a little technical information about how to keep track of your affiliates and the commissions.

You start out with a software package. It's going to have a backend, or admin section for only you and your staff. This is where you will setup what type of affiliate program you want, either the PPC, PPL or PPS, and setup how much commissions you're going to pay.

You will also have a form where affiliates will sign up. Upon signing up it will give them access to a page with your banners and for each affiliate it will have a unique URL. When an affiliate puts that banner on his site and a customer clicks that URL it stores a “cookie” (which is a little piece of data) that contains the affiliate’s username or some code that your software will read that corresponds to the affiliate’s username. Then it takes the customer to your site and if yours is a Pay Per Sale affiliate program on the last page of your order form it will read the cookie off the customer’s computer and give the referring affiliate credit for the sale. The cookies usually have an expiration date and are almost always good for at least 1 month.

MICHAEL: Oh really? OK, so let's say someone introduced me to your website and I went to it, and this person who introduced me was an affiliate of yours. And I went to it, and when I go to your site there's code or what you call a cookie on that link that lets you know that when I came there that it came from him, correct?

NICHOLAS: Right.

MICHAEL: So you're saying that if there's an expiration date on that cookie and let's say I come back 60 days later, is that person going to get credit for me, if I sign up?

NICHOLAS: Yeah, my cookies last a long time. I have mine set as a year. If you came back after the year you would not get credit though.

MICHAEL: Let's say the cookie was established, I came to your site within the first 30 days. And then I come back say 13 months later. If I come back that cookie will be gone, even though I came once, it's not going to register right?

NICHOLAS: The first time you go to the site it'll save that cookie on there, then if you come back within the first 30 days to order it'll read that cookie.

MICHAEL: But if I come back 13 months later? And order?

NICHOLAS: It won't be there anymore. It'll have expired.

MICHAEL: So, is that something to watch for when you get set up as an affiliate to find out what the expiration date on the cookie is?

NICHOLAS: Right, you definitely want to know that.

MICHAEL: And a lot of affiliates use this to their advantage?

NICHOLAS: Some of them do.

MICHAEL: That's interesting. I did not know that. OK, I've got my affiliate program setup, I just need one more thing, affiliates, isn't this the hard part? How do I get these?



NICHOLAS: They are 4 good ways to get affiliates.

The first place to start is with your existing customer base. If they're satisfied with your products or services they are going to be more than to let other people know about them **and** they'll get paid for it. In your next email newsletter to your customers tell them about your new affiliate program. You can even offer them something free, to give some kind of incentive to sign up.

MICHAEL: OK, what's another way?

NICHOLAS: A second way is a link on your site. A lot of companies have a link to their affiliate program, in the bottom nav bar of their site. This link will go to a page that describes your affiliate program, saying how much they'll make for each action. You could put how much some of your top affiliates are making, how much total you've paid out to your affiliates last month, or last year or year to date. Then on that page there's a link to your affiliate sign up form.

MICHAEL: All right, is there another way?

NICHOLAS: Yes. The third way is with your new customers. You want to implement the system to ask new customers to become an affiliate. For example, if you follow up with your customer by phone or email say like 7 days after they order when they would have already got the product by then. You can ask them how satisfied they were with the order and if they are happy, ask them if they would like to make money telling other people about your site. If they like the product they'll most likely be happy to refer people to you without getting paid for it, but since you mention money, that will give them an extra incentive to actively promote your site.

MICHAEL: Is there a fourth way?

NICHOLAS: The fourth way is to recruit outside affiliates. There are many people out there that have sites dedicated to driving traffic to sites they are an affiliate of. Some big time affiliates, who are experts at marketing, in at least one particular field, send hundreds of customers a month. A good way to find out who the big affiliates are are to:

1. Search Google for your competitor's company name or URL, pages that have their name in there are likely to be paid affiliates of them.
2. A second way is to see what sites link to your competitor's site, in Google the syntax for this is `link:competitorsdomain.com`.

MICHAEL: All right so I go to my Google search engine, I type in `link:competitorsdomain` name, and what's going to come up?

NICHOLAS: What'll come up is every site that has link to their domain on there.

MICHAEL: Wow. OK. What's another way?

NICHOLAS:

3. The third thing you want to do is list your affiliate program on some of the affiliate directory sites like:

- [affiliatescout.com](http://affiliatescout.com)
- [affiliatetip.com](http://affiliatetip.com)
- [associateprograms.com/directory/](http://associateprograms.com/directory/)
- [www.refer-it.com/directory/](http://www.refer-it.com/directory/)

MICHAEL: So are there just thousands and thousands of affiliate programs out there?

NICHOLAS: Yep.

MICHAEL: All right, sounds like it might be hard to find out how **good** an affiliate is. Is that something to be concerned with or is that right?

NICHOLAS: Actually, its not that hard. A good way to find out how good of an affiliate these people actually are, is to check their traffic ranking. And a good tool to do this is [www.alexa.com](http://www.alexa.com).

MICHAEL: OK, we talked about that already.

NICHOLAS: Right.

MICHAEL: OK, go ahead.

NICHOLAS: Once you find a good one contact the site owner and ask them to add a link to your site as an affiliate. The best way to get a hold of them is to call them. If you can't find a phone number, then email them or use their contact form. A lot of sites won't have an email or contact form, or won't answer their email. In those cases you run what's called a "whois" look up. The whois record is the registrant info for the person who owns the domain. For example, if you want to find out who owns a certain piece real estate property you are able to look that up with the county and the same goes for domain names. The whois record contains the owner's name, organization, address, phone number, fax and email. And to look up these records you could do so at [www.whois.sc](http://www.whois.sc)

MICHAEL: And this doesn't cost any money to get this information?

NICHOLAS: Nope. Free information.

MICHAEL: So you can look up any owner of any web site out there? And get right in touch with them? Or mail them a letter?

NICHOLAS: Right.

MICHAEL: Perfect. Is there a certain way to approach these people? How would you approach them?

NICHOLAS: When you call them it is important to use the correct terminology so they just don't hang up on you thinking you're a telemarketer.

Normally you might say: "Hi may I speak to the owner or person in charge of advertising", if they haven't hung up on you already they'd say put me on the do not call list or if they didn't, they'd say "Yes this is the owner". Then you might say "I was wondering if you would be interested in...." At this point they would have probably interrupted with a "Not interested!"

So instead, you want to ask for the owner by name, you'll find this out from the whois record. For example let's say the owner's name is Jim and you found that out by looking up the whois record for a widget directory site say findwidgets.com, the call should go something like this:

You: Hi, is Jim there?

Jim: Yes this is Jim

You: I was hoping you could help me out for a minute

Jim: Sure, how can I help you?

You: Would you be open to adding an additional layer of revenue to findwidgets.com?

Jim: Tell me more

Then you could go into your affiliate program.

MICHAEL: That's perfect. I mean that's so much better than the first example because you don't end up sounding like a telemarketer.

NICHOLAS: Right. Exactly.

MICHAEL: And is this a proven script that's worked time and time again?

NICHOLAS: Yep.

MICHAEL: OK, go ahead.

NICHOLAS: For some of the big affiliates it can be hard to get on their site. So, just as you try to "sell" your products on your website, you got to try to "sell" your affiliate program to them.

As with for you regular business, you should have a USP for you affiliate program as well.

Some advantages of your affiliate program may be:

1. A better selling product, if your product sells twice as better as another product Jim is an affiliate for, he can make twice as many commissions with you.
2. A higher affiliate commission, affiliates will be able to make more money with you. What a lot of people do is offer a higher payout to their top affiliates or have different levels of commission based upon the amount of business brought
3. Longer cookie length, if the competition's cookie expires after 30 days, make yours last for 60 days, 90 days, or even a year.
4. No minimum amount for payouts. A lot of places say they will pay out only once you reach a certain plateau, for example \$100 in commissions, or \$250 or \$500. I personally don't believe in those methods. Your commissions are going to be structured so you make money whether the affiliate brings you 1 customer or 100 customers. So even if they just bring you 1 customer you are still making money and they should be paid a commission on that.

MICHAEL: OK. You have an organized method for keeping track of potential recruits, is that right?

NICHOLAS: Yes, now that you know how to find, and how to recruit affiliates, you need to work on implementing. The best way to get started is, make a list of 25 prospective top affiliates, these are going to be your "Dream 25". Start getting a hold of them and getting them to become an affiliate of yours. Write down who you have contacted, who you need to call back, who has said yes, and who have said no. Once you have worked that list, make a list with 25 new ones.

MICHAEL: OK, we've got our software setup and our affiliates recruited. Is that it?

NICHOLAS: Nope, once you have an affiliate base it's important to keep working with the to help them refer people. A lot of companies have contests. One other hosting company I know of gave a free trip to there top 2 or 3 affiliates.

The best way to keep them referring is prompt payouts. Send payouts at least once a month. You can also offer coupons, special promotions, lower pricing, or something extra just for the people they refer. Just as you want to keep in current contact with your customers so they continue doing business with you, you always want to keep in contact with your affiliates too. Let your affiliates know you appreciate their efforts, just as your customers know you appreciate their business.

MICHAEL: All right, now let's talk about some real world examples with your experience with affiliates. At any one time, what's the most number of affiliates you've had for your web hosting?

NICHOLAS: You'll get a lot of them but a lot of them won't be performing, like the most I've had would probably be over 3,000.

MICHAEL: All right, so you had 3,000 people who've signed up. Now, what can someone expect? All 3,000 aren't going to be doing something. Tell them the real world numbers of what they can expect percentage-wise of someone who's actually doing something?

NICHOLAS: Right. Out of that 3,000, 90% of them won't bring you any business. 10% will bring you maybe 1 or 2 orders, and then the top 1 or 2% is where most of your business is going to come from.

MICHAEL: OK, so it's kinda like you gotta go through a lot of people but it's all automated, and it's just a sorting process out of those numbers you're going to find a couple stars who can do really well for you.

NICHOLAS: Right.

MICHAEL: Well is it still worth it for you even with all those numbers to only have 1 or 2 or 3 or 4 top producers promoting for you?

NICHOLAS: It is because it's all automated. It doesn't really matter to you whether there's 30 or 3,000 and one of the things with the Dream 25, those are going to be targeted top affiliates. So those 25 will be higher quality affiliates than just 25 people that found you on a directory or something.

MICHAEL: All right, so someone who's considering an affiliate program and getting all these people, for them to believe that they're going to be dealing with 3,000 people just isn't a reality. Most of them will sign up, do nothing and there's no customer support based on those people.

NICHOLAS: Right.

MICHAEL: So, is most of your affiliate customer support whether by phone or email, what have you, could it be only with your Dream Team, the ones who are doing something?

NICHOLAS: Right. And even though they don't really ask too many questions...

MICHAEL: Because they know what's going on.

NICHOLAS: Right.

MICHAEL: They're experienced.

NICHOLAS: Yep.

MICHAEL: So you know personally your top affiliates. I mean you check the stats and you know who's actually doing something. Do you ever talk to them by phone or give them special treatment or encourage them?

NICHOLAS: Yep. I call them every once in a while and talk about ways that they might be able to promote the service better, either a new banner or a different sized banner or another kind of promotion.

MICHAEL: OK, great. Is there any software you can refer or recommend to get this all set up?

NICHOLAS: Yes – with your course there's going to be a list of links of affiliate software that I suggest you use.

Now that you understand what an affiliate program is, how they work, how to find and recruit affiliates you are ready to start building your “Dream 25” list.

MICHAEL: OK, so that wraps up this Module #3. What are we going to be talking about in Module #4 Nicholas?

NICHOLAS: Module #4 is going to be about paid advertising on the web.

MICHAEL: OK, we'll see you in Module 4.

If you would like one on one help in this area contact [www.YourMarkertingMastermind.com](http://www.YourMarkertingMastermind.com) at 858-274-7851. [YourMarkertingMastermind.com](http://YourMarkertingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.

## Money-Saving and Conversion-Boosting Tips for Paid Online Advertising

While free advertising is good, if you want to ramp up traffic to your Website more quickly, paid advertising may be your answer. It is important to be sure that you get the most out of each dollar you spend, but how to do it may be a challenge. In Part 4, I continue by sharing tips and tricks from this Guerilla Marketing home study course about getting the most out of your paid online advertising.

The purpose of Part 4, Module 4 is to help you save money and drive more traffic to your Internet business by providing strategies for determining the best advertising sites, negotiating pricing, monitoring traffic, and checking return on investment (ROI) from paid advertising.

You will learn about:

- Five secrets to select the best locations
- How pricing works and negotiating pricing
- Tips about Banner ads
- Enlisting an ad broker
- Monitoring traffic and return on investment (ROI)

Whether you are starting up a new marketing campaign or enhancing a current one, you will be glad you listened to this recording. The old adage, “It takes money to make money...” is true only if you follow the tips and tricks you will hear on this recording!

If you would like one on one help in this area contact [www.YourMarkertingMastermind.com](http://www.YourMarkertingMastermind.com) at 858-274-7851. [YourMarkertingMastermind.com](http://YourMarkertingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.

To get the program's full value, be sure to listen to the remaining audio recordings!

MICHAEL: OK. Module #4, what is Module #4 about?

NICHOLAS: Module #4 is Paid Advertising On The Web.

While free advertising is good it often takes a while to ramp up traffic from it and most good companies utilize both free and paid advertising methods. Plus if the site's making money, you are going to want to parlay a certain percentage of your gross revenue into your advertising budget. There is an old adage, you have to spend money to make money. That's not entirely true, but once you have mastered the free web advertising methods, you're going to need to spend money to make **more** money. In this module I'm going to tell you some tips on how to know if a site might be a good one to advertise on or not, some tips on banner ads,

and what you should know when starting a new campaign and when you have an existing campaign running.

MICHAEL: All right, is there some kind of golden rule for advertising online?

NICHOLAS: There is, and it's actually the same as for advertising offline: location, location, location.

MICHAEL: All right, so what are the secrets? You've spent seven figures on online advertising over the years, what have you learned and how do you find the best location?

NICHOLAS: I'll tell you five secrets that I go by when picking places to advertise on.

Number 1. Look for a site that comes up high in the search engines. Type the keywords related to your site, and then look at the non-competitor links that come up. Of course a competitor isn't going to sell you ad space on their site but you will see a lot of online magazines, review sites, directories, and informational sites related to your field. If you're searching on Google you will want to look at the paid AdWords listings as well as the free results. A lot of times the paid listings aren't a competitor's site. For instance if I sold swimming pools, I would go to Google and type in swimming pools. The non-competitor sites that come up on the first page are:

home.howstuffworks.com/swimming-pool.htm. This is a site with articles about pools and has 5 large ad spots on that page as well as an AdSense section.

MICHAEL: So I know that may be a good place to advertise?

NICHOLAS: Right.

MICHAEL: And I know they're accepting advertising.

NICHOLAS: Yup. And, number 2 is poolspaliving.com. This one has ads on the top, bottom and sides, plus it has links to the top companies for each different sect of pools, inground pools, spas, saunas, and a bunch of others.

Number 3 is swimmingpools101.com. This is an informational site with banner ads and a lot of ads and a lot of product listings from Yahoo's Search Marketing, which is similar to Google AdWords. And number 4, this one was on the AdWords, poolbids.com, which is a site that refers bids to outside pool installers.

MICHAEL: So they have AdWords on there.

NICHOLAS: Right.

Secret #2. When you're picking a location for a store, you want the one by the busiest intersection, the one by the entrance of the mall, or the one that gets the most foot traffic by



it. Same goes for location on the web. You can even break this down further. For example unless you have a product that everyone needs, and a multimillion dollar budget you won't want to advertise on the overall highest traffic sites like CNN.com or ESPN.com. Rather you want to find the highest traffic sites that relate to your industry.

MICHAEL: Well how can we check this?

NICHOLAS: The way to check this is with [www.alexa.com](http://www.alexa.com). If you remember from our other modules, Alexa.com is the site that gives the traffic ranking for each site and has a graph there where you can break it down from 5 years, 3 years, 1 year, even 1 to 6 months ago. You want to be aware of the traffic pattern of that site. If you see it going downward chances are they're doing less to drive traffic to their site and they probably haven't lowered their advertising costs to reflect that. If you are already running a campaign you want to be sure to check [www.alexa.com](http://www.alexa.com) regularly to make sure the site isn't losing traffic. If it is you will want to request an extra listing, extra banner impressions, or a discount from the site so you are still getting the same value from them as you were before.

MICHAEL: OK, so that's really important. That's something I've never thought of. If you're paying for advertising, you're paying based on the number of hits to that web site, that's really how they determine the fee. And if you stay as an advertiser with them, you want to make sure you're getting that same value. So, you're saying every once in a while, go to your paid advertisers and monitor and check their rankings, and if the hits are coming down, you can negotiate better rates with your paid advertisers. Have you done this before?

NICHOLAS: I have, yes.

MICHAEL: And it works?

NICHOLAS: Yep.

MICHAEL: OK, very good. That is some great advice. OK, what's next?

NICHOLAS: Secret #3: The big thing online advertising sites are doing now are getting articles and press releases on Google News.

MICHAEL: What is Google News?

NICHOLAS: Google News is, if you're on Google.com one of the few links they have on that page is for news, and then the Google News is news from all over the world. An advertising group often has many sites, they just don't have one domain. So, one of the sites in their network of advertising sites will be an online news articles site. A couple of sites I advertise my hosting company at put out 10-15 articles every day and all of them get listed on Google News. Depending on the story you might not make it on the main Google News page, but when someone searches your key word in the news section, you'll come up. The Google News stories are also syndicated across other sites. This is good, for example if I owned a day spa and wanted to get some good PR advertising, I would search Google News

for spas and the first link that comes up is an article on [etravelblackboard.com](http://etravelblackboard.com). The article just says “Newly appointed Director of Sales & Marketing at so and so spas” but it has the number one listing. On the article page itself it has a couple ads and even has a link to contact them about advertising. So when looking for a site to advertise on look for one that is recognized by Google News as a reliable source for news.

MICHAEL: Well that search result stay at the top for a long time, or is it hard to say?

NICHOLAS: Generally they get bumped by other articles. I think it does it based on time and how many clicks the article got. But the day it releases it'll be in top position, the next day it might be bumped down to number 2 or number 3. And a lot of times it's not necessary to be a paid advertiser with that site to get your press release added, but if you are a paid advertiser with that company your basically guaranteed to have your press release listed. You should keep a list of the emails for editors for a number online news sites, as well as offline magazines and newspapers. When sending out the press release I like to do it on Tuesdays and for the best chance at getting listed you definitely want to avoid Mondays and the weekend (Friday, Saturday and Sunday). The good thing about press releases is studies have shown that the click through rate on ads of companies that regularly submit press releases are greater than those that don't. So while you might not see some immediate results from a press release, the long term effects will be there if you do them on a regular basis.

MICHAEL: Wow. So what's another secret?

NICHOLAS: Secret #4: You want to compare the offers of the other advertisers on that site. If your price is twice as much as everyone else on that site and you don't have a strong competitive advantage over them, you probably want to pass on that site. On the other hand if you've got a better price or similar price with a competitive advantage you'll be able to get a lot of the traffic they would normally be getting.

MICHAEL: OK – anything else?

NICHOLAS: Yes – you want to use Secret #5. It's [archive.org](http://archive.org). We talked about this in one of the other modules, it's the Wayback Machine, it contains a snapshot of what a website looked like in the past. It doesn't have every site or for every month but if it's a popular site it's likely to be on there. What you're looking for is to see how long people have advertised on that site. If the same people advertising there now were there 2 years ago, you know the site is at least giving them some results.

MICHAEL: I see, so we're looking at the duration of ads – how long an advertiser has been there. Kind of like if we were setting magazine ads we'll go look at past issues in the magazines and if you see the same advertisers there over and over again, there's a good chance that that ad is working for them.

NICHOLAS: Yup.

MICHAEL: All right, good. How does the pricing work for these types of ads?

NICHOLAS: Banners are often rotated so the sites will charge by the CPM, which is cost per thousand impressions.

MICHAEL: Explain what rotated means.

NICHOLAS: Like if they have a 468x60 banner at the top of their homepage, that just won't be one company, usually it will be between maybe five other advertisers.

MICHAEL: OK, so a company may have advertising at the top of the page, the banner size is the same, but five different ads will be advertised there. So if I went to that site and clicked my refresh button a new ad would show up every time, so my ad would show up one fifth of the time.

NICHOLAS: Right.

MICHAEL: OK, what's another type?

NICHOLAS: Non-banner spots and also banner spots which are fixed, with only one company's banner. Those are typically sold at a flat fee per month. And some sites do PPC, which is pay per click, or CPA, cost per acquisition. Most of them won't do that though.

MICHAEL: Say I'm starting an online campaign for the first time what do I need to know, do I need any software or anything?

NICHOLAS: Yes. There are 9 things you must be aware of:

#Number 1: You want to go through an ad broker if possible, they can get a better rate than the company's own sales reps, and they can recommend places that have worked well for their other clients. The way to find these are online directories that list ad brokers, through word of mouth, or a lot of times they will actually contact you if they see your ad up on another site they sell ads for.

MICHAEL: Have you used an ad broker before?

NICHOLAS: I do, yes.

MICHAEL: You do. Do you have a good referral for one, anyone that wants one?

NICHOLAS: I have a good referral for a technology based ad broker, and I'll include the link to them with the course.

MICHAEL: How much has your ad broker been able to save you compared to if you did it all on your own?

NICHOLAS: A lot of places he's able to save 33%.

MICHAEL: Wow. So going to an ad broker is a good idea because you're relying on his expertise on the marketplace, right?

NICHOLAS: Right.

MICHAEL: Now, the broker, how does he get paid? He makes a commission on everything he does?

NICHOLAS: Right. The company he sells ads for gives him a commission so he's able to offer the ads at a lower price and still make a commission on them.

MICHAEL: OK, great. So it's pretty easy for you once you do a deal with an ad broker – does he take care of all the placement and everything?

NICHOLAS: Right. He'll even help you get everything set up, get your ads over to there, set everything up for you.

MICHAEL: OK. How long does it take to get it all set up with an ad broker? I mean a campaign of banner ads and such, a couple days? Or is it quicker than that?

NICHOLAS: Sometimes it's a couple days, it depends on the site he's working with. Sometimes it can be a week or two weeks.

MICHAEL: OK. What's another thing I need to be aware of?

NICHOLAS: You always want to start out with a 1 month campaign, or at least have an option to cancel after the first month if you feel the campaign isn't performing. A lot of times they're going to say "well it takes at least 3 months before a campaign starts to take off". In those cases I respond with "Unlike some of your other advertisers who are into branding, I am a direct response advertiser, and I'll know right away whether the site is right for me or not. If it is I will be continuing to renew month after month."

MICHAEL: Are your advertisers ok with that, with the one month campaign, and giving you the chance to cancel it, or are some hard to deal with where they won't allow you to do that?

NICHOLAS: Some are harder to deal with. The ones that are full most of the time and hard to get on generally want a longer term campaign. The smaller ones, or ones that aren't completely full, generally do make those kind of deals.

MICHAEL: All right, so you get to negotiate.

NICHOLAS: Right.

MICHAEL: All right. And the whole reason for this goes back to testing, right?

NICHOLAS: Right.

MICHAEL: And you will know whether your ad campaign is successful within the first month, right?

NICHOLAS: Yep.

MICHAEL: What's another thing I need to be aware of?

NICHOLAS: You want to know that the first price they give you for the rates on their ad card are usually negotiable. I've gotten places to go down as much as 50%. With your course we're including a detailed script of everything you need to say to negotiate your ads down as much as 50%.

MICHAEL: Wow. Well that saved me a lot of money right there if I'm able to do that.

NICHOLAS: Right.

MICHAEL: OK, tell me another secret I need to be aware of.

NICHOLAS: A lot of times they'll give you a lower rate for the first month, or an extra banner spot just to get you in the door.

MICHAEL: OK.

NICHOLAS: Next secret is get the traffic stats from the site as well as the specific pages you will be advertising on before you agree to a campaign. Also get an estimate of the number of clicks they think you'll receive. A lot of times they say well that depends on how good your ad is, in that case ask for the high and the low number of clicks for the companies currently on that same page or with those same positions you're doing.

They're not going to give the company name of course but they can say the #1 advertiser got 1,589 clicks and the worst advertiser got 954 clicks. Now that tells you, you'll probably be some where within that range.

MICHAEL: OK, so you don't have to be shy about asking for this information.

NICHOLAS: Right.

MICHAEL: You're the customer and they should be able to give this to you, right?

NICHOLAS: Yes. Generally they have no problem giving that out.

MICHAEL: OK, now what about when you ask for stats. Do they give you numbers that may confuse you that are in the control panel, kind of like when you ask a magazine what their circulation is, and they may say, well the readership is a million, but readership is different

than printed circulation. Is there any numbers that I need to be aware of that they give me that don't confuse me and lead me to believe that they're getting more traffic than they really are?

NICHOLAS: With the online places you want to make sure you get unique visitors.

MICHAEL: What is exactly a unique visitor?

NICHOLAS: Unique visitors – they count one person one time. If you visit the site twice, that's only going to be one unique visit. But if you visit the site once and go to ten pages, that's still only one unique visit.

MICHAEL: OK. What's another secret I need to be aware of?

NICHOLAS: If you're not sure on a site, the numbers just aren't coming out to where you know it will be a good place, tell them you will only advertise on a CPA basis. CPA stands for Cost Per Acquisition. This is the same as the affiliate program Pay Per Sale which we talked about in the last module. If their site is really that good they will probably make more money with this method. And you can also tell them after one month on the CPA basis you'll switch over to their monthly pricing.

MICHAEL: OK. How about banner ads?

NICHOLAS: For banner ads, most places have their backend software setup to be able to alternate ads. They also have a login for you to view impressions, clicks, and click through percentage. This is the same concept as what you learned about Google AdWords in Module #2. Just as you want the best click through rate for your AdWords ad, you also want the best click through rate for your banners. So for each banner spot you get, submit 2 or 3 different banners and ask them to rotate those. After a week or so, tell them to drop the lowest performing one and replace it with the new one. The top-performing banner is known as the “control” and your goal is to beat the control with the new banner. One of the banners you should test should have a “headshot” image of someone at your company or from a stock photo. I have seen those greatly out pull a company logo in cases. You also want to add a “call to action” in the banner, believe it or not adding “click here” in little letters in the bottom right corner of a banner actually increases click through rate.

MICHAEL: OK. So these banner ads we kind of go back to the previous module with setting up Google and testing your ads. The same testing applies for banner ads, correct?

NICHOLAS: Right.

MICHAEL: All right, so two secrets here are head shot of a person and a call to action. Are you using banners currently?

NICHOLAS: I am.

MICHAEL: So, if someone hears that banners are dead, is that necessarily true? Can you make money with advertising using your banners?

NICHOLAS: You can. They work best when they're coupled with other positions as well, though. Now, you've found a good site, negotiated a good price you are ready to send your ads over. There's just one more thing you need – some tracking software. Just like the software you use for your affiliates, you also going to need tracking software for your ads. For each place you advertising at you don't give them your web address to send traffic to, but rather a tracking URL. This tracking URL still gets people to your home page, or better yet, your "Landing Page". It also logs some data and saves a cookie on the user's computer. This tracking software is going to log the number of clicks, and the number of sales. The best way to do it, and this is the way the big names do it, use a different tracking URL for each different position, at each different place. This way you know not only which site is performing, but how each position at each site is performing. A technical note about the cookie – many users have software that clears their cookies frequently, or have the notion that cookies are bad and they won't accept them because of this. Because of this I like to use tracking software that uses a cookie, uses sessions, and uses the IP address to track the sale. Determine your ROI from each site, and compare that with your LV, lifetime value, which we will take about in Module 5 to find out if it's worthwhile to continue advertising at that site.

MICHAEL: Can you recommend good tracking software for your advertising?

NICHOLAS: Yes, with the course I'll include the link to a couple advertising tracking software that you should check out.

MICHAEL: Is this software confusing and timely to get set up?

NICHOLAS: No, it's real easy to set up. It uses a graphical interface. Very user friendly.

MICHAEL: So it's just basically copying and pasting your link where your ad is.

NICHOLAS: Right.

MICHAEL: OK, great. What about landing pages?

NICHOLAS: You want to use landing pages. Have one landing page for each place you advertise at. A landing page is a page different from your homepage and you want to design it to reflect the type of site your visitors are coming from. If you're advertising on xyz.com and they have given you an award, or ranked your site highly, you want to state that on the landing page. You can even have a special offer just for them, for example "10% off for xyz viewers".

MICHAEL: All right, so is this landing page – can it be a totally different URL, or it just a landing page for my web site, but a different page?



NICHOLAS: It's going to look like your web page, have the same template, but it's going to be different from your home page. Like, you would have something like [HardToFindSeminars.com/xyz.html](http://HardToFindSeminars.com/xyz.html) would be the specific landing page you would use for an ad on xyz.com.

MICHAEL: And, by having a different landing page it allows me to go into my control panel and get data on the number of hits that came to it?

NICHOLAS: Right. You're able to see the number of hits that page got.

MICHAEL: OK, so I've got a campaign going, I'm checking my return on investment for my ads, I'm checking my statistics in the control panel, I maybe have some help off of Elance or Scriptlance or someone helping me organize all of this. Is there anything else I can do, to get the most value out of the campaign?

NICHOLAS: Absolutely, I'm going to share 5 things I've learned on this. Most sites have a newsletter they send out, so ask to have your logo or ad in that. A lot of times the top positions are going to be taken, in which case you can ask to be put on a waiting list for those spots. Number three, you want to ask the site to do an interview on you, or someone at your company. Sites will often post the interview on their homepage and have a set of interview questions already made up. Generally they're not going to send those to you unless you ask though. Number 4, check the click through rate on your ads. You want to test, test, and retest. Submit revisions 1-2 times a month. Number 5, if the campaign isn't working as well as you hoped, (even if the campaign is just working OK, but you're not meeting your target CPA) tell this to them and they are likely to add in some free spots to your campaign or give you some free advice.

MICHAEL: So, this is all part of the negotiation. A lot of these sites make their money on the revenue from their advertising and you're their client and they want to make you happy, because if they can get you a winning campaign there's no reason why you wouldn't stop advertising with them, right?

NICHOLAS: Right. If you're successful, they're successful.

MICHAEL: Have you been advertising with sites year after year after year with winning campaigns?

NICHOLAS: I have.

MICHAEL: And once you have a winning campaign, and you're paying so much for your advertising and you're bringing in so much in sales and as long as you're bringing in more than you're spending, there's nothing else for you to do except to monitor that campaign.

NICHOLAS: Right.



MICHAEL: OK, Nicholas, this has been excellent. Can you recap just a little bit on what we've talked about?

NICHOLAS: Sure, you now know how to find the best sites to advertise on, how to get best price, and how to make the most out of every campaign.

MICHAEL: OK. Very good. That's the end of this lesson. What are we going to be talking about in the next module?

NICHOLAS: Module #5 is Web Site Analytics. This is what your web stats are really telling you, and how you can use that to increase revenue.

MICHAEL: OK. Great. I'll see you in Module #5.

If you would like one on one help in this area contact [www.YourMarkertingMastermind.com](http://www.YourMarkertingMastermind.com) at 858-274-7851. [YourMarkertingMastermind.com](http://YourMarkertingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.

For More Information visit <http://YourMarkertingMastermind.com> or call 858-274-7851

## Using Web Analytics to Increase Website Conversions

Just as you thought you finally finished work on your Website, your work has just begun! Listen carefully to Part 5, Module 5, as Nicholas shares his programming and Web hosting experience to explain the Web statistics that are a “must” to access and understand. Nicholas carefully explains the importance these statistics to continuous testing of every aspect of your site.

The purpose of the audio recording is to explain the key Web statistics that will help you continuously test your Web site and explain an easy way to find them, what they mean, and how they affect your profit.

You will learn about:

- Tools for obtaining key online traffic statistics
- Key stat areas to analyze and what they mean for profitability
- Example analysis to obtain a 30 percent increase in orders with 4 small changes to your site
- Examples of what to test and why
- Suggestions for changes based upon analysis results
- The techniques Greg uses to get #1 rankings for highly competitive keywords
- The 5 stats you must keep track of when sending a newsletter

Rather than guess at the changes you should make, this information provides scientific data as a basis for determining the number of “hits” to each page, part of each page, or your entire site. You will then be able to make the changes necessary to increase your Web conversions and increase profit.

For an Audiovisual Presentation that will assist you with the technical details discussed in this chapter, go to <http://YourMarketingMastermind.com/awstats.html>

If you would like one on one help in this area contact [www.YourMarketingMastermind.com](http://www.YourMarketingMastermind.com) at 858-274-7851. [YourMarketingMastermind.com](http://YourMarketingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.

START:

MICHAEL: All right Nicholas is there another module that we're going to discuss here?

NICHOLAS: Yes, module 5 is website analytics. In this module I'm going to go over a magic secret I learned as a computer programmer that you can use to help you increase

conversions on your website. I will also prove to you scientifically how this magic secret actually works. For the proof I need you to go to [YourMarketingMastermind.com/star.jpg](http://YourMarketingMastermind.com/star.jpg) and print out 3 copies. What this picture is, is one 5 point star, with a slightly larger 5 point star around it.

MICHAEL: OK, I'm there and I'm looking at a picture of a 5 pointed star. Let me print it out. Print 3 of them?

NICHOLAS: Yep.

MICHAEL: OK. I've printed 3 copies and they're in front of me, what do I do next?

NICHOLAS: OK, on the first one write a zero on the top right corner.

MICHAEL: Of the paper, or on the star?

NICHOLAS: Of the paper.

MICHAEL: OK, zero yeah.

NICHOLAS: OK. Now get a vanity mirror, like a small make-up mirror, and pen.

MICHAEL: OK.

NICHOLAS: Are you right handed or left handed?

MICHAEL: I'm right handed.

NICHOLAS: OK, hold the pen in your right hand and put the pen tip at the left most point of the star, in between the two lines of the star.

MICHAEL: All right, pen in my right hand and put the pen on the left point?

NICHOLAS: Yep.

MICHAEL: OK.

NICHOLAS: And then hold the mirror so you can see the star in your pen tip.

MICHAEL: OK. Yeah.

NICHOLAS: And then looking at the mirror only, start drawing a line between the two stars, going clockwise – you're just tracing around through the middle there. And you want to do it looking at the mirror only, you don't want to look at the paper – don't even peek at it.

MICHAEL: OK. Yeah, I'm having a hard time here.

NICHOLAS: Yeah.

MICHAEL: OK that's pretty tough to do.

NICHOLAS: Yep. Did you get all the way around?

MICHAEL: No, not even. I can't even get past the first corner. Should I try and go all the way around.

NICHOLAS: Yeah, just do the best you can.

MICHAEL: (laughing) Geez, this is impossible! All right, I'm not even close but I got the point, it's very hard to do. OK, now?

NICHOLAS: OK. The line's all over the place, right?

MICHAEL: All over the place.

NICHOLAS: OK. Put that aside for now – and then we'll get back to the module. Just when you thought you have finally finished the work on your website the work has really just begun. In this module we are going to use statistics to go over the importance of testing every aspect of your site.

MICHAEL: I'm not a big math person or fan of statistics, but what's this all about?

NICHOLAS: I know right now you are probably reflecting on how much “fun” you’ve had in your college statistics or math class, but unfortunately I have taken all the “fun” of out this module and will tell you just a handful of website statistics you need to look for, an easy way to find them, what they mean and how they affect your profit.

This is actually going to be the most important module. We are going to start out with the 9 key areas that you can improve to result in an exponential increase in sales.

MICHAEL: Exponential, what does that mean, meaning what?

NICHOLAS: Let me give you an example of what I mean by exponential. Let's say you work on just 4 out of the 9 areas, for example, you have currently:

1000 people visit your site a month  
800 people that go to your home page go to a second page  
400 people that go to the second page reach the shopping cart  
300 people that reach the shopping cart order

Let's say you improve each of those 4 categories by just 5%. At first glance you might think that would equate to 15 times 4, or 60% new orders, since you're now going to have 1050

people visiting your site, you're going to have 892 people on the second page, 490 people who get to the shopping cart, and 392 which will order, so you actually have 92 more orders than before which is over a 30% increase in sales, and assuming you were at least breaking even before, the net profit from the 30% of new sales is going to be far greater than your net profit on your first 300 orders.

And keep in mind this isn't hard to do, you're only improving just 4 areas a mere 5%. And if you haven't tested anything yet, I guarantee you will be able to improve **at least** 5%, and this doesn't mean you increase click through by 5 percentage points, you are only increasing the overall results by 5%. For example, if you're getting 20 out 100 people to click, you only need to increase that to 21 out 100 people to get your 5%, that's only 1 more person.

MICHAEL: Yeah, that sounds pretty feasible.

NICHOLAS: Yep. Now, back to our stars. Take the second copy of your star and put a 5 in the top right corner. Its been about 5 minutes since you did the first one.

MICHAEL: Right.

NICHOLAS: And then trace around this one like you did before.

MICHAEL: All right. Got it. The star looks about the same.

NICHOLAS: OK, put that one aside too. Let's get back to the module. I was telling you how 4 small changes on your site can turn into a 30% increase in sales.

MICHAEL: Is there really that much on a website that I'm going to be able to change?

NICHOLAS: Yes, the thing most people don't realize is everything on your website either adds or subtracts to conversions in some form. People get a site designed that looks cool, it might have some neat flash on it, and some good stock photos but most designers are creative artists and not experts in marketing or web usability. Whether it's the colors, the pictures, the font used, the text, the nav bar, etc. it's still going to have some effect on your conversions and in turn on your revenue. The one thing you must to do is continually test and re-test every aspect of your site. There is literally an infinite amount of testing you can do, and hence an infinite amount of improvements you can make. You may have heard that one headline for an ad can out pull another up to 17 times. The same goes for aspects of your website. You will be amazed how one small change will increase your revenue. And the best thing about is, there is no additional cost to you.

I am now going to talk about the 9 statistics you must know for your site.

MICHAEL: All right, what do I need to know for this? Do I have to go out and buy special software for testing all this stuff?

NICHOLAS: In order to find these out you will have to utilize your traffic software, they are

found in your control panel. The one I like is called AWstats. First of all it's very detailed and has the stats were going to be looking for in this module. Second it comes with many of the control panels including the cPanel brand, which is the most widely used, so you're likely to have it. And third, this software's free! You will want to go in at least once a month to check your stats, so if you're doing it once a month, go in the first week of the new month to look at the stats for the previous month.

MICHAEL: All right, I'm going to go into my control panel real quick for [hardtofindseminars.com](http://hardtofindseminars.com). And then all the icons pop up, and I go onto WebFTP Stats?

NICHOLAS: Right.

MICHAEL: So, anyone who's hosting with your company, you're going to provide this software as part of their hosting plan?

NICHOLAS: Right.

MICHAEL: OK, so AWstats, all right, let me click on that.

NICHOLAS: For those of you listening, we're including a Camstasia video that will show you what to look for when you're inside AWstats.

MICHAEL: So let's get started. What are we looking at here?

NICHOLAS:

1. NOH (Number of hits)- This is how many people came to your site, and to find this out look for "unique visitors" in your AWstats.

MICHAEL: All right, number of hits, ok, what's next?

NICHOLAS:

2. CR (Conversion Rate)- This is going to be number of "major actions" divided by NOH (your unique visitors). By major action I mean the physical action you want the person to take when they go to your site. In most cases this will be purchase something. For big ticket items, it might be fill out a form to request more info, for a restaurant it may be click on "printer friendly" on you coupon page, or it may be signing up for your mailing list.

MICHAEL: All right, so in this software, the AWstats, where we will probably have to utilize other information like our orders to determine a conversion rate right?

NICHOLAS: Right.

MICHAEL: All right, what's next?

NICHOLAS:

3. ASO (Average Size Order)- As with all businesses there are 3 ways to grow. #1 Increase the number of customers, #2 Increase the number of times they buy from you per year, and #3 Increase the amount they spend each time. #3 is your ASO.
4. CPA (Cost Per Acquisition)- This is the amount you spend to get a conversion. This is going to be calculated by taking the amount you spent on marketing and dividing it by the number of major actions. The number of major actions was your numerator from #2.
5. CPH (Cost Per Hit)- The amount it costs to get someone to your site. This is the amount you spent on marketing divided by your NOH (unique visitors).
6. LV (Lifetime Value)- This is going to be the amount you make per customer over their lifetime. For example if your product sells for \$100, it costs you \$50 to make it, your CPA is \$25, the average customer buys from you twice a year, and stays a customer for 3 years; by looking at lifetime value, you'll see one customer is worth \$275 as opposed to looking at the one time sale, which you only make \$25 on.

MICHAEL: That's a whole different way of looking at a customer.

NICHOLAS:

7. ER (Exit Rate)- Part of the things AWstats track is the exit rate for each page. You will see a column for viewed and exit. To find the exit rate divide exit by viewed. You are going to want to find this for each page, or at least your main pages.
8. SCAR (Shopping cart abandonment rate)- Similar to ER, SCAR is exit rate for the shopping cart page(s), how many people go to your site, get all the way to the shopping cart and then leave without purchasing.
9. mAR (micro Action Rate)- This is how many people took a micro action as opposed to your Major Action from #2. A micro action can be adding a product to the cart, or clicking to a second page after the homepage, or clicking on more info for your featured product.

MICHAEL: So that would be a micro action, asking for more information or adding a product?

NICHOLAS: Right.

MICHAEL: But does it measure **if** they ordered? Not really, just the action.

NICHOLAS: Right.

MICHAEL: Does the SCAR, the shopping cart abandonment rate, determine if they abandon the URL or just abandon the shopping cart – could they have abandoned the shopping cart and gone back to another page on the site, or does it determine if they went and logged off your site completely?

NICHOLAS: This is when they leave the site completely.

MICHAEL: OK, that's pretty good information.

NICHOLAS: Yep.



MICHAEL: OK, I've got my stats somewhat figured out. Now, how can I increase them?

NICHOLAS: Let me go through them one by one.

1. NOH-This the number of people coming to your site so to increase it you would have to change your ad or offer on the sites linking in or what's called the "referring site".
2. CR (conversion rate)- Your CR can be improved in many ways. A few that come to the top of my head are restate your guarantee on your order form, have a link back to the product page from your check out page, and have your phone number on each page of the order form, and put your top selling product or products on your homepage.

MICHAEL: That's some good advice, that's pretty easy to do. OK, number 3?

NICHOLAS:

3. ASO (average size order)- A couple ideas for this one are when someone adds an item to the shopping cart, suggest a combo with a related item, or suggest a higher quality, suggest a deluxe or newer model.

MICHAEL: OK, so upsell at the time they're ordering.

NICHOLAS: Right.

4. CPA (cost per acquisition)- This is increased by working on #1 and #2.

MICHAEL: OK. Number 5?

NICHOLAS:

5. CPH (cost per hit)- Like #4 this is just a stat you should know and it can be improved by increasing #1.
6. LV (lifetime value)- There are many ways to improve this, the best way is to get the customer to purchase a second time. You've already spent the big marketing dollars to get them to buy once, now thank them for their purchase, send them a welcome item or welcome pack, and keep in contact with them, either by email, phone or snail mail. A second way is you can sell "until further notice" products or services. This guarantees a recurring income until the customer contacts you saying to cancel the service or stop delivery. If you don't sell a consumable item, you can do a blank of the month club.
7. ER (exit rate)- If it's unusually high for one page, find out why, there's usually something you need to change, either the user can't find what they are looking for, your price isn't competitive, or you're not listing enough details on the product.

MICHAEL: OK. Number eight?

NICHOLAS:

8. SCAR (shopping cart abandonment rate)- Some reasons why your SCAR could be high are cost of shipping is too high, the checkout process is too long, products are out of stock at checkout time, checkout requires too much personal information, long download times, lack

of contact information, the checkout process is confusing, the site requires registration before purchase, and there's order tracking options.

MICHAEL: What's an order tracking option?

NICHOLAS: For example if you ordered a product on most sites they'd send you a FedEx or UPS number, or you can log in at that site and click "track my order", and it will tell you where it's at.

MICHAEL: Oh, I see, ok, to track where it is, ok. Go ahead.

NICHOLAS:

9. mAR (micro Action Rate)- Look at how many unique visitors you had, and then how many went to page2, page3, or your order page. Make small controlled changes to see how they affect your micro actions. You'd be surprised how even small text changes, such as changing "Buy Now" to "Order Now" make a difference.

MICHAEL: Nicholas, you said you're a web programming guru. All the big companies have programmers to come up with ways to increase sales. What is it that a programmer knows that I wouldn't know how to do as it relates to improving my web sales?

NICHOLAS: Well one thing is they are going to be using split testing to improve the stats we talked about earlier. Let me go into detail on how to do this. And I want to note that this section is a little bit more technical, but I am including it because it's also very powerful, and one of the advantages of studying marketing from a computer programmer is you will learn hidden technical secrets and advantages.

Just as we talked about split testing with Google AdWords in Module #2, you can also split test items on your website.

MICHAEL, Are you in front of your computer?

MICHAEL: Yes, I am.

NICHOLAS: OK, go to my site [YourMarketingMastermind.com/test](http://YourMarketingMastermind.com/test).

MICHAEL: OK, I'm there.

NICHOLAS: OK, now hit refresh a couple times. You see how that images changes?

MICHAEL: Yeah, I see how the image changes, it goes from image 2, 2, 2, 2, 1, 1, 2, 1. Yeah, got it.

NICHOLAS: OK. Now hover over that image, it's a hyperlink, and look at the URL. It's going to in the status bar for your browser.

MICHAEL: OK. So it's got /test\_image1.jpg,

NICHOLAS: Right. And then in your status bar in the bottom left of your browser.

MICHAEL: Oh, I see, it shows you where it is, ok, got it.

NICHOLAS: And that the page it's going to link to, and then if you refresh it, look at the same for the other image.

MICHAEL: Yeah, you got page 2.html. OK, got it.

NICHOLAS: So one's going to page 1 and one's going to page 2.

MICHAEL: Right.

NICHOLAS: Now when you actually click to that page, it's the exact same content, even though it has a different page name, that's just for tracking purposes. That's because what I'm testing here is which image works better. We're only testing one variable. Since the image is changing at random the impressions are going to be virtually the same, so you just need to go to your stats program and look at the total number of hits for those pages. Like in AdWords you want to wait until you have enough clicks built up before you determine which image is better. And allowing some clicks to build up will mitigate any margin of error.

MICHAEL: Will the stats program allow me to test the different variables?

NICHOLAS: What you're looking for in the stats program is how many people went to page1.html and how many went to page2.html, because then you'll know what image they clicked on.

MICHAEL: But to get the different pages to alternate, how is that set up?

NICHOLAS: We'll go into that in a little while.

MICHAEL: OK. I really just know FrontPage and some HTML, how hard is this stuff, am I going to be able to actually do this?

NICHOLAS: Yes, it's not that hard. On that page you just found there is a link to get the code. I already wrote the code, it's only a couple lines so you can just paste it into your page. And if you don't know HTML then you would have your Webmaster or get a developer to implement it. Just send them the code and they will know exactly what to do.

MICHAEL: OK, I think I'm ready, tell me how this works exactly.

NICHOLAS: Well, the big names they have a lot of expensive equipment including load balancers which can send one person to their site on one server, and then it takes the next person and sends them to their site on a second server. That way is great if you have an

unlimited monetary supply, but if you're on a budget like me I'm going to show you a way to do this on your \$10 shared hosting plan.

MICHAEL: OK, how do we do it?

NICHOLAS: The way to have 2 different versions of items on your site rotate dynamically is to use a web programming language like PHP. Now we're not going to cover how to program here and I'm going to assume you don't have any programming experience. (I already have the code already written, you just have to paste it in).

Like what I showed you on that page earlier, we are going to test 2 different pictures for a product, and to determine the pull rate for each one we are going to have the link for each to go to a different page and then use our web stats to see which page got the most hits. Now, were counting the hits to that page that product is linking too, so let say right now its going to a page called productA.html, we are going to make 2 copies of that and call them productA1.html and productA2.html.

MICHAEL: All right, how does the code come into play here?

NICHOLAS: The code says, pick a number either 1 or 2. Then it says if the number picked is 1, then display image #1 and make the link to go to productA1.html, and if the number picked is 2, then display image #2 and make the link to go to productA2.html.

Give you stats some time to build up and then compare, and drop the worst performing picture and leave the best on there, that one is now your control. Now you can run that same test with a third image or change a different picture on the website.

MICHAEL: All right so will this only test pictures?

NICHOLAS: No, there is virtually an infinite amount of things you can test on your site. You can test pictures, text, paragraphs, calls to action, buttons, colors, and so on. Each small improvement is going to parlay the increase into your next improvement, creating an exponential increase in sales.

MICHAEL: What do I need to do to get this code to work?

NICHOLAS: For the code to work, one thing you do have to do is make sure your server supports PHP. Most of them do, and if you're not sure ask your web host. The second thing is to make sure the file name ends in .php. If you're working on your homepage and it's called index.htm, rename that to index.php and then if you have other pages that link to it you will need to change the link.

In all of my shared hosting plans at penguinwebhosting.com come with that PHP and all the software and everything we're going to talk about here.

MICHAEL: All right, is this all that's possible using programming to split test?

NICHOLAS: Nope, this is just the most basic form of split testing. The sky is really the limit. For example you can use session variable to split test the whole site, or store some data in a database, or if your site has registration, you can even pair that up with your data.

MICHAEL: Since we're on a technical note, one thing I want to be able to track better is my newsletter, is there anything I can do with that?

NICHOLAS: Yes. Let me talk about analytics and newsletters. We'll cover some basic stats you can figure out easily and I will tell you about the invisible pixel and how the big guys use this to test subjects.

When sending out a newsletter the stats you want to know are:

1. TS- Total Sent, how many total emails did you send out, the script you use to do the mailing will tell you this.
2. NO- Number Opened, how many people opened your mailing. For this you need to insert a pixel and then check your traffic stats to see how many times that pixel was "viewed" I will describe in detail a little bit later.
3. OR- Opened Rate, to get this divide the NO by TS to figure this out, number opened by total sent
4. ORFES-Opened Rate For Each Subject, this is going to be figured out your presending. By presending I mean test with a small portion of your list before sending to the majority of people
5. NOHE- Number of Hits from the Emailing, how many people clicked the link in the email to go to your site
6. CRE- Conversion Rate from the Emailing, how many people bought the product or service you were trying to sell from the newsletter.

I'm going to give you a little technical knowledge on how to tests multiple subjects on one mailing. Don't worry, you don't need to be a programmer to do this. Let's say your database contains 10,000 emails, and you want to test 4 different subjects. Go to [YourMarketingMastermind.com/pixel](http://YourMarketingMastermind.com/pixel). Download pixel.html, pixel1.html, pixel2.html, and pixel3.html. What these are, are actually invisible pixels and there's a trick for how you can use them in your mailing.

First off, let me say this to help you understand what I'm going to be talking about, you are going to need to send your emails in HTML format. You can still have them appear as if they're a plain text email, but the actual header of the email needs to say Content-Type: text/html, plus a couple other things. Just to note there is a detailed example of how to do this on my site. The invisible pixel is a trick the big guys use to test subjects on their mailings. What the pixel is, is just an image that's just 1 pixel in size and is a transparent gif. Now most stats programs don't track gif's but you can trick your stats program into thinking the pixel is an html document (like a page on your site) just by changing the extension from .gif to .html. You put this pixel.html image in your <img src= tag just as if you were calling pixel.gif.

OK, now back to the mailing. You have 10,000 people and you're testing 4 different subjects. Start out by taking the first 200 people on your list to use for an A/B split. Send 100 with the first subject, and in the email the only two differences are going to be the subject and the pixel called in the html body of your email. You can put the pixel anywhere in your message, usually at the end, and the code for the first message will read:

```
<img src=http://domain.com/pixel.html>
```

And then on the second you would do the same thing except use pixel1.html:

```
<img src=http://domain.com/pixel1.html>
```

and send to the second 100 people on your list using your second subject.

MICHAEL: All right, so this is hidden in my email that goes out as an html email, looks like text, and I hide this html code in the email. They don't see it, but it'll tell me which one gets a better result.

NICHOLAS: Right. They don't see it but your stats program will see it.

MICHAEL: OK, got it.

NICHOLAS: You want to wait at least 6-8 hours to give people a chance to open the email, then go to your web stats and see which "page" had more hits, either pixel.html or pixel1.html. The one with the most hits is your winner, your control. Write down the number of hits your control got and the amount of time you waited to check. And now make up a third subject and send to people 201-300 on your list. Wait the same amount of time as you did for the first group and then compare it with the number you wrote down. You just don't want to go to your stats to look at the first number again, you want to use what you wrote down because it's probably going to be a little bit higher because more people would have had more time to open the mailing. And then you want to repeat that process with people 301-400 for your fourth subject. After you've done that you'll know the best subject from the 4 mailings. And then you can send to people 401-10,000 on your list. Just make sure you don't send to the first 400 again because it is annoying to get the same email twice.

After you have found the best subject, before emailing to the whole group you might want to take the next 400 people on your list and test some of the content of the email. Aside from the subject the most important part of the email is the PS. What this means is the user is actually going to scan down the whole email and get to the very end before they start reading parts of it. You can test the PS, you can try using bullets, you can test the offer, the call to action, and the price. The key to remember is only test one thing at a time.

I didn't mention this earlier but the first test you want to do with your mailing is send it to yourself, to a yahoo email, and to a hotmail email. When sending it to yourself, check the spam score. Now the best way to get your messages through is to have your people on the whitelist. When they first sign up for your mailing list on the "thank you page", after they sign up give instructions on how they can whitelist your email. If you have Spam Assassin, and this is the most popular spam blocking tool, and it's used by the cPanel control panel, so you probably have it, check the headers of the email. The headers are special portions of the

message that your email server adds and are not shown when viewing the message regularly. And how it looks to do this right click on the message subject and choose options. What you are looking for is the email header line that starts with:

X-Spam-Status: Yes/No, score=#

Look at what your score says. The default spam assassin uses a 5. If your email has a score of over 5, it's going to get blocked by most people. I have my Spam Assassin block anything over a 4, and other people have it more strict than me, like at 3.5 or 3. So you want your email to be at least below 5 and as close to 0 as possible. The Spam Assassin headers will actually tell you why points were given, too. Things like, subject in all caps, URL listed in the SBL blacklist, or attempts to disguise a trigger word. And you'll also want to test sending to a yahoo and hotmail email to make sure they aren't putting it in the user's bulk mail folder.

MICHAEL: That is some great advice there, I've definitely learned some good stuff here.

MICHAEL: All right, let's back to this secret, Nick. I'm dying to know what the magic secret. What is it?

NICHOLAS: When I was a computer programmer working on difficult programs, I was often up late, 'til 1:30/2am. If I got stuck or ran into a tricky error, I would often be up until 4 or 5 in the morning and still not have figured it out. However in the morning, within 15 minutes I would have it solved. After too many nights of staying up until 5am one time I got stuck and instead of staying up trying to fix it I decided to go to bed, hoping that I would know what to do in the morning. Sure enough, once I woke up, worked on it for 15 minutes, the problem was solved. In the future I used that same method. It was like the solution to the computer program magically came to me in my sleep. I'll tell you what this has to do with internet marketing in a minute.

Now, let's get that third star out and put number 60 in the top right corner. And then trace through it like you did with the first two. Now it's been about an hour since you did the last one, do you think this third one's going to be neater, sloppier, or the same as the second one?

MICHAEL: I'm thinking it's going to be just as sloppy but let's see. Yeah, it's actually a little bit better, actually. Yeah.

NICHOLAS: OK, it's coming out better?

MICHAEL: Yeah.

NICHOLAS: OK.

MICHAEL: Look at that.

NICHOLAS: A lot better, right?



MICHAEL: Yeah.

NICHOLAS: OK.

MICHAEL: Yeah, because it's been working out in my head?

NICHOLAS: Right, that's because your brain took in the information about an hour ago, and it needs time to think about it and process it without you knowing or, or actively thinking about it. That's the same reason I was able to solve my computer programs after sleeping on it.

MICHAEL: Yeah, that's good.

NICHOLAS: This can also be applied to internet marketing. When you're looking at your stats, going over the numbers, looking at the old ads, looking at your micro and macro actions, you have a tendency to develop myopia, you're not looking at the big picture and you haven't given your brain enough time to interpret the data for coming up with the best ideas. So next time you are looking over your stats, before changing your ad, or changing something on your site, give it a few hours, or even sleep on it.

MICHAEL: All right, that's amazing. Can we recap a little bit here of what we've learned in this module Nicholas?

NICHOLAS: This module should keep you busy for a while. You want to start out by writing down all your stats that we talked about. And before sending your next news letter make sure you know what you are going to test.

If you would like one on one help in this area contact [www.YourMarkertingMastermind.com](http://www.YourMarkertingMastermind.com) at 858-274-7851. [YourMarkertingMastermind.com](http://YourMarkertingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.



## Websites to Help You Build Your Internet Business

Now that you listened to the first five parts of the “Guerilla Marketing” program, this audio is provided as another add-on bonus! Nick shares his favorite Web sites—links that review what you learned in the first five parts and much more!

The purpose of this audio recording is to provide 25 links to important Web sites that you will find invaluable to help you build your Internet business.

You will hear about several links to

- Find out how popular your site is and check on sites you want to do business or advertise with
- Hear 117 hours of audio interviews of business people who share their secrets to success
- Find a fairly priced Web hosting company and learn additional marketing tips
- Search for ads and find headlines and letters to model, and obtain low-cost business cards
- Sell and accept payments easily
- Purchasing promotional products with your logo
- Free tools
- Set up a way to receive an e-mail with caller ID when you miss a call, and
- Much more!

To build a successful Internet business, you will be glad to know about the 25 Websites that helped Nick build and market his business. The invaluable links he shares will help you achieve the success you are seeking!

If you would like one on one help in this area contact [www.YourMarkertingMastermind.com](http://www.YourMarkertingMastermind.com) at 858-274-7851. [YourMarkertingMastermind.com](http://YourMarkertingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.

MICHAEL: Hi Nick, can you discuss to me what we're going to be talking about here in the bonus Module #6?

NICHOLAS: These are 25 links from my favorites. They're all related to either developing your website or for marketing your website.

MICHAEL: All right, so these are links and websites that will help you with your website business?

NICHOLAS: We've covered some of these links in the previous modules so some of them will serve as a refresher. And with your course you'll get a resource page with all these links so you don't have to worry about writing down the spelling.

MICHAEL: OK. Let's get started. What is #1?

NICHOLAS: #1 is alexa.com. This is the traffic ranking site. There's graphs on how much traffic a site is getting. You could look it up for any site and you can use it to see how popular your own site is, or to check some sites that you might want to be doing business with, advertising on or affiliating with.

MICHAEL: OK, go ahead. #2.

NICHOLAS: #2 is whois.sc. This is where you can look up who owns a domain and it also has the contact info for the domain. So if you see a site and you want to contact the owner you would go to the whois.sc site to find that out.

MICHAEL: Yeah – I've never seen that ending, "sc", what does that stand for?

NICHOLAS: A lot of the smaller countries sold off the rights to their extensions, like ".tv" was some small island, then someone pays them like millions of dollars to be able to sell it, so "sc" is for some other smaller country.

MICHAEL: Oh, very interesting. #3, what's #3 about?

NICHOLAS: #3 is HardToFindSeminars.com. This has over 117 hours of audio interviews of business people. Many are multimillionaires. And you want to at least listen to the Jay Conrad Levinson interview, the Vic Conant interview, Brian Keith Voiles and Bob Bly interviews.

MICHAEL: OK, great, that's a great site I think. #4, what's #4?

NICHOLAS: #4 is HardToFindAds.com. This site has headlines for about 1000 winning ads going all the way back to 1910. You're not likely going to naturally be a great copywriter, so when you're making your ads you should go search through this HardToFindAds site and find some headlines to model after. And on that site, they actually scanned in all these ads, so you can zoom in and actually read the headline and the print of the ad.

MICHAEL: OK, #5.

NICHOLAS: 5 is hotscripts.com. This site has thousands and thousands of free and low-cost software packages. Custom webscripts often require a team of programmers to create plus you're going to need a couple extra programmers just to support and maintain the scripts. At hotscripts you can find already made scripts that are going to save you money and are really easy to install.

MICHAEL: How can someone with a regular website use this site – give me an example of what a script is.

NICHOLAS: For example, if you were doing a limited time promotion, you could have a script that added a countdown clock, so if people only have a week to order you could put a

script on there that counts down from a week, and the viewer will actually see the script counting down. It changes what the script displays on the screen.

MICHAEL: Are all these scripts safe to use, or can they mess up a website, or what kind of cautions would you have?

NICHOLAS: Generally they're pretty safe. You do have to use them at your own risk, though. They are third party, but if you look for one that's updated regularly, one of the things they fix are security bugs and stuff. Most of them won't have them and the ones that do, if it's a popular script, they probably have patches for it.

MICHAEL: All right. Let's move on. What's next?

NICHOLAS: 6 is eBay.com. I'm sure you've heard of this site. The best thing I know about eBay is to have your auction in on a Sunday evening, between 8 and 10 Pacific time. You also should list products if they're not selling on eBay, because the Google bots spider eBay regularly. And you could also use eBay for market research. You're able to see what products are actually selling for, you're able to look at the auctions and then see what people actually paid for it. You can also use eBay to test the market. You could put a product up on eBay and see how many people are clicking on it, how many added it to their watchlists, and what price it sold for. That way you're able to test the product there before adding it to your site.

MICHAEL: OK, great. What's next?

NICHOLAS: #7 is VistaPrint.com. I use this company for business cards. They have low prices, fast turnaround and they let you use your own custom design for only a couple bucks more. They have business cards and about 50 other customizable products. You should get the 250 free business cards that they offer, and then you're on their mailing list, in which they'll notify you of really good promotions that they have from time to time.

MICHAEL: OK. What's #8?

NICHOLAS: 8 is PenguinWebHosting.com. This is my web hosting company. And you'll get a great package at a fair price, with scores of tools and unmatched service and support.

MICHAEL: OK, what's next?

NICHOLAS: #9 is YourMarketingMastermind.com.

MICHAEL: OK great, let's move on to #10, KeyWordDensity.com – tell me about this.

NICHOLAS: This site is a great SEO resource (and SEO stands for search engine optimization, which is optimizing your site for the search engines' algorithm). One of the main things search engines look for when ranking your site is your keyword density. Keyword density is the percentage of the number of times your keyword appears, divided by the total number of words. And it just doesn't look at the overall keyword density. They'll

check it for the title tags, the alt tags, link text, the URL and more. The way to use this tool is to compare your site with the top 3 sites that come up with your target keyword. You then want to adjust your keyword density to get close to the number of the top sites. One thing to remember though is you don't necessarily want to try to beat their percentage. The search engines have a fixed number that they're looking for. If the top site has a keyword density of 3% and you make your site 30%, the search engine is likely to think you're trying to cheat their algorithm.

MICHAEL: OK, what's next?

NICHOLAS: #11 is misspelledsearch.info. This site gives you common misspellings for your keywords on. Now they don't have every keyword on there but you're likely to find your main keyword, or a phrase that contains that keyword. This can be used for terms you bid on with AdWords.

MICHAEL: OK.

NICHOLAS: #12 is safari.oreilly.com. This is an online computer book library. They have thousands of books on HTML, web programming, ecommerce, search engine optimization, anything computer related. It costs \$19.95 which is less than the cost of one book. And I like using the site for the convenience. When there's something you need to look up, you don't even have to leave your desk.

MICHAEL: So for \$19.95 a month it has all the books published online that you can go into?

NICHOLAS: Right, they're in electronic format, you can actually read them on your screen, or search the table of contents and go just to the section you need.

MICHAEL: How often do you use it?

NICHOLAS: All the time.

MICHAEL: Like give me an example of how you've used it.

NICHOLAS: When I'm programming or doing something on my website and I need to look up one function or one command, I would just go there, look it up real fast.

MICHAEL: OK, great. All right, what's next?

NICHOLAS: 13 is PayPal.com. You want to accept multiple payment methods on your site and one of those should be PayPal. Plus if you sell on eBay it's basically an unwritten rule that you must accept PayPal. And that's what 99% of people use on eBay.

#14, there's actually three links here, they're all related though: zen-cart.com, zencarttemplates.com and oscommerce.com/community/contributions. These 3 sites are related to your shopping cart. Zen-Cart and OScommerce are 2 pieces of what's called open

source software. A couple people worked on the initial software and then they make their source code freely available, then hundreds of other programmers work on small improvements for it. For example, one guy would fix a bug. Another guy would create a shipping module to work with UPS. On those three sites you can download the software and also add-on modules that people have contributed to it. The best part about open source software is it's all free.

MICHAEL: Wow, OK. What's #15?

NICHOLAS: 15 is [qualityunit.com/postaffiliate](http://qualityunit.com/postaffiliate). This is the affiliate management software that I use. You can get the basic version for free or the deluxe version for \$99. You can also use this as your ad tracking software, and to do that just create a dummy affiliate for every site you advertise on.

MICHAEL: So once you get this software, the deluxe version or even the free version, you've got to set this up with your hosting plan?

NICHOLAS: Right. Be something you have to install on there and create a database for.

MICHAEL: Is it easy to do?

NICHOLAS: Yeah, it's pretty easy.

MICHAEL: And do you have the free version or the deluxe version?

NICHOLAS: I use the deluxe version.

MICHAEL: All right, #16.

NICHOLAS: 16 is [newegg.com](http://newegg.com). This is a great place to buy computer parts and electronics, they have the best prices I have seen, fast shipping and their return policy is good too.

MICHAEL: What's their return policy?

NICHOLAS: You can actually print out the RMA, right from their website, and I've never had a problem with them taking back stuff. They'll either send out a replacement or refund your credit card.

MICHAEL: OK, great. #17.

NICHOLAS: 17 is [mmm.com/promote](http://mmm.com/promote). This is the site owned by 3M. They make PostIts and stuff. And on that link you can get custom PostIts and other items made by 3M.

MICHAEL: Have you ordered PostIt notes from them?

NICHOLAS: Yep.

MICHAEL: Customized with your logo?

NICHOLAS: Right.

MICHAEL: All right, #18 – searchbliss.com

NICHOLAS: This site has a lot of great stuff, including free SEO tools, and it's come some cool web tools as well.

MICHAEL: OK, #19, thegaryhalbertletter.

NICHOLAS: This is a collection of Gary Halbert's letters. Gary Halbert is one of the world's greatest copywriters. And there's about 100 letters written by him, available to you for free on this site.

MICHAEL: OK, what's #20?

NICHOLAS: #20 is archive.org. This is the Wayback Machine. It's got a history of web pages so you can see what a site looked like last month, three months ago, or three years ago. And you can use this to monitor your competitors, see what they're doing, see what they've changed.

MICHAEL: OK, let's move on.

NICHOLAS: 21 is paragonpromotions.com. This place has over 250,000 products they can put your logo on. Everything from bags to clothing to pens to office accessories and more. These are great for promotions and guerrilla marketing.

MICHAEL: Are they reasonably priced?

NICHOLAS: Yeah, they're pretty reasonably priced, and you get a higher discount the higher quantity you buy.

MICHAEL: OK, next: 22, lulu.com.

NICHOLAS: Lulu is a publishing network where you can sell your own written works, or write articles. The good thing about submitting an article to Lulu is Google will pick it up and put a link to it.

MICHAEL: All right, three more. #23. What's 23?

NICHOLAS: 23. PenguinDevel.com- This is the site to contact our recommended web development firm. They cover everything from HTML, to graphic design, to programming. They are located offshore, are very affordable. We even personally use them.

MICHAEL: OK, #24.

NICHOLAS: 24 – this link's a long one. It's [home.snafu.de/tilman/xenulink.html#Download](http://home.snafu.de/tilman/xenulink.html#Download). This is a broken link checker. You download the tool to your computer, enter in your URL, and then in about 5 minutes it has checked all of your links and will display a report so you can go back and fix the broken links. The good thing about this one is, it goes deep within your site and checks links to external sites as well.

MICHAEL: OK, I'm going to have to download that shortly. OK, #25.

NICHOLAS: 25 is Kall8.com. This is a place to get a cheap toll free number, or if you want a separate phone number to use for your business. It comes with fax and voice mail, plus it records calls.

OK, so we've gone over 25 links of the most common ones I go to. Of course, there are a lot more helpful sites out there, and I hope you'll be able to use these 25 links.

If you would like one on one help in this area contact [www.YourMarkertingMastermind.com](http://www.YourMarkertingMastermind.com) at 858-274-7851. [YourMarkertingMastermind.com](http://YourMarkertingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.

For More Information visit <http://YourMarkertingMastermind.com> or call 858-274-7851



## Getting Your E-Mails Though Spam Filters

Do you sometimes have the feeling that your marketing e-mails are not getting through? With spam filters getting increasingly stricter, learn how to be sure your e-mails are reaching everyone on your client list! In this bonus recording, Nick shares his expertise about this important topic.

The purpose of this bonus Guerilla Marketing audio add on is to explain secret tricks and techniques to ensure that your marketing e-mails get through spam filters.

You will learn about

- What to have in place before sending e-mail mailings
- How to avoid getting “filtered out.”
- How to get “white listed.”
- How to get your email through to the major ISP’s and email domains, such as Hotmail, AOL, Yahoo and Gmail
- How to keep your marketing list clean
- What to avoid
- What to do if you are blacklisted.
- Other help available.

To ensure that your marketing e-mails are getting through, this is information you will not want to miss. You will be surprised by the tips and tricks Nick shares to help you ensure that your e-mails reach your intended audience. To get the most out of this bonus, be sure to listen to the entire recording—you will be glad you did!

If you would like one on one help in this area contact [www.YourMarkertingMastermind.com](http://www.YourMarkertingMastermind.com) at 858-274-7851. [YourMarkertingMastermind.com](http://YourMarkertingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.

START:

MICHAEL: Nicholas, the main problem I have with my mailing is getting through spam filters. When I do a mailing I always have the feeling that the emails are just not getting through to everyone. How big a problem are Spam Filters today?

NICHOLAS: Spam filters are getting exponentially increasingly stricter. If you send out a newsletter, I am going to tell you what you **must know**. Email is at a crisis and SPAM filters are blocking first and asking questions later. If your email looks like spam or you get on a Real-time Blacklist, 80% of your email will never make to your recipients inbox, and it will

go into their junk folder only if you are lucky. The thing about the RBL's is they don't tell you that they blocked you. They want to say we block umpteen thousand domains and Ips, to get more people to use their blocking list. And once you're on a list you are guilty until proven innocent. Getting delisted is a chore. I am going to tell you how to keep yourself off the blocklists, how to check if you are listed, how to get removed if you ever get listed and how to insure your email gets in the inbox, not the junk folder, but the actual inbox of major email domains such as AOL, Hotmail, Yahoo, and MSN.

What's the point of learning email marketing if you email never makes it past the spam filters? That said, I bring you:

### **The 10 Things You Must Know About Getting Your Email Past Spam Filters**

MICHAEL: How powerful is this information? Do you have any restrictions for using the content in this bonus module?

NICHOLAS: This information is intended for use for your personally collected opt-in newsletter list to provide information or promote a product or service related to what your site is about and contain content that is what the recipients expect to be getting from opting into your mailing. It may not be used to send UCE or in a method that violates government regulations regarding the sending of mass commercial email found on <http://spamlaws.com/us.shtml>

MICHAEL: Gotcha, let's get started. Is there anything I need to do right off the bat?

NICHOLAS: Yes, what you need to do before you start your first mailing is #1. Check your IP at <http://www.dnsstuff.com/> to make sure its not blacklisted. Even if you haven't sent out any mailings, your IP could have been blacklisted from the person who had it before you. If you find your IP blacklisted request a new IP from your hosting provider. Also if your outgoing mail server is not the same IP as your web server or you use a 3rd party to send to your list, you need to ask for all IPs of servers your email could be going out on. #2 Make sure the IP has a valid reverse dns entry, you check this at [www.dnsstuff.com](http://www.dnsstuff.com) #3. Make you're your domain has a valid SPF record. If you visit the Microsoft SPF wizard, after you type in your domain, it will tell you if you have an SPF record. If you don't go through the wizard then send the result to your web host to add the SPF entry to your DNS zone. <http://www.microsoft.com/mscorp/safety/content/technologies/senderid/wizard/>

MICHAEL: I hear a lot of about double opt-in and single opt-in, what exactly are each of those and which one should I be using?

NICHOLAS: Double Opt-in means after a person signs up on your site to receive your newsletter, you send them an autoresponse saying "Did you really sign up to receive my email? If so click here" once they click the link, that's a second confirmation that they want to receive your email. Single option is where, once they sign up on your site, they are on your list. In both cases you need to have clear opt-out instructions so the person can unsubscribe from your list easily and at anytime. For my mailing list I go with Single Opt-in.

With double opt-in you will lose at least 40% of the people just because they won't click the link to confirm their subscription. This is because the email could have got filtered out and people won't read every email you send them. In addition to there email, I not only collected their first name (which increases results dramatically when used in the subject or body of the email) but their IP address and a date/time stamp of when they signed up. This information is stored in a database and then can be used to rebut a spam complaint if you ever get one. Another thing to do is when you go with Single Opt-in, send the first message immediately and put you are receiving this email because you just signed up at yourdomain. If you wish to unsubscribe or have received this email in error, click here.

MICHAEL: I see a lot of advertisements for people selling lists, some of them are Double Opt-in is it ever worth it to buy a list?

NICHOLAS: No, you never want to buy a list. If you buy a list of emails you're going to get spam complaints. Even if they say "Double Opt-in, targeted emails" if the person getting your email has never done business with you and doesn't recognized your company, they are going to report your email as spam.

MICHAEL: Let's get into the meat, how do I get past the spam filters?

NICHOLAS: First, the best way to not get block, is to be on the user's whitelist. If they add you to their safe sender list in Outlook or to their "People I know" list in AOL your email will go through all the time. Probably no one will do this unless you tell them to, so after they sign up you want to have whitelist instructions displayed on your website. With this course I am including a template that has easy instructions for someone to whitelist you on any email client. However even if you tell them a lot aren't going to whitelist you, its extra work, and they think as long as its not spam, they won't need to whitelist you. One thing you can do, and this is what I do, after signing up for my mailing list I have an extra bonus and to get that bonus you have to check a box saying "I have followed the whitelist instructions".

MICHAEL: OK, that will help with some, but a lot of people still aren't going to whitelist you, or they get a new computer and their whitelist is gone. How can I make sure my email gets through the tough spam filters?

NICHOLAS: I'll tell you, and we will talk about Spam Assassin here, its one of the most widely used filters, a lot of ISPs use different filtering methods, but if Spam Assassin is blocking you, the other filters are likely to be too.

Test your email with Spam Assassin to get your message through with a score as low as possible, then try sending to an AOL email, a yahoo email, and a hotmail email, see if it goes to the main inbox.

Let's get into how to test with Spam Assassin. Now were not going discuss each thing you need to be aware of. I printed out a list of them and it was 27 pages long, so if I discussed each one we probably have about 100 pages to go through, and most of them won't pertain to you anyway. Instead what you are going to do is, send your email to yourself, then look at

the headers. And to see the headers in Outlook, right click on the message subject then click on options. Then you want to look at each item that affected your spam score and see how many points were given at the master point list which is here:

[http://spamassassin.apache.org/tests\\_3\\_1\\_x.html](http://spamassassin.apache.org/tests_3_1_x.html)

For example, in a test newsletter I did, the Spam Assassin headers are showing:

X-Spam-Status: No, score=-0.8 required=5.0 tests=BAYES\_00,

HTML\_00\_10,HTML\_IMAGE\_ONLY\_12,HTML\_MESSAGE,HTML\_OBFUSCATE\_05\_10,

MIME\_HEADER\_CTYPE\_ONLY,MIME\_HTML\_ONLY

So you would go to the point list and check each one, what you find is the following:

**BAYES\_00** This one is huge, it says there is no way your message is spam per the Bayesian theory and you get about -2.3 points for it.

**HTML\_00\_10** This one means 0 - 10% of your email is HTML, if your going to use HTML it is best to be between 30 and 80% HTML, so look at the chart and then go back to your email to see what you can change.

**HTML\_IMAGE\_ONLY\_12** This means I have an image in the email and the email contains 800-1200 bytes of words, what its doing here is trying to block people who put there text in an image so the spam filter won't read it. In this case you want to increase your text a little, if you can push it into the 1200-1600 range, you lower your spam score by a good point.

**HTML\_MESSAGE** This says your email is HTML rather than plain text. It only scores 0.0001 points, ignore this, it won't make a difference. A lot of people say don't use HTML for your newsletters, that's a dead give away that is spam, but as you can see here, just the fact that your email is HTML makes no realistic difference to the spam filter.

**HTML\_OBFUSCATE\_05\_10** This means I have between 5 and 10% of HTML bold text. It's adding about a point and a half for that, so I want to get rid of some of that bold.

**MIME\_HEADER\_CTYPE\_ONLY** This is a technical thing and will be related to the script or software you use to the send the mail. You need to make sure you have the right headers and make sure there are no typos in the headers, otherwise your likely to get blocked. There are actually quite a few mailing scripts out there that have this error so even if you got your list from a reputable third party you want to check for that.

**MIME\_HTML\_ONLY** Again, another technical thing. If your sending a message in HTML the spam filter also looks to see if you are sending a text version of the message along with it. Just as you use the ALT tag for your images on your web page for people who are blind or have images disabled in there browser you want to send a text only version of your email. The way to do this is to use the header Content-Type: multipart/alternative; and then you have to set a token in the header, and use that token at the start of your text message, the start of your HTML message, and at the end of the message.

Sometimes I'm still not sure exactly what word got me points so I go to, the actual source code of the spam assassin PERL script:

<http://search.cpan.org/src/FELICITY/Mail-SpamAssassin-3.1.8/rules/>

If you're a newbie you're going to be freaked out by the phrase "perl source code" but its not that hard, you're not writing the code just looking at what someone already wrote.

For instance, on one of my emails I got points on my unsubscribe URL, the flag was URI\_UNSUBSCRIBE, and it got me about 2.6 points. I made a slight change to it and still was getting the points so I went to [http://search.cpan.org/src/FELICITY/Mail-SpamAssassin-3.1.8/rules/20\\_uri\\_tests.cf](http://search.cpan.org/src/FELICITY/Mail-SpamAssassin-3.1.8/rules/20_uri_tests.cf) and did a search on that page for URI\_UNSUBSCRIBE, it said

```
uri URI_UNSUBSCRIBE          /\b(?:gone|opened|out)\.php/i
describe URI_UNSUBSCRIBE      URI contains suspicious
unsubscribe link
```

My unsubscribe link was called out.php and apparently a lot of spammers use that. That line of the perl script is saying it going to give points if you have gone.php, opened.php or out.php

It's important to test, change something, and then test again. On one email I was able to go from a positive 2.0, which is already a great score, to a -3.2, I lowered the spam score by 5.2 points, and this was just by changing the content of the message.

I often send an email to myself 25-30 times before I get the score down as low as possible, without affecting what I want to say in the email.

MICHAEL: Looking at my list, I see a lot of people have emails @aol.com, @hotmail.com, @yahoo.com, @msn.com, and @gmail.com. I don't suppose there's like a guaranteed way to get through to those domains.

NICHOLAS: Actually there is. With email the 80/20 rule is in effect. Over 80% of your email will go to less than 20 domains. You need your email to go through to at least those domains. The list will almost always include aol.com, hotmail.com, msn.com, yahoo.com, and gmail.com.

What you can do is review their white list policies, make sure your email follows those policies, and then fill out the form to be put on their whitelist.

AOL: [http://postmaster.info.aol.com/tools/whitelist\\_guides.html](http://postmaster.info.aol.com/tools/whitelist_guides.html)

Yahoo: [http://add.yahoo.com/fast/help/us/mail/cgi\\_bulkmail](http://add.yahoo.com/fast/help/us/mail/cgi_bulkmail)

And those are the whitelists used by the main company and its subsidiaries. For example once you are whitelisted with yahoo.com you are also listed on sbcglobal, bellsouth, and PacBell.

Gmail: [http://www.google.com/mail/help/bulk\\_mail.html](http://www.google.com/mail/help/bulk_mail.html)

(The links for Yahoo and Gmail are mainly to be used if your messages are currently going to the bulk mail folder even though you are sending legitimate messages with in their guidelines)

MICHAEL: You didn't mention hotmail or MSN there, how do I get on the whitelist for them?

NICHOLAS: For those you need to use a 3rd Party accreditation service. These places are recognized by major ISPs and corporate mail servers as trusted sources for email, so your legitimate message is basically guaranteed to go through. The places charge a fee and it's

based upon the amount of email you send. It's worth it you have a large enough list because the sales you will make from the people, who would have otherwise not gotten your email, will more that compensate for the cost of the accreditation service.

For hotmail, roadrunner, MSN the link is:

<http://senderscorecertified.com>

Another one 3<sup>rd</sup> party accreditation service:

<http://haebas.com>

This one subtracts about 4.3 points to your spam assassin score

MICHAEL: If I follow all the policies and am careful with my mailings am I good, I don't have to worry about getting blacklisted right?

NICHOLAS: Not necessarily you want to continually check <http://www.dnsstuff.com/> to make sure your IP hasn't gotten blocked. Even if it was a clean IP when you started its possible someone mistakenly thought your message was spam, or if it's a shared mail server someone else that sends mail from your IP could have got the IP blocked for spam.

MICHAEL: Let's say I haven't sent out an email to my list after not emailing them in a long time and my IP got blacklisted. What do I do?

NICHOLAS: If your IP is blocked or your host accuses you of spamming you want to see if it was your mailing that caused the block. If it was your mailing, within a few days of the complaint your host would have contacted you because the complaints usually go directly to them. Once you get that you want to search your database for that email address of the complainer, save the details and then remove them immediately. In the details you will have the person's name, email, IP, and time stamp from when they signed up for the mailing. Contact your host with that information and say you have removed the complaining party. It is important to note that this is not an unlimited "get out of jail free" pass. Depending what policy your host has and what kind of plan you are on with them they may only tolerate a couple complaints. That is why it is important to actively maintain a clean list, with clear removal instructions. In the event you are getting too many complaints you can switch your single opt-in list to double opt-in, or if it is double opt-in make it triple opt-in by sending out an email saying "We are cleaning our list, to confirm you still want to receive emails from us click this link", when they click that link they are added to your new list and you don't use the old list anymore.

If you host hadn't contacted you and you saw your IP was blocked at <http://www.dnsstuff.com/> you want to click the link or links to the places that have blocked you. (Note: Some are nonsense lists, run by people overseas with no valid contact information, and you can ignore those, they are labeled by "should not be used", also some have a fee to get removed from there list, I ignore those lists as well, they are used by a shrinkingly small portion of ISPs and they are more prone to block people as they try to get money from it). On the links you check you are looking for the sending domain of the offending email. If it was not your domain that caused the block contact your hosting



provider. If it was your domain look at the details to see if you can find out which person reported you and follow the removal instructions, this is usually clicking a link or sending an email, again, there is only so many times you can do this, so you want to be careful with your future mailings if you get listed.

If you're not able to find the details on the person that got you listed you can contact the blocking party and ask for that information or search the Google abuse group. To do that go to:

<http://groups.google.com> add group:\*abuse\* to the end of your search, you will be searching for either your domain or IP.

MICHAEL: I often get emails with a from address like [do-not-reply@domain.com](mailto:do-not-reply@domain.com) or [nobody@domain.com](mailto:nobody@domain.com), I assume that's so you don't get a bunch of bounces from the mailing. Is it good to use a dummy email like that?

NICHOLAS: No, you want to send your email from a valid email address. A lot of people send there mailing from something like [do-not-reply@domain.com](mailto:do-not-reply@domain.com) or [nobody@domain.com](mailto:nobody@domain.com) and those are addresses that don't accept email. Now if you have a really big list you probably don't want to use your personal email otherwise you will get overwhelmed with responses and bounce backs, but you don't want to use a fake email either. This is bad for three reasons, #1 a lot of mail filters send a test to that email, essentially saying Hello, are you a valid email?, if it responds Yes, it lets the email go through, if it says no or doesn't respond it drops your email and the recipient never sees it. #2 a lot of people will reply with Remove in the subject or body instead of following your removal link, in that case you want to remove those emails. #3, you want to remove the bounced emails, the ones that are no longer valid. The ISPs you are sending to don't want their servers to process a lot of bad emails, and if they see a lot of them they are likely to flag you as a spammer. One good tip is to setup a new email account that you will use just for mailings.

MICHAEL: Do you have any secret tricks that are currently working to help get through the filters?

NICHOLAS: Yes, if you are sending your email in HTML format one of the things Spam Filters look for are % of HTML. This is bad for a lot of my newsletters because I send them as HTML for tracking reasons but I make them appear as text for conversion reasons, so there are really not many HTML codes. However a trick I learned to increase the HTML % is use comments, and add in attributes for the HTML tags that I do use, for example for an image img tag I would add attributes for alt, align, border, height, width, hspace, longdesc, and vspace.

MICHAEL: Great, I think with what I learned here my emails will make it to a lot more recipients.

NICHOLAS: Yep, to recap, now you know what do have in place before doing a mailing, how to get through spam filters, how to send to the big ISPs and email domains, how to keep your list clean, and what do to if you are ever blacklisted.

For More Information visit <http://YourMarkertingMastermind.com> or call 858-274-7851

If you would like one on one help in this area contact [www.YourMarkertingMastermind.com](http://www.YourMarkertingMastermind.com) at 858-274-7851. [YourMarkertingMastermind.com](http://YourMarkertingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.



## Search Engine Optimization

This audio clip is provided as an “add-on” to the “Guerilla Marketing” five-part audio program. Nicholas and I are fortunate to interview the Greg, the owner of a search engine optimization firm. In this interview, Greg shares secrets about search engine optimization based on his experience helping large and small companies grow.

The purpose of this bonus recording is to provide guidelines to help you get the most out of your search engine to drive more customers to your Website.

You will learn about

- Differentiating scams from good search engine
- Two SEO websites that Greg visits on a daily basis
- Differentiating scams from good search engine optimization companies
- Common mistakes to avoid
- Best ways to get links from others
- Tags, metatags, keyword placement, hyperlinks, etc.
- What Google provides
- Avoiding spamming and negative points
- Helpful software tools
- Importance of keeping customer list fresh.

If you set up your Website and pages by following the guidelines you just heard, you will be able to get the most out of your search engine, drive customers to your Website, and make more money.

If you would like one on one help in this area contact [www.YourMarkertingMastermind.com](http://www.YourMarkertingMastermind.com) at 858-274-7851. [YourMarkertingMastermind.com](http://YourMarkertingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.

NICHOLAS: I'm Nicholas Gilbert here joined by Michael Senoff of Hard to Find Seminars.com and we're on with Greg who is founder and CEO of a search engine optimization firm. It's his Search Engine Optimization firm and he's going to share with us today the secrets that he's learned for search engine optimization.

NICHOLAS: Greg, how long have you been doing SEO?

GREG: I have been running in the web marketing field for around 6 years now.

NICHOLAS: OK, and who are some of the notable clients you have worked for?

GREG: Military.com – I did some outsourcing for SEO-Inc, a number of large hotel chains that I'm working with currently, and many other sites which are probably a little less well known. I've worked with in one fashion or another way over 100 different web sites. I've

achieved top rankings for at least 40 – 50 of them. A number of them weren't SEO clients at the time.

MICHAEL: How did you get into this whole SEO game?

GREG: Honestly, 6 years ago I was living in Colorado Springs, and we started a company based solely on doing SEO friendly link exchanges. I didn't know all that much about SEO, I had basically one of the old school gurus teaching me as I went along, but we ran links for most of the companies I mentioned and had great results.

MICHAEL: So you had them as clients?

GREG: Yeah.

NICHOLAS: Have you ever had any #1 rankings?

GREG: I've had quite a few. I've had page 1 position 1 for the term "army" in Google, Yahoo and MSN. We beat GoArmy.com for about 6 months now. My client was an affiliate for GoArmy, so after a couple months time asked us to remove some of our neat little options we did and bring them back down underneath them.

NICHOLAS: Oh yeah. Pretty interesting. You were actually too good for them.

GREG: Yeah, they got really upset with him. Now he was part of the military, he was actually active military. He was running recruitment, that's what Military.com does, there's Military.com, USMilitary.com – they both do recruitment.

MICHAEL: For the average business out there, who's got a website, why should someone even consider search engine optimization, and is search engine optimization something that is going to be too expensive for the average guy, you know, how much expense is involved and why should someone consider SEO now and especially in the future as the internet develops?

GREG: Well there's a number of different reasons I believe. First off, I don't think SEO solely should be used as a marketing tool. Now, if you combine it and have a well-rounded marketing approach, that's a different story, but SEO is a very important part of that. The reason being is that with Pay Per Click, or paid contextual advertising, banner marketing, email marketing, there's that incredibly long-term overhead involved. You've always gotta be able to pay your listings, your email client, whoever it is that you're going through. With SEO you can set in motion over a period of short month, two months, something which will be long-lasting, dependable income. Now, doing it alone is great, but if you add all those other things I mentioned, you're going to have not only the income from your SEO, that constant flow of organic search traffic, but you're going to have those spikes from your banners and those great moments where email brings in over 30% hits and I work for a corporate company now that does a number of different marketing venues and what we do is

we take every marketing approach there is, you know, and SEO is always the ground work for it.

MICHAEL: Is it affordable for the average business or do you really have to have some deep pockets to do it right?

GREG: Honestly, there are many SEO companies out there who will dig into your pockets for months and months and months and months, and honestly most of the time, they're just taking your money. A lot of the tricks that I know in SEO, anyone can implement themselves. Now, setting up a full plan that does cost a little bit, but for just SEO you're not going to lose yourself in that aspect, you're not going to lose a whole bunch of money into it.

MICHAEL: Now, the first thing that I think when you hear "SEO" and you know any internet marketer out there knows that you need SEO or they want SEO, it's a very high demand product or service to sell, and there's a lot of fraud within SEO. So how does the average business man who's on the internet differentiate the scams from the real McCoy?

GREG: Watch out for people who claim or guarantee that they're going to give you a position in an incredibly short time. Watch out for people who are accepting all of the money, they ask for a plan up front without showing results before finishing the job. I mean you've got to really interview these SEO people that you contact and say "let me see what you've done in the past, let me see exactly what you're planning on doing, show me in writing the plan you have, how much it's going to run you" and don't ever give all your money up front to somebody because they could just be sitting on that cash and you'll never get it back.

MICHAEL: What are some of the most common mistakes the average website guy makes with his SEO?

GREG: Misrepresenting himself. That would be one. Or itself. Having a site which doesn't target any one particular thing. Niche industries are becoming more and more important. You can have a site that caters to shopping general, like an eBay, but you may never get up in the rankings, because you're too widespread, you don't have a single theory or single key term or single set of terms to go by. So misrepresenting yourself I'd say is one. Another one would be all forms of spam, that's email spam, all your keyword spamming techniques that people use. All of that is definitely something you should avoid at all costs. Choosing an SEO company before learning who they are and understanding more about them is a very bad thing, because you get involved with an SEO company that is relatively fly-by-night and will disappear on you with your money in hand. That's another big mistake. Don't be an affiliate unless you're going to that your content is original, that your selling, even if it's someone else's product you're selling it as yourself, not just adding links to some engine, which goes nowhere. And to come up with a fifth one, if you're going to get involved in the web industry at all, you have to be sure that you've got everything laid out in front of you before you even step foot into this world, so to speak. Because if you're not running every part of this correctly, you're going to lose money and not make money, and be turned off forever onto a market which is growing everyday.

NICHOLAS: A number of things contribute to what spot you show up on the search engines. How much do you think page rank weighs into that?

GREG: That's a pretty hot question to be honest with you. Starting 6 years ago, page rank and position were almost perfectly correlated. I could say I have a 6 PR, which meant I'd be high up in the rankings. But I don't know if you know of the Google Florida update, which was an update where they changed the algorithm, they changed the way they look at websites. Now page rank still plays a part. You won't see too many 0 page ranks up at the top, but you will, nowadays, see many more 3 and 4 page ranked sites up towards the top of the rankings. I think what Google has done is they've almost segmented, to where page rank is more of inbound/outbound links, and your position is based more on your keywords and the way you've positioned yourself on the search engine organically. It's important, but not as important as it used to be.

NICHOLAS: OK. And the page rank, that goes from 0-10 and there's only a couple sites on there that have 10, one of them is Google.com, of course. What's the highest you've had a page rank at?

GREG: I've had a page rank of 8. That was the highest page rank I've gotten. That site I was pushing for a 9 and I got to an 8, and that's about where it stopped. But during the time that that site had an 8PR I was getting in an easy unique hits a day, I was going through, I'd say \$15- 20,000 worth of business each month, you know. A page rank of 8 is not going to get dropped in the rankings or at least wouldn't have back then. Nowadays you never really can tell which way page rank's going to go.

MICHAEL: Let me ask you this: when someone does a search on Google or any other search engines, how do you compare what gets more hits? The natural listings compared to the advertised listings, like on Google, on the right side?

GREG: I do major analytics reports as part of my corporate job and part of my business here, and I can tell you right now that Pay Per Click, impressions to clicks, maybe you'll get 1000, 2000 hits a month from, while organic on the other hand, I can tell you, one particular travel-related site that we have in my corporate, in FirstMarketingGroup.com, which is our corporate offices, we have I think 15,000 unique hits a month come from organic traffic. And compare this to 2000 from Pay Per Click.

MICHAEL: Now over the year, as Google is constantly changing their logarithms, how many changes have you seen occur over the years you've been in the SEO business? And how much more change do you see down the road, any forecasts on that?

GREG: In the past I'd say 6 years, I believe I've seen that I can honestly say are definitely changes, I've seen major changes I've seen maybe 3 or 4 on the past 6 years, the biggest being the Florida update, which kind of changed the entire market around. For quite a while pharmacy sites and things of that nature could not even get rankings due to that update. I think, like I said, maybe 3 or 4 major, major changes. Now, there've been some minor changes, and of course once a month maybe more, you'll see Google run through your site,

check things out, maybe adjust what's going on, but those aren't considered algorithm changes, those are just simple updates to their index. In the future, I don't know if I can say for sure but I've been noticing a trend in the way people are marketing on the web, and it seems to be almost stabilizing. If they do make any changes it's going to be minor changes, like sweeps to remove spam, keyword spam, perhaps thin affiliate sites may get dropped a little more, but overall I think they've really stabilized the way they want their engine read results.

MICHAEL: All right, now what was this Florida update? Why is it called the Florida update? And how did it affect the search engines?

GREG: They called it the Florida update, well SEOs called it the Florida update, because right around the time that the Florida voting scandal happened, if you remember, where voters were kind of feeling they got screwed, sorry to use that language, but they called it the Florida update because it was almost the same thing. All the sudden the votings got turned upside down. And things were not working the same way for many, many SEOs. The methods that I've used though actually were able to break through that without any major trouble. Clients that I had during that update didn't see any major drops, maybe a position or two, but no page wide drops like most of my associates.

NICHOLAS: If I don't really have any links now from other people, what's the best way to get some links?

GREG: Links. Well, to be honest with you, you can judge that on how big your site is. If you're running a small site, you want to get ranked for maybe one term that's not hard hit. Going out and finding links by hand would probably be the greatest way to do it. Just go out and find sites that are relevant, that are content rich, that don't have any spammy keyword content, and just contact those webmasters and get your links. For larger sites, now we're talking sites that need directories, that want to get major key terms for let's say Florida travel, which is a huge market, you're going to need to use a tool which will give you relevant key terms. Now I have links up on most of my sites regarding IBP and ARELIS. I don't know if anyone here knows that. IBP is Internet Business Promoter, it's a tool I use to simply gather relevant link partners. Now, I still contact them by hand, I don't use them and spam them, but I use it to gather more stuff than I could possibly find on my own.

MICHAEL: What do you find is the most effective way, in acquiring a link when you do it personally, what do you do? What's your method or system of doing that? By phone, by email, what's worked best for you?

GREG: I use a combination of both. Now when I was running our link exchange company, we had 8 or 9 people running 8 hour days, doing nothing but link exchanges. And you can go to a site that looks relevant, that has a link directory, but yet they'll have no contact information, which I'm sure you've seen before. In situations like that, I would either fill out a form if there was one, or try to find a phone number call through. I always use email first because you'll get a lot of people who are just like, ok, great, link exchange, and they're over and done with. But if you really want a link on a specific site, let's say you see a 5PR that's

relevant, that has link exchanges and they don't have the right kind of contact information or you can't seem to get through, go ahead and call them.

MICHAEL: What do you say in that email. What magic words have worked the best? I'm sure you guys tested this.

GREG: Yeah, well there's a number of different methods we used. One was the friendly method which was basically, hey, you know, I own a web site. I'd like to link with you. And, you know, a lot of people will get a million link exchange requests to do from foreign sites, who will send out the same templated, nonsense email, a thousand times a day. I get 'em in my inbox all the time. But when you see somebody that says "hey, my name is this and I just think your site's really interesting and was wondering if we could get a link exchange" it looks more personal. And I think that personal method is usually the way, if you grab somebody's attention.

MICHAEL: And then the phone method?

GREG: With the phone it's the same thing. Don't call up sounding like your some giant pharm company that's going nothing but getting irrelevant, unrelated links. Just tell them that you appreciate the contents on their site, you like what they are, that you think that you're relevant with them and that that would be a good match.

MICHAEL: Let's say they say yes. So then do you have everything prepared in a letter to send them? Let's say they say yes, I'd be glad to link. How do you take it from there to make sure that they act on what they say they're going to do?

GREG: Honestly, if you're interested, if you've spoken to the person, try to have their link up on the site already. And when you talk to them either send them the email that says "here is your link" or tell them, you know, give them your URL and the path to your links directory, or your links page, and tell them "I've already put you up, I was just wondering if I could get a link back." They say yes, send them your link information. That's your anchor text, your URL, and your description.

MICHAEL: Now, when you send them to your page, you know the page that you're linking to them, do you qualify the link that it's a good page to be linked on, letting them know that it's not just some junk page that's on the site that's not going to get any kind of results?

GREG: Honestly, if they don't know anything about search marketing, then they're going to wonder what's this going to do, are you going to take business from my company, and if they look at their link on your site and see this well placed, good looking link on a page that's indexed by Google, that maybe has a 2 page rank, or a 1 page rank, even just a little page rank to show that it's improving. If any of those factors come into play they'll be more apt to do it.

MICHAEL: OK, that's important.



NICHOLAS: When looking for sites, you want to like go for the gold and find people with like a 7 or 8 page rank, or do you want to go about the same as you are, or one or two higher, and is there any page ranks to avoid, like do you want to avoid 0 or 1?

GREG: It's always great to have high ranking link backs to your site, but often difficult to find a page rank of 7 or 8 who'll actually link back to you. More often you'll find 3 or 4 sites, page ranked 3 or 4, who will. Now links and page rank I still believe are extremely tightly knitted together in Google. So, when I mentioned page rank isn't as important earlier, it's still important in the link exchange community. It still shows relevance. Try not to exchange with sites below a 2 page rank, or sites that are not indexed at all. We're talking the ones that show up "not applicable" or maybe doing a 1PR and have been up for a while. These sites, more often than not, won't be well indexed, and Google probably won't pick them up.

NICHOLAS: And the home page usually has a higher page rank than the inner pages. Do you want to put links on your home page and try to get links on the home page, like on the bottom or something, or do you want to have a separate page for links, or a special inner page to have them on?

GREG: If you're going to do index page links make sure it's a fair swap. Make sure that you both have you know, high page rank, that you're well indexed, that you've got relevant context on the index. More often than not, if you're getting paid for an outbound index link, go ahead and do it, but I think that links directories or links pages work a lot better towards what you're trying to achieve, which is showing relevance in Google. So I would say put a "resources" or an anchor text link from your index to a links directory. For smaller sites use a single page worth of links, but no more than 30 or 40 links per page. For larger sites you build a directory that each page is directed toward a specific type of link.

NICHOLAS: OK, and then how many links should you go for, like is there an average for your #1 listing like how many they have, or how many would you shoot for if someone came to you saying they wanted to be #1 on Google.

GREG: How many would I shoot for? I try to hit maybe 10 pages worth of links in a large directory with 20-30 links per page, max. If you look at some of the higher up sites in large key terms, they're actually paying for their page rank. They're paying a whole lot of money to get one site or two sites that are 8 or 9 page rank to link in from their index page, or from all pages of their site.

NICHOLAS: So they're buying a link from another person?

GREG: Yeah, they're buying a link from a larger company, or somebody who's got a large number of high page ranked sites, and they're paying a lot of money for this on a monthly basis. If you're not willing to pay all that money, which I personally don't think is necessary, you build out those links pages it'll do about the same thing.

NICHOLAS: OK. And once we've got our links exchange going I know you said that's just one part of it. What else do you need to do to get listed high?

GREG: It's important to have your title tags properly displayed. It needs to be short, sweet, describes the site, possibly add one keyword for the whole site, and then one direct keyword for the title of the page. All search engines use that to list your site. So if your title tag says you are, let's say hosting company and you want to market toward a specific hosting niche, you'll put your niche keyword, so let's say image hosting, and we'll put that in your title tag, so when Google pulls you up, image hosting is right there in the title.

NICHOLAS: OK. And what about meta tags?

GREG: All your meta tags, your descriptions your keywords, you need to be really careful in how you use them. You can put anywhere from 8 to about 15, now that's absolute maximum keywords, inside your meta tags, but you've got to make sure you keep them within whatever niche you're aiming for.

MICHAEL: Describe what a meta tag is for us, and what it's used for.

GREG: Meta tags are basically a hidden piece of code on your site. They're not visible to anybody, other than the title tag, and when the search engine reads through them they find information based on your site in short, easy to understand way. So your meta keywords tag, for example, has all of the parts of your site within it that you're aiming to reach high in the search engines. Your description is going to be displayed in Google. So, you're going to take that description and say "this is what I'm about", you know, very short, sweet, and easy to understand.

MICHAEL: And should the meta tag be the same on virtually all your pages in the site?

GREG: To a certain extent, you want to try to and change every page. Now, if you're going to use hosting, I'm going to keep using that because right now I'm working on a hosting site, but for example, if you're aiming for hosting you're going to use the word "hosting" in your meta tags everywhere. But if you've got specific pages toward niche industries in hosting you're going to add those keywords to those.

NICHOLAS: On the images, should you use an alt tag with your keywords in them?

GREG: Image related keywords. If you want to describe the picture and use a keyword in it, that's fine. But don't run 30, 40 keywords within an alt tag.

NICHOLAS: OK, so just do like 1 keyword that relates...

GREG: Or a short sentence that relates to the site and the image.

MICHAEL: Can you describe Greg what a alt tag on an image is and how this is used in a web site, and the best way to list that image?



GREG: It's a way to describe the image being viewed. In certain countries you have to use alt tags, for different legal reasons in order for people to read the contents, if they're disabled in some way. Alt tags are a descriptive way of showing what the image is without actually seeing the image.

MICHAEL: So give me an example. Let's say I have a web site and I'm selling staplers, and there's a picture of a stapler up on my website. So is that alt tag what I name the picture of that stapler?

GREG: It's what you name the picture or better yet you would use the name of the company that the stapler was... in other words, "this is a Swingline stapler" with the model number.

NICHOLAS: So for example, someone was blind and they had a reader that read the page. It can't read a graphic of course, but it'll read the alt tag for that graphic.

GREG: Right. It'll read the alt tag verbally. So make a post for them and don't present them as a string of the same keyword over and over and over, which you see a lot.

MICHAEL: I see, is that going to count against you in the search engine?

GREG: Very, very, very, very badly.

NICHOLAS: Two words I've come across regarding keyword placement on the page is "prominence" and also "density". How do those come into play?

GREG: Keyword prominence is making your keywords a little bit more obvious to the search engine spiders. A common trick to use is to bold out a certain keyword and then later on in the content link that keyword to another page within your site, perhaps your index page if you're already deep within the site, showing the search engine spiders that these words are more important. Now that would be prominent. Now density is how many times those keywords are placed within the content. On average, you don't want to do more than 1 maybe 2 keywords max per paragraph. I usually stick to one. And you're going to want to variate them between bolding and using them as links.

NICHOLAS: You were telling me once you removed a key term for a site and from the index page and it took a couple positions right off?

GREG: Yeah I have one of the owners of the hotels write a two paragraph little article thing this month at the hotel. And I add the SEO portions to it, and I missed one. It was his keyword, plus the term "hotel" and for example it was Galina Hotel, and he typed out the article, I put Galina Hotel in there once, when every other time I used it twice. Within two weeks we noticed a drop of two positions on the first page. Normally, we're number one, we were number 3. I replaced it, and just a few days ago the placement went back up to #1. So just a small, little, subtle thing can cause not horrible damage, but slight damage.

MICHAEL: You hear that Google updates the search engines, or crawls the web every 30 days. Is that accurate? Or, how often do they crawl the internet, and what I'm trying to determine is, if I make SEO changes on my site, how soon can I possibly and potentially see those changes affect in a beneficial way?

GREG: What I can tell you for a fact is, although they do crawl on a monthly basis, they're not always crawling to re-index. They're not always crawling to change your position or change the positions on their index. Sometimes they're crawling to double check you, to see if anything has changed. I would say a maximum of time before you will see anything happen is up to 3 months, but if your site is regularly spidered it may be less time. I see changes sometimes as short as 2-3 weeks if I catch it just right.

MICHAEL: How 'bout eBay. I hear that Google crawls eBay daily, like eBay has a special deal with them because their content is so vast. Is that true?

GREG: The more content you have, the more content that's constantly changing, the more often they're likely to come back. If they see something change on your site, every single day of the week, they may come back almost every day just to check it. It's not a special deal. It's just how much stuff goes through eBay on a regular basis. Another good thing is to use Google's webmaster tools. I mean they built webmaster tools for people to do their own search marketing to find out how they're getting indexed. It's a great, free tool to use to find out what's going on with your site organically.

MICHAEL: And where do you find those tools?

GREG: Google.com/webmasters, actually.

NICHOLAS: Hyperlink text. Describe what that is and how relevant you think it is.

GREG: Hyperlink text within your site is always a good thing especially if it's keyword specific, to show relevant keyword links. Using let's say once again, image hosting, as a specific key term, if you're linking from your index page, with those key terms to a page that only sells image hosting, you're going to show that keyword is relevant to that page.

MICHAEL: All right, give an example for someone who doesn't know what hyperlink text is. Give an example what that would look like on a site.

GREG: Any links you see on a site. Anything that says "click here" that's not an image or sometimes you'll see it, especially on sites like Wikipedia, you'll see blue words, all over their site, that when you run over them with your mouse they'll underline them, those are hyperlinks, those are anchor text links, another term I use.

MICHAEL: All right, any tips for when you're creating those that Google or the other search engines like? What should I keep in mind when I'm creating hyperlink text? Is "click here" something good, or should I use a keyword instead of "click here"?

GREG: It depends on what you're trying to do. Now, using a keyword is good for organic search marketing, but using "click here" or something like that is better for call to action, which is another term in marketing, which I'm sure we'll go over at some point or another. If you're using links on your site to show Google what's relevant, you're going to use a key term. If you're trying to get a customer to perform a specific action, you're going to use an action word. "Click here", "start now". They're those call to action, those calls to get somebody to do something which are also good to have in text link form sometimes.

NICHOLAS: Could you combine them like "click here to start your image hosting"?

GREG: To a certain extent you could, but it's not going to have a detrimental effect against your SEO, but you may get some irrelevant rankings for stuff. You may get a ranking for "click here", which is completely useless. There's a chance that that could over power the image hosting key term and then you'll have an issue.

NICHOLAS: OK.

MICHAEL: Should hyperlink text be underlined always, or is that not necessary these days?

GREG: It's kind of more of how you're going to run your site's design. You can have it constantly underlined. You can have it highlight itself when you scroll over it with the mouse. It's more up to the design. It doesn't have to be underlined for Google's preference or anything. They don't as far as I can tell seem to care if it's underlined or not.

MICHAEL: We're talking a lot about Google, but what about the other search engines like Yahoo and MSN? Are they working similar to Google or are they somehow using their same technology? And how does your company approach the other search engines as well, when we're talking about all this stuff?

GREG: The reason I speak of Google as often as I do is because the other search engines are a little bit easier to handle. They don't go off the same technology, they're not as relevant as Google usually. Sometimes I'll even notice that Google's results, Yahoo's results and MSN's results will differ according to who's got them first. If Google's got you on the top, MSN and Yahoo may drop you slightly. Because they're trying to find what's more relevant they are slightly in competition in that aspect.

NICHOLAS: Having key words in your URL for the domain name and in like the directory name or a page name, how does that affect your search engine ranking?

GREG: That all depends. If you've got a domain name that's keyword dash keyword dash keyword dash keyword dash... off to infinity, that's not going to help you any. If the name of your company happens to have a keyword in it, that's a bonus. If you find a domain that is just your keywords with no spaces no dashes nothing funny, that's a bonus. When it comes to page names, it's always good to have the specific page keyword in the page name.

NICHOLAS: So for example, like, it would be in the format keyterm.html?

GREG: Yeah, or keyterm.cfm or whatever technology you're using.

NICHOLAS: OK. And then bold or larger text, like the H1 or H2 tags? I know you mentioned that before as far as keyword prominence. How important would you say that is, and do you want to use H1 and H2 tags?

MICHAEL: Let's describe what an H1 or H2 tag is first.

GREG: H1, H2, the "H" is to put it as general as possible stands for header, or heading, or page title if you would. It's another way to describe your site, but at the same time you shouldn't use it as your only description, you should use your meta for your main description of the page that you're on. H1 tags, it's actually not suggested to use your keywords for each page in your H1 tags. You can use your site name, I often use my site name which it may or may not have a keyword in it, but you're not aiming for that. H2 tags on the other hand are almost a subtitle, a page title. So you could think about it like this, H1 tags would be your site title, H2 tags would be more your page title or page description in another format, in a visible format to the customer.

NICHOLAS: And next, the number of words you have in your title tag, the meta tags and the body, such as how much text you're going to have in the body, does that play a big effect in how you rank in the search engine?

GREG: The more content you have and the more you update that content or grow it the better, in the body. When it comes to your meta tags, you want to keep everything short, sweet, and to the point. There's a big difference between the two there. The reason being is that you can have 400, 800, 1000 words per page of content on your site, and that's just more for Google to read. More for Google to eat and index. The meta tags, however, you want to keep short and sweet, so you're not keyword spamming to the search engines.

MICHAEL: Can you keyword spam with the descriptions of your actual html text, you know, in the actual page? You know, your words, your descriptions, you're using words like "business opportunity" and "make money" and things like that. Can Google pick that up just by scanning the text of your html pages and penalize you for the types of descriptive words you're using?

GREG: Absolutely. As a matter of fact, I'm real adamant about this, when I joined the corporation I work for, when I joined FirstMarketingGroup, most of their sites were in one form or another keyword spamming. Keyword spam is part of what the industry termed "black hat SEO" or the dark side of the force, if you want to go as geeky as I go. What happens is you can put them in your alt tags, you can put them in your description, in your meta tags, your meta keywords tags. You can put it in the body. You can hide it underneath the color of your web site, so if you have a white site with white text, customer reading might not see it, but Google still indexes it, and you've got tons of the same keyword over and over. Now what'll happen with most black hat stuff, most fad SEO methods, is Google'll index it, push it up, maybe for a month. And then either by it's own mass or by somebody finding it

out and notifying Google, which there is a tool in Google's webmaster to notify about spamming content sites. In one form or another you'll get blacklisted and dropped off search results for all the engines. In other words you won't be able to no matter what you do, fix it, until you actually contact Google and tell them that you've fixed the problem.

NICHOLAS: All right, what's the importance of customer tracking, analytics and data mining in online sales today?

GREG: I would say that it's always been important, but now so more than ever due to the fact that new technologies have come out which allow you to truly define every single customer that comes through your site, from start to finish. If you think about it like this, in the earlier days of television Neilson created a box, a way for you to decide what direction TV should go in, by watching commercials and television shows. They record and count the hours of TV you watch etc, etc. And this way they were kind of doing analytics, they were data mining for the TV industry. Now, we've taken that same idea and grown it to the point where you can discover who your customer is, how they've traveled through your site, where they came from, whether it be organic, your banners, your emails, your Pay Per Click marketing, offline advertising. You can find out where they've come from, where they've gone, and what they've purchased, through analytics. How often they come back to purchase again... I mean the demographics that you can glean from analytics is probably the most important business tool out there today.

NICHOLAS: OK, pretty interesting.

MICHAEL: Is that software available to the average guy?

GREG: There are a couple different levels. You've got Google analytics, which is a free software. You put a small piece of code on the bottom of all the pages of your site, and Google then takes those bits of code and tracks the people going through your site. Now they don't have as many options as some of the tools which you have to pay for. WebTrend is probably the second stage up, it's another way to tell what they're doing, but not quite as detailed and indepth as the tool I use now. The tool I use now is called OmnitureAnalytics. And they have a set of web based tools, omniture.com. A set of web based tools which includes omniture discover, which gives you 3D modeling and mapping of what your customers doing on the site; omniture site catalyst, which is your basic analytics, your demographics, even your technology, what type of browser people are using, what size monitors, what their resolutions are. You can find out all that information. They have something called omniture search center, which will actually control, monitor and organize your Pay Per Click marketing.

MICHAEL: Is this a tool you generally will always use when you bring on a new client to see what's going on with their site?

GREG: Honestly, it depends on the kind of money they wish to invest. Omniture is not cheap. It is probably the most expensive thing right now I use. But I'll tell you I've used Google analytics for sites where people can't really afford Omniture. I've used WebTrends

once or twice, and don't really like its information, it's not always clean. Omniture is worth every penny and it'll not only show you what your marketing is doing but help you improve your marketing by changing little things like form fill out sections and bits of information on your site that aren't doing well, you can instantly change them and turn them into money makers.

MICHAEL: What do you see down the road with Google? Is there any technology that could make Google and Yahoo and MSN obsolete that's in the horizon that you know about that maybe the public doesn't know about that could change this whole SEO game?

GREG: I don't know if Google can be toppled all that easily. I've seen a number of people try to come out with interesting ideas. There was a search engine recently that I found which is doing live searches systems. They actually have a real person inside their search engine. You click a button and you tell them what you're looking for and they find it for you. All these little, great ideas that people are coming up with trying to take a piece of Google's market, but at this point I think they've got too good of a grip, they're too strong to really say that I know what's in the next 5 years, 10 years anyone's going to be able to topple.

NICHOLAS: Greg, you're giving away a lot of secrets here, why in the world would you tell everyone these things so openly?

GREG: Because the explanation of my services and what I'm capable of, using these techniques is how I treat all of my clients. I believe that with all the simple, powerful tools that I'm giving out today they can leave the more difficult job of creating a full scale web marketing solution that really hits home, that really makes some income. They can leave all of that to me.

NICHOLAS: OK. Besides Google, what other search engines do you focus on, and what are the main differences?

GREG: Well, we went over a little bit, we touched on that. I focus on the big 3, I focus on Google, Yahoo and MSN (or Live), and I don't believe that any of them should be left out, although Google has most of the market share I've gained top positions for a relatively new redesign of the site, I've gained first place positions for MSN and Live, almost instantly. Google is a little harder of a nut to crack so to speak, but to have all three of them working for you at the same time is actually quite important.

MICHAEL: How about Word files up on your site, and PDF files. Are there any strategies that someone who's offering a lot of white papers or PDF downloads can use to benefit in the search engines? I mean the way you name the files, how long should the names of the files be? Does Google pick up Word or PDF or is it good to have both or one? You know anything on that?

GREG: Google will index PDF files to a certain extent. They will show rankings, I've seen quite a few recently that are coming up. Google will index doc files, they'll index pretty much anything that's got content on it. I do suggest that if you're going to put files up, make



sure you use proper naming conventions for everything you do, that's no spaces, no funky characters, always be straightforward with all of your naming.

MICHAEL: What about underscores, if you call it money\_making\_report, you do money underscore, mak... is that ok?

GREG: That's fine. If you're going to do that just to make it easier for others to read that makes perfect sense and it's not going to hinder you in any way. Just don't leave blank spaces because they become a piece of code later on.

MICHAEL: How about the length of an actual web page? For instance I personally have some very long web pages, with lots of content that could be, if you print it out, 20, 30 pages. Is that something that could work against me?

GREG: I don't believe that having a lengthy piece of content. You're not talking names of the page, it's the actual content?

MICHAEL: No, no, Yeah. Content.

GREG: No, I don't believe that's going to harm you in any way, now, when you do something where you have incredibly long pages you have to watch for using keywords too much because at this point you're really drawing out how much content you have. And if you're aiming for a particular market you're going to want to put your keywords in there a bunch. But you've got to understand that after a certain point, now, I can't give you a set number on this, but, after I'd say 5 to 10, maybe max, instances of the same keyword, you're going to start diving into the spam area a little bit.

MICHAEL: OK, what about the size of type? So let's say I have a page with a headline, and I've got an 18 point Veranda, is there any type of text size that could work against you? Is there a type of font that Google likes better or the search engines like better? Are there any fonts or size headlines that could work against you – anything like that?

GREG: Well that's a pretty funny question. I was talking about that with the head of the web development team over at my office earlier today, and he was asking me, well I believe we use 10 point Arial for almost everything we do, and he wants to put up a new company site, a company figurehead, and asked me if he could use a different text. And I looked at him and said "Well, although there are a few SEO forums and whatnot which may argue with me, I don't believe that any particular text other than unreadable text or text that's ridiculously large or ridiculously small, really matters."

MICHAEL: And the size of the text?

GREG: When I say ridiculous, I mean you're not going to put a 36 or a 42 point text on your site. Or you're not going to put a 6 point text on your site, because no one's going to be able to read it. Other than that, I don't think there's an issue.

MICHAEL: All right, how about site maps? Are site maps something that can benefit a web site owner? If so, can you recommend any kind of site map software that can allow someone to do that easily?

GREG: Well when it comes to site maps they're extremely important for not only your search engine purposes but also for people who aren't very web savvy, who may want to find specific information. Site maps sometimes help certain people find information. There's also two different types of site maps. You've got your visual site map, which you see on the web site. And you should always have an xml site map, a site map that you give to Google that says "this is every link within our site, in xml format". It's easier for them to index that.

MICHAEL: How do you give it to Google, you just have it up on your site?

GREG: Once again, webmaster tools, Google.com/webmasters, has a section in there called sitemap section, where you can actually enter your xml site map to Google. A site map generator, the one I actually use, is called [rorweb.com](http://rorweb.com).

NICHOLAS: It sounds like there's a lot of trial and error involved as far as getting your sites to the top. I remember you showing me a few resort sites that you had listed #1 on Google. How long did it take to get up to #1 and how many changes did you have to make?

GREG: Like I said, it's only a trial and error situation if you're not sure where you're headed. If you're not exactly sure what you're marketing, if you don't put every one of these tricks into play at the same time it may take you quite a while to get up in rankings. As long as I've been doing this for myself or doing this for other companies, it's never taken me more than a maximum of 3 months to get top rankings that I really want for whatever key terms. Now, if you do everything that we've talked about so far, you'll guarantee yourself a top spot. Now, I'm not going to say you'll guarantee yourself #1, but there's quite a few things I probably won't mention today that I use to get those 1 top positions. Once you've got yourself in the top 5 you need to make sure you've got all of your ducks in a row. You've got a site schematic, you stick to that plan. Your network is strong links. You've got banners up, very good newsletter base, email campaigns running. Pay Per Click, provided you don't get too far with it, can be helpful, and community marketing strategies – to create that, no matter what happens, your SEO's always going to run, but you want those extra bits to boost your income. At all times.

NICHOLAS: I've heard some people say that thing on Google AdWords helps their search engine in the free listings. Have you found that the case in any of the sites you've done?

GREG: Actually, I haven't found that Pay Per Click helps organic in any way other than showing your listing above organic. Now sometimes people mistake that and say well look I'm #1, when truth is you're #2 in the Pay Per Click listings, or #1 in the Pay Per Click listings. Now, that's not to say that your organic has been improved at all. Also, I think that if you're a local business, or a business that has local branches that getting yourself listed in Google local can be incredibly beneficial. In Yahoo local as well. Incredibly beneficial



because then you will get those top positions, even if your SEO has not come in yet for your local key terms.

NICHOLAS: OK. Are there any web sites in your favorites that you go to regularly to look for search engine tips or try to keep on top of the changes in the algorithms?

GREG: I actually constantly run RSS feeds from both webmasterworld and SEOchat. I don't always agree with everything they say, mind you, but they're a great place for somebody who's just getting into it, or who maybe knows a little bit or wants to know a lot more. Webmasterworld.com and SEOchat.

NICHOLAS: And what are some of the software tools that you use? I know you mentioned IBP, and Omniture. What are a couple others that you use?

GREG: Other than IBP, which, really does cover quite a few bases for me, it covers link exchanges, it helps decide what keyword density it's using. It also does a great job of picking apart your competitors' sites and finding out why they're doing better than you. Great tool for that advantage in it. Other than Omniture, or any analytics tool, and IBP, I don't really use any other softwares other than what you'd use to build the sites, be it Macromedia, GoLive, whatever you prefer. Macromedia, I feel has cleaner code, but whatever you're going to use. Other than that, it's just knowing what you're going for the minute you start your site, and never giving up.

MICHAEL: How about when you're designing your site, let's say you're a FrontPage, or Dreamweaver, older versions, compared to the updated versions? Is it important to keep updating your website design software? Any benefit there?

GREG: Yes – tons of benefits. With FrontPage, as a matter of fact, with each version of FrontPage that comes forward, I've noticed that you can have a lot of spacing – little blank spots where maybe you pressed the space bar one too many times, or, you know, an issue where it'll just create these empty spaces. The updated version that just came out definitely cleared up that problem.

MICHAEL: What version is that?

GREG: That's the 07.

MICHAEL: So the 07 FrontPage?

GREG: Yeah, I just recently purchased the 07 Office. I don't use FrontPage, I still believe that Adobe and Macromedia do better work, but I have noticed improvements.

NICHOLAS: And then what was the website for IBP?

GREG: Actually you can type in axandra.com. That's the company name that they use to sell IBP and ARELIS. They come in a packaged bundle, but it's a great piece of software.

NICHOLAS: OK. Sometimes a site gets banned completely from Google. What do you do in that case? Is there any way to get relisted on there, or find out why they banned you?

GREG: Well, finding out why they banned you probably you're going to know. If you're getting banned there's going to be a reason. Whether it be you're using spam techniques we spoke about earlier, or you're doing something that's whole heartedly against the law. And if you fix the problem, which I'm sure at that point, if you get banned or blacklisted from search engines, you know what you've done. To fix the problem there's a page on Google, it's called a reinclusion request. If you type that out in Google it'll pop up right away.

MICHAEL: And what do you do?

GREG: You reinsert your domain, it's almost like the initial submission that you did when you submitted your site to Google in the first place.

MICHAEL: Now, are there actually people who really look at it?

GREG: It's mostly is done by the algorithm, by the spiders themselves. And I think I've rarely actually spoken to a Google employee and said "hey I need to get reincluded". One guy that came to me and said "somebody blacklisted me, I don't know what to do, how do I fix it?" I actually had to call and say "I tried reinclusion but I can't get picked up, what's going on?" and they fixed the problem.

MICHAEL: You were able to get someone on the phone?

GREG: Yes.

MICHAEL: Is there a special number or place that someone could go to do that without going through all the red tape, you know getting to someone to use that technique that you use?

GREG: No. Not only are they extremely secretive and don't like people to contact them, there's no special phone number, I have to call and do it the same way as everybody else, and length of time and handle the hassle.

MICHAEL: And so, what's the process and what can a potential client expect from you. What would be the first process, and how do you work with clients? And give a little feedback on what someone can expect with you, and an idea on fees and how that works?

GREG: Well, I have recently gotten back into doing all of the work for a bunch of local people here in Orlando, that are outside of the corporate job, which I've mentioned. And I'm building a site dedicated to letting everybody read all the tricks that I have and how I use them. And there are forms on our site which are just simple request forms to find out more information. Usually the first step is for someone to give me what their idea is and what they're trying to reach, and I will put together a marketing plan, at no cost, to show them

what they're capable of, and we go from there. Now, I have different levels of marketing that I do for people, for simple SEO clean up just to take care of all the basics, your keywords your meta tags, you know, all the stuff we've spoken about, up to handling all of the analytics, Pay Per Click, banner marketing, full media solutions...

MICHAEL: I see, so do you have a team you work with, do you outsource a lot of your work or are you physically doing all this stuff yourself?

GREG: Well I don't, myself, do artwork. But I have a network of people that I've made friends and associates over the years that do anything from database design, to flex and Flash, Photoshop and imagery, and then I take care of all the SEO and background stuff to get the market going.

MICHAEL: I mean when you're looking at the pages and deciding what's the keyword here, renaming them, that kind of stuff...

GREG: I handle all that myself, I wouldn't trust it to anybody else. You'd want to go over a little bit on the viral marketing community based marketing front, just to say that it's not a brand new thing, but it's one of those things that if you pick up a nice community niche and you start gaining people who trust you, who start saying "I've used this product, I like this product", use viral marketing to your best advantage. It's a combination of work of mouth and web wizardry that will always get your site into a great income stream.

MICHAEL: How about email? Are you privy to any information on the future of email? I know personally I'm having trouble getting emails through and receiving emails and with the spam and some emails just disappearing, any info on that?

GREG: Tons. I do a lot of email marketing at my job. It's part of what comes with the territory. But the problem people have is they'll purchase lists, or they'll have lists that are a number of years old that have plenty of holes in them so to speak, to bounce or to be redirected to places that no longer exist. What you have to make sure you do with all your web sites is keep in contact with your customers, keep in contact with your current customers, with customers who first visit the site. Make sure they know that if they sign up for your newsletter or sign up for your elert, or eblast or however you want to phrase it, make sure that they know that they're getting something out of the deal, so that they have a reason to sign up, and you'll always have a fresh list of people to contact with no worries about spam.

MICHAEL: Well if you've got a list of 5000 names, you know, in an autoresponder, and they're opt-in names, you're saying over a year many of those emails could still be obsolete and work against you because they're bouncing back or something?

GREG: Yeah. Absolutely. You've gotta keep the list as fresh as possible. You can't keep the same list for a year and just rehash it over and over without adding new names to it, or else you're going to start noticing that your bounce rate gets bigger.

MICHAEL: We keep adding new names, but we don't delete names off of it, unless they unsubscribe.

GREG: To a certain extent that's fine, but you also've gotta watch for the ones that are bouncing out. If you see a name that's been bouncing out of your system, 2,3 times, get rid of it.

NICHOLAS: Yeah the IPs look for that, and if they see a whole bunch of bounces coming from your mailing they'll think you're trying to spam their people.

MICHAEL: If I'm sending out through AWeber, how do I know if the email is bouncing?

NICHOLAS: Some of the third party ones have it where it removes bounces for you automatically. I'm not sure if AWeber does it or not. You might have to contact them and ask them what they do with the bounces and if there's any way to find out.

GREG: Another good way to run it, even if you don't want to trust you're third party provider, is make sure the address that the bounces go to, goes to you. And you can take the email addresses that have bounced and it's a little bit slower of a process than getting someone to do it for you automatically, I'll admit, but if push comes to shove, every single name that's bounced.

MICHAEL: Ah, that's a good idea, I should be able to set that up with AWeber. Can it work against you having multiple sites all linking together, like with the resource page, where the resource page links to each one of the other sites?

GREG: No, that's a common mistake. For a number of years, that worked rather well, but having a link directory under some random domain, and then linking all your other sites with it no longer really functions properly. You'll notice that a lot of link exchange partners you'll get will say "if it's not from your domain, we will not link with you." And for good reason, Google sees that as a form of link spam.

MICHAEL: Let's say I have 5 different sites, but I have a resource page on each site, but the resource page is the same?

GREG: Provided it's from the same domain, each one has its own separate page then you're fine, even if it's the same links.

NICHOLAS: Like a different IP address or on a different class...

GREG: Class differently.

MICHAEL: I have 5 different websites, all on Nick's server, but all under different URL names on a different page.

GREG: Well, if you're trying to market all of them hard and they're all in the same category of what you're selling, throw Nick a couple of bucks tell him to give you a couple extra IPs.

If you would like one on one help in this area contact [www.YourMarkertingMastermind.com](http://www.YourMarkertingMastermind.com) at 858-274-7851. [YourMarkertingMastermind.com](http://YourMarkertingMastermind.com) specializes in this area and many others allowing you to recruit, track, and keep more customers.