Internet Marketing Secrets

Issue #129 - by Michael Campbell - September 14 2007

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All this and a lot more in this issue of IMS. Enjoy!
To subscribe free click ==> InternetMarketingSecrets.com

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Top Rankings in Less Than Nine Weeks?

How would you like to boost your search engine rankings? Even if it's a completely new domain. The search engine spiders will start visiting in about eight hours.

There are only 500 memberships in total. But it's not some marketing ploy to get people signing up, or run the risk of missing out.

The reason is very honest and sincere, "To ensure as much Ranking Power as possible, is passed to each one of these 500 members, so they can achieve maximum results."

Want Higher Rankings? ==> http://www.cdzn.com/asx

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Internet Marketing & SEO News

Internet Marketing Secrets... Podcast?

Good news everyone! Starting today, you can download an audio version of this newsletter. It's a shorter than the usual text or PDF version, but includes most of the product news, top stories, FAQs, SEO strategies and marketing ideas.

You can search the iTunes Music Store for "Michael Campbell" or "Internet Marketing Secrets" and you'll be sure to find it. Or, if you prefer, you can subscribe through the iTunes Music Store right now, using this one-click link.

http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=263548312

If you'd like to leave comments about this show, or subscribe directly to an RSS feed instead, you'll can do so here:

Leave Your Comments: http://ims.libsyn.com

Podcast RSS Feed: http://ims.libsyn.com/rss

But if you'd really like to help me out - and inspire me to keep the great content coming - subscribe to the iTunes feed. It will help push me up the rankings, and maybe - with your support - we can break the show into the top 100 podcasts. At least into the top 10 for marketing.

As the show becomes more popular, I'll set up a poll and ask what you want. I'll even start interviewing gurus and bringing you inside tips, that you can't get anywhere else, if that's what you want.

In the mean time, enjoy the show. And don't forget, if you want to subscribe to the podcast, please do so with the iTunes software.

Netscape's "Digg Clone" Returns to Editorial News

For some time now, Netscape has been acting as a social news portal. This allowed you and me to post articles, and get highly ranked, trusted pages linking back to our sites.

Unfortunately, like many web 2.0 sites, some black hats found out about the easy links, and they started abusing the service.

What used to work was a gentle article submission, once or twice per month. The links looked natural and organic. They added to your site's overall link popularity, Reputation and PageRank.

But then, several people started spamming. Some clowns are posting article spam, in the internet marketing section, as often as every twenty minutes.

On top of that, Netscape made it easy, to create multiple memberships, and artificially inflate the number of votes, so your story would move up the charts. Some people even created software to automate the fake memberships, posting and voting for their own articles.

Even though Netscape did not name abuse as a specific reason, they have decided to become a traditional news source, with editorial content. Reactions to this change have been swift and mixed.

The public claim, they were just getting used to the social news and they were enjoying it. In addition, there are many mainstream news sources around, and Netscape just doesn't come to mind as being one of them.

So if they change from social news... who will use the site? Will it become a ghost town with virtual tumbleweeds blowing around.

Netscape claims that the social news is not going away. They just plan on moving it to another site.

Well, anyone who knows SEO will tell you, if you move a site and start with fresh pages, all the PageRank and Trust gets stripped away, and you have to start over. So if you've been a contributor to Netscape and posting articles, expect to see a dip in your PageRank in coming months, as they move the service.

If you have any thoughts or concerns on your Netscape contributions, they encourage you to leave comments on their blog, and participate in the ongoing discussion.

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Mass Marketing is Dead. Long Live the Niche!

The niche marketing formula is simple. Go for the lowest competition and the highest traffic. Are you ready to discover the easy pickings? The low hanging fruit? The long tail of the search?

Now NicheBot comes with an easy to use LSI tool. Discover how to "theme up" your website and make it search engine friendly, without needing a whole bunch of incoming links.

Ready to Dominate a Niche? ==> http://www.cdzn.com/nbt

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How to Become an SEO Rainmaker

My web site is nearly a permanent fixture in the top five rankings at Yahoo, MSN and Google. I know SEO like the back of my hand.

There's only four specialists that I take advice from. Their research is how I manage keep my top five rankings.

One SEO specialist whom I know and trust is Jerry West. Many of you subscribe to his SEO Revolution Newsletter.

Join the SEO Revolution: http://www.cdzn.com/jwr

On October 20 2007, Jerry is holding a seminar called, the SEO Rainmaker Workshop. He promises that you can walk in with an underperforming site, and walk out with a customized action plan, to become successful and be more profitable.

In addition to Jerry West, David Bullock will be hosting the workshop. David is highly praised by respected marketers like Perry Marshall, and is known for being the Taguchi Ad Optimization Specialist, the only individual in the world, to hold this certification.

David and Jerry are very smart people. And if anyone can turn around a business, and get it to climb up the search rankings... it's them. They can make it happen.

Become an SEO Rainmaker: http://www.cdzn.com/rain

This seminar is going to announced through the usual affiliate networks and other marketing channels. So if you are interested, I recommend that sign-up early, before it sells out.

The System Intensive Seminar

Here's just one last reminder, to vote for your city, if you want internet pioneer - Ken McCarthy - to bring his one day seminar to your town.

Why attend? Ken is the single most effective trainer of internet marketers, in the history of internet marketing.

Ken sums it up neatly by saying, "Internet marketing is still the best shot, that the little guy has to get traction, and escape consensus mediocrity, and live life, on his or her own terms." I couldn't agree more.

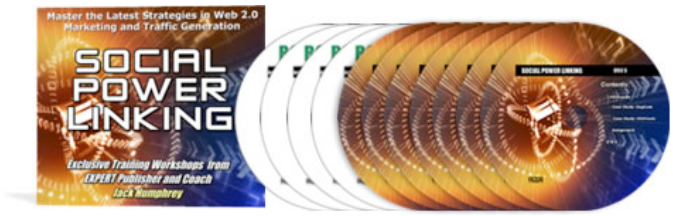
If you are you ready to join an intense small group, conducted personally Ken McCarthy, click on the one location that's best for you. The more votes a city gets, the more likely Ken will bring the System Intensive Seminar to your town.

Sign-Up for the System Intensive: http://www.systemintensive.com

Oh... and if Ken comes to Vancouver, Canada, I'll be there in person. Not to speak, but to take notes and learn from the true Jedi master of internet marketing.

How to Profit from Web 2.0 and Social Sites

Web 2.0 sites have come and gone, faster than the pet rock, mood rings, and other fads. Some sites have bubbled to the top and have become major traffic destinations. But how do we tap into that traffic, get it to our sites, and monetize it once it arrives?



Jack Humphrey claims to have all the answers in, "Social Power Linking" where you'll find all the latest strategies in web 2.0 marketing and traffic building. It's a big course with DVDs, PDFs and audio tracks, but it's not overly expensive like some "big box" courses.

Jack promises practical advice, that you can put to use right away. You can start tapping the power of web 2.0 sites, just a few hours after your training begins.

You'll get a complete tour of the web 2.0 sites that matter the most. You'll learn how to set up linkbait that others will link to automatically.

You'll learn how to ramp up your traffic and link popularity by using Technorati effectively. You discover how to leverage other people's traffic by jumping into the conversation and scooping the scoop.

At only a 149 bucks, this course is a steal. At the very least, you'll get hundreds, maybe even thousands of new visitors to your sites, by employing these new web 2.0 techniques.

So if you want to get on the web 2.0 bandwagon, then "Social Power Linking" may be just what you need. Jack promises that you'll be blown away, or you don't pay. But at this price... even if you only pick up just a handful of tips, and a few thousand new visitors, it's well worth the price indeed.

Get Web 2.0 Power: http://www.cdzn.com/spl

A New Theme Site Builder for Better Rankings

From the software factory that never seems to sleep - Jeff Alderson's Xybersoft - there's yet another product called the Silomatic theme site builder. I think that's what... close to a billion different software titles he offers. ;-)

And if the sales letter sounds a lot like another software package... it is. According to Russell Wright of Theme Zoom, "SiloMatic is basically the same software as Theme Matic, and is a Joint Venture launch between Rob (owner of Theme Matic) and Jeff (Owner of Xybersoft).

Ok, so that gets rid of some of the confusion anyways. So what does it do? Silomatic... sounds like it should slice and dice and chop things apart? In fact it's quite the opposite.

It's task is to bring together, a long list of keywords, congruent with the long tail theory, and build them into a themed site, that Google will love. According to Jeff, "Now you can build SEO web pages and entire sites that are even better and more powerful than what you can create manually!"

"In fact, websites that are built with this breakthrough technology have proven time and time again to be ranked MUCH higher than "regular" sites... Not only by Google, but other major search engines as well!"

Wow... does that sound to good to be true? It may be. I haven't tried out the software. But if you want to give it a spin...

Build Theme Based Sites with Silomatic: http://www.cdzn.com/silo

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How to Find Real Wholesalers

How do you find real authentic wholesalers? The search engines? Forget it! They're full of middlemen, marking up the goods, leaving smaller margins for you.

If you're looking for wholesale goods, and I mean real wholesale products - without any of the middlemen - get the OneSource Catalog. It has everything you need.

Get the OneSource Advantage ==> http://www.cdzn.com/wwb

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Internet Marketing And SEO FAQs

Getting AdSense on Your Site

Question: Sorry if this sounds dumb or really basic, but I want to know how to start monetizing my site. AdSense sounds to be the easiest, so where can I learn how to put AdSense ads on my site.

Answer: No worries about having basic questions. Sometimes they are the most important, but often overlooked. The answer in this case, is from the Mothership.

Click over to Google and whet your appetite, with a short but enlightening 10 minute video by the AdSense employees. This will give you the basics on how the system works and where to place your ads for best performance.

Learn AdSense: http://services.google.com/adsense/breeze/optimization/

At the end of the video, you'll be provided with three additional links. There's Optimization Tips, AdSense Ad Formats and finally, the AdSense Quick Start Guide.

From there, it's just a matter of signing up for an account. Once your application has been approved, you're ready to start putting ads on your site.

Google has detailed instructions and FAQs, on how to copy and paste their code into your web pages using an html editor. Then all that's left to do is, save your pages and re-publish them to the web.

Giving Readers What They Want

Question: I noticed with your follow-up newsletter announcement, that you've included a web link, a PDF version, and link to a text version. Wondering why. What's the marketing strategy here?

Answer: The strategy is to give my readership what they want. When I did my annual survey, 38% wanted to receive the newsletter by email, 31% wanted a downloadable text file, 18% liked reading it online, and 10% wanted a PDF version they could print. (A mere 3% percent preferred audio.)

It was surprising to say the least. Email is still the favorite, but I imagine the popularity of text, is due to the amount of handheld devices that are out there, and the ability to format and read the newsletter "their" way. It's also the most portable and reusable format.

I stopped doing an HTML version for a while, as the stories from the newsletter, were also being posted on the blog... which is HTML anyways. But now I've stopped blogging the newsletter stories, and started adding them to my web site, as static web pages instead.

As for the PDF, 10% may not sound like a lot, but it does represent over 3,500 subscribers. Plus more requests for PDFs arrive all the time.

The reason why PDF is becoming more popular, is that it's portable and searchable. The newer Reader software allows you to mark-up, comment and even highlight the documents. You can load them on a USB stick and read them just about anywhere.

Also, the newsletter is quite long, and some people prefer to get away from the computer, and read it on good old fashioned paper. That way, they can print it out, carry it around, and read it when they want. They can also highlight the important bits for later.

The reason I stopped providing all three formats, for a while there, is because I was on vacation. I spent the better part of a year on a road trip, driving across Canada and around the USA, working from hotels with my laptop.

But now I've finally settled back into my home office. It's nice to have a monitor, mouse, scanner and printer once again. I can finally get back to providing content in a way that makes everyone happy.

(Hint: Writing is the hard part. But once you have the writing done, it's easy to reposition the same content, and provide it in different formats like PDF, MP3, enhanced AAC podcast, video and anything else you can put inside of an RSS feed.

They are all findable by Google's Universal search. And they'll get you into directories like YouTube and iTunes. Each new format extends the reach of your content, bringing more subscribers... And who doesn't want a bigger audience. ;-)

Do Private Domains Affect SEO Rankings?

Question: Is it true that Google can access all my whois info? What about private registration? If I register a domain privately, will it affect my search engine rankings on Google?

Answer: Yes, Google can - like you, me, or any registrar - access your whois info to find out who owns a domain name. But many people creating mininets, feeder sites and multiple domain strategies, often use semi-fictional data... like their dog's name, mother in law, etc.

You are supposed to - by law - have authentic info in the whois record. But many people use pseudo true and a redirected email address, to save some coin over private registration.

The other part of your question, no... Google cannot see who owns a private domain registration. I confirmed this with a phone call to GoDaddy, the web's leading registrar, and they assured me of the fact.

But as Jerry West pointed out, in his latest SEO Revolution Newsletter, hosting private and public domains on the same IP address is a bad idea. There are tools - like DomainTools.com - that let anyone do a Reverse IP check. A little detective work, will often reveal the true owner of a domain name.

Does a private domain registration affect rankings? There is no proof either way that is does. What does affect rankings on Google, is how long your domain name has been around.

So if you are creating a new site, register the domain name for three or four years, and put up a "coming soon" page. This will start the "aging process" right away.

Then after you upload your first 10 pages of content, link to your home page, with a couple of PR4 or better pages. (Use paid directories like Yahoo and Starting Point if you don't have your own PR4 sites.) The higher the PR of the pages that link to you, the sooner you'll show up in Google's search results.

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Want Content, Links and Traffic?

Here's how to get them fast. You'll get articles for content and dozens of blogs for incoming links. Plus there's tons of how-to video, and rock solid SEO advice, that you can use right away.

Get Content, Links & Traffic ==> http://www.cdzn.com/au

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Ideas, Tips and Sneaky Strategies

Wacky Ways of the Wiki

Ever notice - when you search for a person on Google - that Wikipedia entries often come up in the top 10 search results? Have you ever wondered how you'd benefit from such a listing, and the traffic it would bring?

Herein lies the conundrum. You're not supposed to write about yourself, or your company, or edit the entries about you. So how do you get in?

Why not get a friend to interview you and do it for each other. Better yet get five friends and make it a team effort.

Provide your buddies with a complete bio and life history. Decide on a team captain to start the entries. Then each one of your team can enter additional info.

Just remember that it's online encyclopedia, not a social bookmarking site. Read their "What Wikipedia Is" and "What Wikipedia Isn't" pages, to stay within their TOS and abide by all their guidelines.

Try to remain objective, unbiased and maintain a neutral point of view. Be sure all info is verifiable and based in fact, not editorial opinion. And don't go crazy with links and references.

Give it a shot... If you've done anything significant, like won a national award, written ebooks, spoken at seminars, are a CEO, or have done anything noticeable, or remarkable, ask a friend to make a Wiki entry for you.

Then, if you're lucky, and they accept your entry, maybe your name will start appearing at the top of the Google search results.

Classifieds... Will that be Paper or Electrons?

A friend of mine owns a couple of houses and wanted to rent one out. Being a little "old school" he was going to list it in the Saturday paper.

When I told him, "Why not put it in CraigsList.com instead?" He looked at me like I was some kind of space alien, until I compared the two.

If you list your house in the Saturday paper. Only people buying the paper and looking for a house, will see the ad. You'll have people calling at all sorts of times. And you'll have lots of explaining to do.

If you list the house in Craigslist, anyone with a computer can see the listing. You can provide a photo and a lot more details about the house. You don't even need to take phone calls, if you don't want to.

In addition, you can tell people that the house will be shown, and applications will be accepted, between 2-4 PM only, on a certain date. That way, you can be outside the house with leasing applications and be done with it in a single afternoon.

That Saturday, just one day after the ad went live in Craigslist, over 50 people came to look at the house. He ended up with several qualified families to choose from.

All that from one tiny ad in Craigslist. If he had put the ad in the local paper... he'd probably still be getting phone calls to this day. But thanks to Craigslist, he's locked in a lease for another year, in less than 48 hours.

Your milage may vary... and your town will be different than mine. But if you're offering any kind of product or service, that you used to advertise in the classifieds, or on bulletin boards in malls and Laundromats... consider using Craigslist instead...

That is, of course.... unless you like getting lots of annoying phone calls, even weeks after the place has already been rented. ;-)

So which do you choose for your classified ads? Paper, or electrons? One moves at the speed of light, the other takes years to grow.

Using iTunes to Manage & Promote Your PDF Library

Did you know that you can drag your PDF files into iTunes and use it to manage your Playlists... er I mean Readlists? Well you can. It's a good way to keep everything organized.

You'll still need reader software, like Adobe Acrobat or Apple Preview, as iTunes doesn't read the PDF files directly. But it will help you keep your library in one place.

Now here's the real million dollar tip... You all know that iTunes accepts MP3, MP4, and AAC files into their directory. But did you know that you could list your PDF files in iTunes as well? Yep, it's true.

If you can put your PDF file inside an RSS feed, iTunes will list it. Ta Da! Get instant exposure. You get access to millions more people, that may not have found your work by search, or any other means.

After you've set up the RSS feed (using Libsyn.com or your favorite app) submit it to the iTunes directory. Be patient as it gets reviewed. It will take at least 48 hours.

Once you've been accepted, you'll get a confirmation email, but you won't get listed right away. Again, be patient as Apple updates their index. Your PDF files should appear for your keywords within two more days.

So if you're an ebook publisher, author of white papers, have a PDF version of your newsletter, or routinely have other give away items, now you can get extra exposure - and immediate traffic - from your existing documents. How cool is that?

That's it for another issue my friend. Thank you for reading. We'll chat again soon. Until then, here's wishing you all the best for online success.

Michael Campbell

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Providing successful online marketing strategies since 1988.

P.S.

You can get even more FAQs, important news and helpful articles on the Internet Marketing Secrets (IMS) Blog.

The New IMS Blog: http://www.InternetMarketingSecrets.com/blog/

Ye Olde Blog: March 2005 - June 2007: http://homepage.mac.com/dmcorp/

Subscribe to the audio podcast through iTunes, or the Libsyn RSS Feed. Then leave your comments about the show.

And finally... Did you like this newsletter? Why not forward it to your friends, coworkers, classmates and anyone else that you think might like it. Thank you for your continued support. Subscribe to the IMS newsletter here.

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A D V E R T I S E M E N T

Finally, a single tool that can organize and analyze your keyword research, carry out detailed niche analysis, and provide you with "pure gold" reports that would take you hours to produce by hand (even if you knew how).

Keyword Results Analyzer gives you the power to find the absolute best words and phrases to use in your content. In fact, I'd go so far as to say that Keyword Results Analyzer is to keyword research, what maple syrup is to pancakes. You can do without, by why on earth would you want to? Let's see why..

Once a niche has been identified, the first major step facing a webmaster is keyword research. This research needs to identify exactly what people are typing in at the search engines.

While there are a lot of tools and services to help with this research, the big problem is handling the data once you have it on your computer.

For example, its not uncommon to have several thousand keywords for a particular niche. While traditional spreadsheets can help, they don't have anywhere near the power you need to find the best phrases and combinations to use in any particular web page.

Keyword Results Analyzer (KRA) was created to make your life a whole lot simpler. This tool can import data from a wide range of tools and services, and has a fantastic set of tools to help sort, filter, analyze and recommend, the best possible phrases (and combinations) for any particular web page.

Here's How to Put KRA to Work For You:

1. Do you want to find all phrases that have less than 1000 competing pages and 10 or more searches a day, and order your results by competition, with lowest competition at the top? That'll take you a few seconds.

2. How about finding all phrases that contain the word "widget"? Or maybe you want to find all phrases that contain the word "widget" AND "blue", but not the word "free"? That'll take you a few seconds as well.

3. How about finding all phrases that contain the words "widget" and "blue", but not "free", and have 10 or more searches a day with less than 1000 competing pages?

OK, I think you get the picture of how the filtering and sorting features can help you get to the data you need. However, KRA does so much more.

What Else Can KRA Do For You:

* Easily identify the main topics within your niche (e.g. to use as main pages).

* Quickly find "question" phrases. These are phrases that were typed into the search engines, that are actually questions, or requests for information. These phrases make perfect titles for articles.

* Quickly find the best related words "secondary keywords" to use for any particular phrase. This will help you build themed content around any main phrase.

* Get KRA to analyze your database, and suggest possible sub-niches within your data.

* Quickly find all the hidden long-tail keywords in your database.

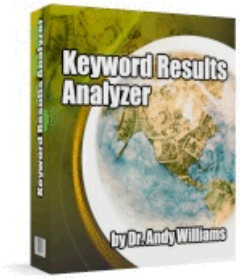
* Turn your data into Adwords lists for broad match, exact match, phrase match and negative words, ready to paste into your campaign.

* Import data from almost any source (there are over 30 different data fields in KRA which cover the most common ones used in research tools, meaning you can import data from almost any source).

* Nichebot users can auto-import their Nichebot databases into KRA. KRA will connect directly with your Nichebot account, download your data, and import it into a project.

KRA is a tool that will quickly become your secret weapon. The power to manipulate your data in unrivaled, which is why KRA is a firm favorite amongst professional webmasters.

You can watch video demonstrations of Keyword Results Analyzer here: http://www.cdzn.com/kra



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