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Is Web 2.0 a Good Source of Links and Traffic, or Big Waste of Time? with Colin McDougall and Michael Campbell. (Find out how you can get a #1 listing on Google, in as little as 10 minutes.) [Subscribe to the IMS podcast through iTunes](#), or listen to it via the [LibSyn RSS Feed](#) at <http://ims.libsyn.com/rss>.

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The Essential "Missing Ingredient" for Internet Marketing

by Ken McCarthy

It's easy for beginner's to get confused about Internet marketing, because there seem to be so many steps in the process. Years ago, to help beginners (and experienced folks too) keep their eyes on the ball, I came up with a simplified equation:

Here it is: **Traffic + Conversion = Profits**

The truth is; when you're starting or growing an Internet business, focusing on these two elements is what makes the difference. Everything else is a side issue.

As useful as this formula is (and I've met more than one bona fide Internet millionaire who attributes his success to using it), it leaves one essential thing out.

At a conference of several hundred pretty savvy Internet marketers, I asked the audience what they thought the missing piece was. Folks made all kinds of suggestions and it wasn't until the 12th try that someone nailed it.

Can you guess what it is? It begins with a "c" and ends with an "s." Does that help?

It's customers. Customers...

Internet marketing, especially search marketing and PPC, lends itself to a mechanical approach to selling. There's nothing wrong with that.

The "metric analysis" that Internet marketing makes possible, is nothing short of miraculous. Never before in history have entrepreneurs been able to track, test and measure interactions with their prospects and customers so precisely.

But I think marketers make a big mistake when they think exclusively in terms of clicks, page views, conversion rates, and visitor value.

By all means, know your numbers. But if your goal is maximum profit, longevity and momentum, go beyond your numbers and think - and even talk to - the people on the other end of those clicks.

They're not just clicks. They're customers. Flesh and blood people.



Ultimately what they buy, how much they buy and how often they buy, isn't a function of sales systems. It's in how well served they feel and how confident they are in your reliability.

Everyone - who has been around the Internet marketing world for a while - knows practitioners who know, "every marketing trick in the book." They may even have a string of successful promotions under their belts, but who fail to develop long term traction for their businesses.

Business - and the substantial profits that come from owning a successful business - is ultimately based on customer satisfaction. Satisfied people do two things that people treated like anonymous "clicks" rarely do:

1. They come back for more and buy more.
2. They tell others and deliver brand new, pre-qualified prospects to your door.

Remember, just as you are looking for prospects and customers, the people on the other side of the computer, are looking for quality sources of the things they want and need.

As everyone who has been on the consumer side of things knows, finding what you want, and being pleased by the quality and the service you receive is the exception, not the rule. Businesses that deliver stand out. They get repeat customers. They get pass along. They get buzz.

They transcend 'input' and 'output' results of purely mechanical systems - and so do their profits.

Take advantage of the various "remote control" aspects of online selling, but don't neglect to get on the other side of the counter with your customers, and experience the shopping and buying experience through their eyes.

Right now, about 80% of my revenue comes from repeat customers and customers who have been referred to me by other people.

Getting these kinds of results are not instant or automatic, but they're certainly well worth working towards.

Ken McCarthy organized and sponsored the first ever web marketing conference in 1994, and has been consistently ahead of the web marketing curve ever since. [The System Seminar](#), an annual conference for Internet entrepreneurs he started in 2002, is a must attend event. [systemseminar.com](#)

The Sacrificial Site

by Michael Campbell

You've all seen full page ads in magazines, why not do it with web sites. Create two sites, one for the product and one for the ads. Let me explain...

A good example would be a web site in a highly competitive category, like MP3 downloads. Advertise your digital camera site all over it. Two seemingly unrelated sites, where you own both sites, but one site advertises on the other.

For example, I do it with jokes. The joke site itself, has very few jokes on it. It acts more like a directory leading to other joke sites.

There are a total of 10 internal pages with different categories of jokes. On each category page, I list 5-10 joke sites, with a quick two sentence review, that was gleaned from the headline of each destination site.

So what's the purpose of my jokes site? To sell unrelated products. I can't even say what, otherwise this article wouldn't make it past the filters.

To the visitor, it looks like a directory of the top 50 joke sites, with ads plastered all over it. It's really just a way to leverage the entire jokes site to advertise something else.

But I'm the one who's laughing. The joke site sells a LOT of this product. That's how you leverage one web property to advertise another, through a sacrificial site.

Duplicate Content Filters... Myth or Reality?

by Dr. Neil Shearing

I've spent a lot of the day chatting with various people about duplicate content filters... do they exist or not? Well, the answer seems to be yes.



BUT, as far as I can tell, there are no penalties for using duplicate content. The only problem is that the page with the best PageRank, will be the one to appear at the top of the search engine results, for a search matching a phrase, which is found on multiple pages.

When you think about it, it makes sense. Effectively it means, "sure, go ahead, use duplicate content, but be aware that unless you have the best PageRank for a particular page, that content isn't going to do you any good."

... which effectively stops people who are slapping up sites with the same content everyone uses, but doing very little to promote their sites, from getting top search engine placement.

... and also explains why an original article, when submitted to a high PageRank article directory, results in the article directory being listed at the top of the search engine results for a matching phrase, above your original page containing "your" article.

So... you have several options...

1: Use freely available content, and know that your site is unlikely to get good search engine rankings, unless you heavily promote your pages and get them good PageRank.

2: Use freely available content and re-write it extensively.

3: Write your own, original, content for every page.

4: Use articles that very few other people will be using... from sources such as [Article Underground](#)... (<http://www.scamfree.com/articles/>) as I've been recommending.

If each page you create has 20 similar pages out there on the web, do some promotion, use the Article Underground blogs as announcement services, get your page to PR3 or 4, and your page will be the one at the top of those 20 pages in the search engine results.

Suddenly A Top-Ten Ranking at Google with PLR Articles...

Shortly after I posted this to my blog at [NeilShearing.com](#), someone challenged me about my Google rankings... check it out...

"When you said the majority of your traffic comes from Google, can you give me few examples of keywords that rank on the first page? I've checked out the backlinks on your site, [refresharticles.com/articles](#). In terms of links, the site only has 5 backlinks. I provide SEO services for my clients, and I don't believe that any of your pages can rank on the first page of Google."

Well, that's just a challenge I couldn't resist! I have top-ten rankings at Google. Of course, not for highly competitive phrases, but for "long tail keywords".

I showed him one example... martini glass clipart. So, there's the proof... 4th position is pretty good in my opinion. Rewriting PLR articles is NOT needed to capture Top-Ten placements on Google for Long Tail Search Phrases!

So considering how hard it is to "kill" the duplicate content penalty myth, I respectfully submit this new video... "[The Duplicate Penalty MYTH and How to Make Money From It!](#)" <http://www.passivecashflowsecrets.com/duplicate-content-penalty-myth.html>

Maybe, finally, we can kill this myth. :-)

Dr. Neil Shearing has been online since 1996 and has created several successful internet marketing ebooks, courses and software packages. Visit his blog at [NeilShearing.com](#) for up to the minute, money making tips and secrets.

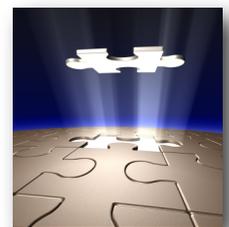
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The Secret to Getting Projects (Even Big Ones) Done Fast

by Jim Morris

Starting a project, especially a big one, is probably one of the toughest things for people to do, including me! Sometimes all that is needed are some ideas to get your brain started in the right direction and overcome procrastination.

But often times, entrepreneurs sit quietly in their desperation waiting for the stroke of genius to come to them... some thing that will start their project off on the right foot.

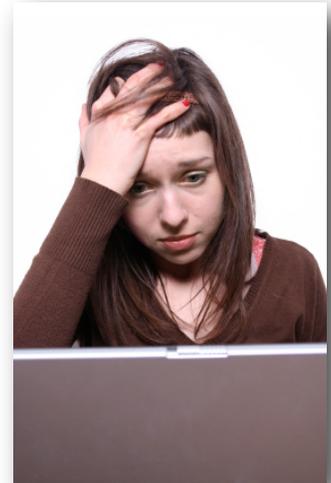
I've been there myself struggling, literally pulling my hair out and I can tell you outright - there is NO reason for any of this madness.

Having been in the legal field as an office manager and legal assistant for over 17 years in my previous career, I had the chance to deal with many legal forms and processes over and over again. This form here. That process there.

After a number of years doing this, I began to notice a pattern. Everything had a form, a process, a structure.

Even the attorneys I worked for -- whenever they would see a legal paper that they really liked and admired the format, they would ask for a copy of it to put in their FORMS file to refer back to at a later time.

Many attorneys operate on the premise of working from a FORM rather than having to re-create a whole entire document from scratch. And it makes sense because it's a time saver!



Professional Copywriters Never Get Stuck

Sure -- of course, everyone can have writer's block, even a professional copywriter that is being paid \$5000 to write a hard-punching salesletter. But the professional copywriter won't get stuck long!

You see, most Professional copywriters that write web copy and salesletters for a living will reach into their SWIPE file (a stash of old salesletters and headlines that were kept and filed away by the copywriter).

Once the copywriter pulls out the stash of winning headlines and sales copy that had been filed away, it's just a matter of time to review the material that will spark NEW ideas and bring the clarity of the project into focus.

My Project the Other Day...

One of the sites in my network had just undergone a massive transformation. I needed a nice, clean format for an ebook, and also a format to create a new End User License Agreement that would accompany the ebook.

So I broke out my expansive swipe file that I have collected over three years and went on the hunt for a nice ebook format and a license agreement.

Rather than struggle through the creation process, picking colors, formats and spending endless hours, I found both forms within 30 minutes!!!

Had I not had a swipe file to reach into, this could have easily turned into a whole day thing and cost me 8 hours instead of 30 minutes. Instead, I spent 7 1/2 hours working on forming the ebook format and license agreement(s) I found into a NEW form that would be used in the site.



Turn General Surfing Into a Swipe File

The times when you are generally surfing around the web without any strict intention is ONE of the best times to collect swipe material.

Usually - when you get an email, read a newsletter, read an article, read a salesletter or review for a product, is when your mind is not passively thinking about collecting this material.

When you react spontaneously to a piece of marketing material that bolts you into action - THOSE are the pieces of material you want to make sure and file away.

If the marketing piece moved you in any way -- then there's a pretty good possibility that it would move someone else into action.

(Sometimes capturing swipe material will require hitting the BACK button on your browser.)

There are many different areas where you can collect swipe material. I have opened up my own collection right now, to give you some main topics and areas you may want to collect potential forms and templates for:

1. Nice format of AdSense sites
2. Nice setup of Affiliate pages
3. Format for an article
4. Format of article type sites
5. Survey pages (format of questions)
6. Autoresponder series (sign up and file away all the emails)
7. Bonus pages (affiliate offers and thank you pages)
8. Web businesses for sale
9. Affiliate resource page for an affiliate program
10. Download pages for software & ebooks
11. Thank you page after opt-in to a newsletter or special report
12. Internship program (hiring interns)
13. Joint Venture Special Invite Page
14. Launch process (collection of emails web pages, and other stuff)
15. Slides from internet marketing events
16. Member download area page
17. One time offers
18. Popups, Popovers, Exit Pops, Slide-ins
19. Salesletters

20. Squeeze pages templates
21. Surveys
22. Tele-seminar call confirmation pages
23. Webinar call confirmation pages
24. Tell-a-friend pages
25. Templates for writing reviews of products and services
26. Webpage effects
27. General overall web page templates
28. Postcards received in the mail

Now that's an outline from a collection that has taken over 3 years to build. And you can imagine that I probably don't get stuck TOO often on projects. Neither should you!

So the question is, are you building a swipe file or a collection of materials that you can refer to when you need to start a project? Or, are you still running circles in your mind trying to figure out how to approach a project, let alone start it?

There are some SWIPES from the topics above that I have still never even used. And one never knows when something unexpected could come up and require me to look to that one swipe I thought I would never use that saves me countless hours of work and frustration.

During your regular surfing, if something moves you (especially if you end up buying), make sure to use your browser's ability to save the WEB page.

Start a main folder called "templates" to hold your swipe collection. Every time you save a new type of template, create a sub-folder inside "templates" naming it the topic area of the template itself.

You can refer to all the different topic areas I've listed above as a resource.

Conclusion

As you can plainly see here, the secret to getting projects done fast is a great and extensive master swipe file. It's certainly better to have one in place than scurrying around the Internet to create one right in the middle of a project.

NOTE: You never want to directly plagiarize the words from a swipe or template you find, but rather, reform the concept or the language using your own words.

Remember, the best time to collect templates are when you are generally surfing around the net and immediately find yourself seduced by a particular marketing piece.

It may take some time to train yourself to take the extra step and file that piece of marketing away, but it'll pay off in dividends in the long run.

Start today by saving and putting at least one piece of marketing information that moved you and you'll be well on your way to building a custom, comprehensive swipe library that will aid you in many ways down the road.

~ Jim Morris is the Founder of the wildly popular [NicheBOT 2 Keyword Research System](http://nichebot.com/tour.html) nichebot.com/tour.html that gives its members access to WordTracker, Keyword Discovery, Google and Overture all in one place. Turn keywords into profits with "[Keyword Informer](http://nichebot.com)" at nichebot.com .

Who Do You Really Work For?

by Jerry West

A good friend of mine who's an SEO called me recently. He was frustrated. Upset. And rightfully so.

He had just been fired by a client. Not only was there lost revenue to deal with, but his ego took an upper-cut to the jaw too. Ouch.

But that isn't the problem here. The problem lies in who you work for. Do you know? Do you want to know?



Many of us quit our 9-5 jobs because we were sick of being told how to do our jobs, when we had to have a project finished, and more importantly, we hated having the "do a good job or you are fired" hanging over our heads.

So, we quit to work "for ourselves" and our clients tell us how to do the project, when it needs to be done and if it isn't done right, they will fire us.

Sound familiar?

Back in 2000, I had just been laid off from Netgateway (an Internet startup) and had an email conversation with a well respected Internet Marketer. That conversation spilled over to the telephone. He gave me some advice that I thought at the time was not only foolish, but absolutely ridiculous.

He told me that I needed to fire the clients that I had and not take another client. He said that I should instead build my own network of sites, build customer lists and sell other people's products through affiliate networks.

But how would I get paid? When would I get paid? What if the project failed? I would get nothing then.

Fear consumed me. I needed that security blanket of the guaranteed "paycheck" that I got from doing client work.

The reality was that I wasn't really working for myself, I was still in the "employee mind set", I just didn't see it then. I thanked him for his time and told him that his method just wasn't for me.

Over the next five years, I had many ups and downs as an SEO, and it was quite the roller coaster. I had many nightmare stories of clients doing horrible, awful things trying to get out of paying their bills. Being tied down to the desk and unable to go on vacations due to another "project deadline."

It never ended. This wasn't what I had envisioned working for myself.

Then it finally happened. I saw the light. I knew what the problem was. The problem wasn't my business, it was me. I didn't believe in myself as I knew I should. A true "light bulb moment."



I knew I had the knowledge, I had the skill, I had the talent. I just didn't fully believe I could do it on my own.

I heard someone say that the "employee mentality" is when a person trades their time for a paycheck. But the "entrepreneur mentality" is one when a person trades their time for a lifestyle.

I knew the lifestyle I wanted wasn't the 60-65 hours a week that I was putting in. I wanted to live life and it meant putting in 30-35 hours a week. How would I get to the 30 hour work week? I had to face my fears and doing something about it.

Now, because I was able to overcome my fears and reach the pinnacle of success, allow me to illustrate each fear and what you can do to move past the fear that is holding you from your own success. Now, you may not have every fear listed below, but you may have multiples .. at least I did!

Fear of Loss: This is where you know what you have, and you know what you want. But if you put what you have at risk to get what you want, you may lose both, and you can't fathom the thought of losing both.

So what do you do? You stay put where it is "safe" and you play not to lose - therefore, you end up losing. You have an ongoing sense of "urgency" within you. Your "self talk" is "hurry up" but you never get to where you want to go because you are easily distracted and get interrupted often.

Sound familiar? You have no compass, no direction, and you are in a constant state of panic.

What To Do: Use your business journal and create clarity of thought through goal setting. Map where you want your business to go.

Slow down, remove projects or items in your life that are either non-productive or non-revenue generating. (In a recent survey that I took, an average of 18 hours a week was spent on projects that had no chance of succeeding.) You must focus on clearing your head so you can focus clearly on what will help your business succeed most.

Fear of Failure: You are perfectionistic. No matter how good something you did is, it is never good enough for you.

A great example is that if you receive a compliment on something that you did, you immediately criticize it as being sub-adequate. The voice inside your head says, "Do better, do better, do better."

You often have to know everything about something before you can start on a project. You must always feel completely prepared in every situation - without fail. More often than not, you over prepare.

What To Do: Time management is critical for you, and you must get a grasp on it immediately. Your business journal is another critical piece.



With your business journal, do a brain dump of your tasks, and list a step-by-step process on how you are going to overcome your current situation. Or, how you will finish your current project and then plan your attack in full step-by-step detail. Leave no detail out.

Fear of Criticism/Rejection: You are a people pleaser. You live to make others happy, therefore, your life lacks the substance you need to feel happy.

You believe that anything you do for yourself is selfish, and therefore, bad. You freely give away your time, energy and talents without asking for anything in return.

Your hope is you will be "taken care of" by those you have helped along the way. When you don't get anything in return, you feel hurt and rejected.

You don't know how, or you are afraid of saying "no" to others even if it is just an unwanted interruption or a "false crisis." You also don't have the capacity of asking for help and delegation is a major weakness.

Why? Because you have the false notion that you are the only person capable of doing the tasks correctly.

What To Do: Get back to the basics of what you like - not anyone else, but you. Seek after those things you prefer, have a passion for.

Go back to your core values and remember: those things you neglect will go away. So focus on what is most important. Example: if you ignore a relationship, it will go away. Ignore your car payment, your car will go away.

Fear of Future/Change: You are stuck in a rut and you may, or may not realize it. The message in your head is "Be Strong." You can turn off your feelings and your awareness easily.

You never can seem to have enough, and you are often "all consuming." Addicts often fall into this area, and it isn't just substance abuse here, it is all types of addiction.

What To Do: Just get it done - plain and simple. Do something different, maybe something as simple as a change of scenery.

Drive to work or drive home a different way. Take your laptop and work an afternoon in the public library.

Shake things up. You need change and get out of the routine that you are in. Sometimes it is the "little" things which make a big difference.

Fear of Success: The voice in your head says, "Something is wrong with me", "I am flawed" or "I am not liked enough." You believe that the reason you cannot succeed is because of your flaws.

What this often does is create a "glass ceiling" where you are capped at a certain level of income. I have seen this time and time again.

Someone has a breakthrough idea and the payoff is in the mid-six figures but they stop and don't push forward. The reason? "I've never made more than \$50,000 a year in my whole life, this is all I can do, I can't do more."

This is also similar to the thin rope around the elephant's leg at the circus. As a baby, the elephant has a heavy chain to restrain it. The baby yells, pulls, screams, fights to get loose, and can't. It finally gives up. As an adult, a thin rope replaces the chain.

The elephant could easily rip out the rope and be free. Why doesn't it? Because it has been programmed it can't, so it doesn't even try. If you have fear of success, you have been programmed the same way. It is time to break out!

What To Do: Use your business journal, time management, to-do list, and put your plan in writing. Focus on having a clear plan of action. Follow through, focus on achievement, and believe in yourself.

After realizing my fears and working through them, I made a commitment to myself. I wrote a detailed plan in my business journal.

Then one by one I called each of my clients and fired them. I told them that I was "changing the focus of my business and I was no longer doing SEO outside the company." There was panic in their voice, but I held strong and said "no" to their offer to "stay on until they find someone else."

That first month of being completely client-less I made more than I ever had. I was happier. My family noticed the reduced stress in me, and I did too.

I haven't looked back since.

Many people ask me for advice on the client-provider topic, and I tell them straight out, fire all of your clients and do SEO on your own with affiliate programs.

They often look at me like I am crazy. They too have a firm grip on their security blanket and they don't realize that holding onto it keeps them where they are, and they will never reach their full potential.

Funny, I shake my head at them and I think that they are crazy as well, but I then remember that... I was in the exact place they were seven years ago.

It took me five years to realize that advice that was given to me - that I thought was the worst advice I had ever heard - was actually the best advice I have ever been given professionally.

Who gave me that advice?

His name? Michael Campbell.

~ Jerry West has been an SEO specialist since 1996. He has the unique talent to take complex methods and turn them into actionable steps that business owners can implement. He owns and operates [Web Marketing Now](http://WebMarketingNow.com) webmarketingnow.com and the SEO Revolution Blog. blog.seorevolution.com

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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) ==> <http://www.cdzn.com/nbt>

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Passion for Business

by Adrian Cooper

Have you ever walked down a street and noticed two stores selling the same, or very similar products, just a few stores away from each other, with exactly the same potential customers walking by both shops, but yet one shop is always full and business is booming, while the other is always empty? The second shop, the one that is almost always empty might even be more lavishly decorated with more goods on offer, but it is still almost mostly empty nevertheless.

Later the owner of that shop is forced to sell his unsuccessful business before going bankrupt. Then shop, under new ownership, but which is otherwise exactly the same as before, selling exactly the same goods, at exactly the same price, with exactly the same potential customers walking by, suddenly booms, the shop is always full and making plenty of money.

Closer to home, have you ever noticed an Internet site selling a product or service which seems to be extremely successful, growing all the time, Google Page Rank increasing, people writing about it in their blogs etc.? And then you see other people set up clone sites, often with the same look and feel, selling exactly the same things, to exactly the same audience, but they fail miserably.

The same with free sites even. There might be two forums communities dedicated to the same subjects, or two blogs writing about the same topics, yet one has millions of visitors or contributors per month, and the others just a trickle? Neither makes any special effort to promote their sites.

How many people have attempted to clone eBay and failed?

Why did Google, like many other sites come from nowhere to overhaul the mighty Yahoo to become the dominant search engine?

Everyone must have heard of StomperNet. It is common knowledge, published on their own sales letter, that 37 sites, even at that time were making \$32,000,000 per year between them - that is nearly \$865,000 per site, per year! And be assured that over 37 sites that is no coincidence.

If your Internet businesses have not been as successful as you would like or expected them to be, and you haven't asked yourself why, then you should! It is a secret to your future success!

I have been in business for 32 years, and created 3 multi-million dollar technology companies during that time, and in doing so I had to learn and apply the secrets of success. In the unforgiving world of bricks and mortar business, with very high overheads and low profit margins, you either get it right or fail - big time! Those same secrets work exactly the same with the Internet, I know that for a fact - but how many people actually use them, or even know about them?

The Internet has made it very easy to start a business - too easy in many respects. The entry cost is extremely low, and no real business ability necessary to "get started ". While this might seem like a good thing, it is also the downfall of most would be Internet entrepreneurs, often before they even get started, often resulting in disillusionment and a future of more working in a 9 to 5 "job".

Why? Quite simply this - **they did not start their business with the right mindset.**

Anyone can create a business from nothing and no experience with the right mindset, while those who throw money and people at it, with the wrong or no specific mindset will totally fail

Sales letters tell you that all you must do is purchase this product or that service, or go to the other seminar, and you are bound to make millions and retire next year - but how many do?

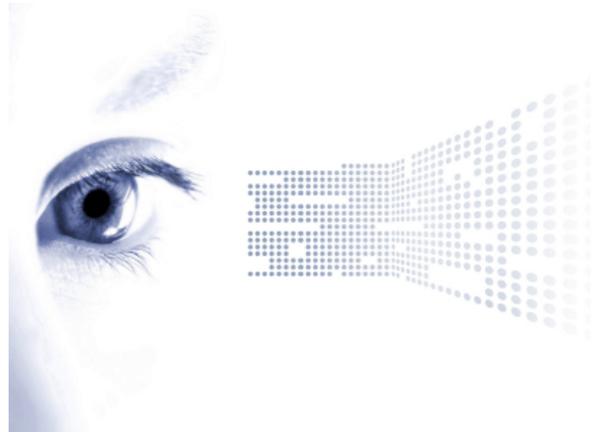
Don't get me wrong - there are some truly excellent products, services and seminars out there, offered by people I have a lot of respect for, but for every 1 of them there are 100 that are not so good.

Another point of confusion for many people wanting to achieve financial freedom on the Internet is the difference between "making money " and creating a long-term "business".

The vast majority of "Internet marketing products" are geared towards "making money " as with "gambling on the stock market" for example.

Very few sites indeed, although there are some notable exceptions, StomperNet for example, teach you how to create a real business with the long-term financial freedom, that will provide everything you could ever want in life, the time to enjoy it, and the time to share it and yourself with your family.

So if you have been lurching from product to product and unfulfilled promise to unfulfilled promise, then now is the time to sit down, reset your mind and consider what you really need to do to succeed before you give up altogether in disillusionment, torturing yourself with what "might have been" while driving the couple of hours to your day pay job and back.



Now I have been in the technology business for 32 years, and the Internet business for over 16 years, from the very start, and could happily talk about "SEO" and other ways of attracting visitors to your site, and in future editions will, because they are all important. But first I need to talk about the most important factors for success, without which everything else becomes moot, because whatever you do, your chances of creating a long-term successful business are slim to zero.

Now please take note of this next comment - your future depends upon it:

All true success of any type, in any field, begins and continues in the Mind!

You quite simply cannot buy success, no matter how much money you throw at it, for the same reason that many, if not most lottery winners end up with less money than before their win after a short time - they did not have the mindset that allowed them to keep their money.

If you cannot accept this truth, or are unwilling to, then do not plan to give up your day job or achieve financial freedom anytime soon, if ever.

Every large, successful business I have created, and there have been a few, I was told by "well meaning " people were "impossible", and "couldn't be done ". History shows otherwise however, because I knew in my mind that it could and would be done - and it was. The same applies to almost every famous business person in history such as Ford with his V8 engine, Edison with his light bulb, even the Internet itself, particularly as it is today, which would have been considered as total fantasy 20 years ago.

In future editions I will talk about the more material aspects of business, such as SEO and other important physical aspects of success, based upon my own experience, but first it is necessary to get your mind straight, and it is that which I will talk about initially, because it is the foundation upon which your future and your very life rests.

So how should you plan to start to create a successful, long-term Internet business?

Well the very first thing to forget is this notion of having to create gazillions of websites in the hope of scraping a few dollars from each. Aside from the fact it is doomed to failure, it is a miserable existence, which, paradoxically, instead of giving you freedom, actually enslaves you to a life of managing hundreds of sites, and having to find "links" and "content" for them by foul means or fair.

Plain and simple - to create a long-term, highly successful business, which will not only provide you with your ongoing financial freedom, but also with an asset that can be sold for a large capital sum later, for example when you wish to retire, you only need one, or at most a very few sites.

The first, and possibly the most important question to ask yourself is "what should I offer"?

Ask yourself this?

What are you passionate about?

What do you enjoy doing above all else?

You can be sure that whatever you enjoy doing, hundreds of thousands if not millions of others will be passionate about the very same or at least similar thing - your future customers.

It doesn't matter what it is. A man called "Preston Reuther" turned a very "depressing" life situation and a passion for making jewelry out of bits of wire, into a multi-million dollar Internet business. Preston knew nothing about business, let alone Internet business and all of its fancy products and strategies, all he had was a few bits of wire, and a passion for making them in to jewelry. In fact not only has Preston enjoyed great success, he has created a whole new Internet industry!

And again - remember those 37 Stomper sites making an average of \$850K per year each, even back then, and most probably an average of \$1M by now. Those sites probably have a capital value of \$5M each if they were to be sold - is that the sort of business that would bring you the freedom you desire?

And keep this in mind - just as in the bricks and mortar world successful businesses are bought and sold for vast fortunes, so will it be in the Internet world in the near future. But you absolutely must build a business with the right mindset and upon proven business fundamentals.

So I will end this article by suggesting that you spend some time asking yourself this question:

"What I am really passionate about "?

Next time, we will discuss what to do next once you have your answer.

~ Adrian Cooper has been creating successful technology businesses for 32 years, Internet businesses for 16 years. He currently manages a hosting service for Internet marketers, and is a well-known and respected author in the self-improvement community. You may contact him at: adrian@cooper.net

7 Easy Ways to Tap into the Best Niche Keywords

(That 99% of Webmasters Miss When Using Wordtracker)

by John Alexander

These days, most search engine marketers have access to all the common research tools. For this article we'll explore one of my all-time favorites, [Wordtracker](http://wordtracker.com/moreinfo.html). (wordtracker.com/moreinfo.html)

Let's start with a short intro, and talk about solving some common keyword research problems. Then I'll share some quick and easy "how to" tips that will help you find a profitable niche.

A few years ago, I wrote an ebook called, [Wordtracker Magic](http://wordtracker-magic.com) (wordtracker-magic.com). After publishing the book, I had the privilege of working with Wordtracker support, and answering all sorts of keyword related questions. I spent several years teaching students how to tap into keyword phrases, trends and niches.

But real treasure I discovered, is that many customers were not finding the best keywords, because of the natural tendency to "guess" at keywords, rather than open up and fully explore the existing data, to reveal a wealth of information along the way.

First tip: Stop guessing about keyword phrases that people "might" be entering into the search box.

One of the biggest blocks is trying to "dictate to the data, which keywords that you *****THINK***** are most relevant, instead of letting the Wordtracker system reveal the best information to you.

Look at it this way... if you think in the identical fashion that everyone else thinks - by relying on keywords that are already lodged in your mind based upon your experiences - then the more you will be thinking like the rest of your competition.

The more we rely on our thinking process for keywords that "make the most sense" to our brains, the more we tend to discover exactly the same keywords, that the rest of the world is discovering and targeting. That's why it's easy to get disappointed and feel like there are no untapped niche phrases available.

In this mindset, we find only limited results based on logical guess work. What this usually means is... huge numbers of competing pages, all trying to rank for deadly dull, obvious phrases.



You can build your SEO skills to compete in highly competitive phrases - and you can win the game too - but that's not the point. A much wiser approach is to learn how to "think differently" and explore the data that 99% of the competition never will see or find.

When you research single keywords using Wordtracker's powerful comprehensive search functionality, you will discover multiple instances of how a specific word is being used within different phrases, but without any guess work at all. Try working with a single, action related "root word."

Now listen carefully. Your root word does not have to be a word that your logical thinking dictates. For example... what happens if you research a term in its most generic form, and let Wordtracker piece together HOW that word is being used.

This is one of the rare times when using human brilliance - or natural logic - can actually prevent you from seeing the most powerful truths. Let's give you a few creative examples to get you started...

1. If you are a Realtor, instead of using an obvious "logical phrase" like "real estate" (with 323 million competing pages on Google), or using a keyword acronym such as MLS (over 40 million competing pages on Google.) Try researching a single "root word" term like "listing" just all by itself, leaving Wordtracker to do the hard part.

Here are a few examples - each with under 1000 competing pages - which I grabbed in under 3 minutes of Wordtracker research:

- "house listings parry sound" - 90 competing pages for this exact phrase.
- "Wyoming MN home listings" - 197 competing pages for this exact phrase.
- "michigan real estate listing" - 197 competing pages for this exact phrase.
- "Wisconsin Home listings" - 697 competing pages for this exact phrase.
- "Central Virginia land listings" - 95 competing pages for this exact phrase.
- "north oaks minnesota home listings" - 233 competing pages for this exact phrase.

2. If you are an affiliate marketer, avoid researching the exact product that you want to promote. For example "candlestick holders."

Try using a single word like "holder" to determine exactly what type of "holders" are in highest demand with lowest competition. You may discover many other products - that you hadn't thought of - with better windows of opportunity.

Here are a few examples using the root word "holder." Each phrase has under 10 competing pages. My research time, a mere 90 seconds -

"motorcycle wheel holders" - KEI 676.0 - Competing pages on Google - 1

" southwest pot holders" - KEI 768.0 - Competing pages on Google - 3

"hanging vine holder" - KEI 924.5 - Competing pages on Google - 2

" folbe fishing rod holder" - KEI 1156.0 - Competing pages on Google - 9

".30 Remington shell holder" - KEI 1444.0 - Competing pages on Google - 1

3. Try working with descriptive verbs, instead of researching a specific product. Using comprehensive search, try researching words like "new" or "old" or "rare" or "limited" or "reconditioned" or "polished" or "bronzed" or whatever. Use any type of descriptive terms to explore all kinds of interesting data.

4. Did you know that there are differences between the written word and spoken dialogue? Try exploring natural sounding "dialogue" and words based on dialogue. Your friends and customers often will say things, that give you a starting place to explore new data.

5. Open up your research and explore the world of color. For example, what happens if you enter a single term representing a color like "red," or "aqua" or "green" or any other color?

6. Explore any type of data at all in terms of a root word. Don't forget to explore everything and anything that comes to mind. From a topic you notice on the news, to something that may not even be a word at all. What happens if you try to explore a number, or a price like \$9.95 instead of a word?

7. Instead of just thinking of your research as "keywords" try thinking in terms of your audience's "topics of interest."

Wordtracker will give you absolutely AMAZING detail if you take time to think about it laterally, and outside of the context of just a "keyword hunt." Don't let the natural tendency to "guess at keywords" stop you from uncovering all the hidden evidence, that just needs a little digging to find.

This is just the tip of the iceberg, if you want more ideas you can [download my Wordtracker Magic eBook](#) (wordtracker-magic.com) when you sign up for the "Free SEO Tip of the Day." In 2008 I will be releasing a new version exploring "Advanced Keyword Forensics" but for a limited time, you can download the original best-selling ebook for free.

~ John Alexander has taught SEM skills to people from 87 different countries since 1999. He is a Director of the [Search Engine Academy](#) searchengineacademy.com which offers live, hands-on [SEO Workshops](#) searchengineworkshops.com through their associated worldwide network of schools.

(Michael Campbell Notes: Think about your audience's trade lingo, industry jargon, and words that are specific to a certain vocation, sport, hobby or service. For example, RIP, stripper, loupe, masking, pantone, dot gain and super black are all related to the printing industry. Spend some time in the industry association sites or read industry specific magazines to learn their lingo, for more potential niches.

Another tip is to use verbs and action words like "stop" or "improve" as your root word. Then let the keyword service (my favorite is [NicheBot](#)) tell you what people want "stopped" or "improved" in their lives. For more info, get my Keyword Marketing Report, Keyword Hotlist and Clickin it Rich Action Plan from the [Internet Marketing eBooks](#) downloads page at [InternetMarketingSecrets.com/downloads/.](#))

Variety and Diversity Secret Weapons to AVOID Getting Penalized

by Mike Liebner

Hi this is Mike Liebner from the Article Underground Content and Traffic System with a special article for IMS readers. I'd like to discuss how ugly patterns, excessive repetition and blatant footprints can be the ultimate buzz kill, when it comes to getting top rankings for your primary targeted keyword phrases on Google.



I'll explain what some common patterns, repetition and footprints are, and I'll explain how to remedy the situations so that sinking ships can be brought back up to the surface!

Since I have the privilege of interacting with a large base of members and newsletter subscribers on a regular basis, both by email and through the private members forum, I have the opportunity to discuss SEO and optimization discoveries as they develop. I also regularly analyze a large number of web sites and see many common situations.

As a beginner "web publisher" it's easy to get caught up building sites and adding pages and overlooking details and applying logic or advanced strategies. I am partially to blame, because my system stresses building pages and adding links.

I tell people to stop wasting time over analyzing and focus on getting started building web sites! I instruct newcomers it's more important to get the ball rolling, learn from your small victories and successes and build upon them.

This helps a lot of people caught up in "information overload" to take the plunge and get the ball rolling. Unfortunately, a few extreme cases will fall into creating web sites, that set off alarm bells and buzzers at the search engines.

Don't panic! It's actually part of a web publishers life to occasionally butt heads with Google. It's inevitable to happen if you create a lot of sites and build a lot of pages.

What I hope to explain and show you, is that you can remedy most all situations where Google may slap you and knock you down by employing the two words in the title of this piece: Variety and Diversity!

Allow me to explain. Sometimes it takes someone looking in from the outside, to spot things that may be hindering a web sites success.

9 times out of 10 when I peek under the hood, and analyze a site that has dropped into declining traffic and rankings, I will find things that beginners or "quantity-over-quality mass production marketers" commonly do, that the smart and savvy search engines like Google can spot a mile away.

Patterns, repetition and footprints are usually what will kill a site. Often sites that have had significant upward movement initially, will suddenly stall when Google and the other search engines discover "all the puzzle pieces" and see how they fit together.

Patterns: Patterns are revealed when search engines evaluate a site's web pages and links, and notice similarities that are not natural.

Repetition: Repetition is automated-like behavior that often happens with mass automation software, or excessive behavior focused around common tasks

Footprint: A footprint is an identifier that contains data that repeats regularly across sites, or internally, and can help robots follow breadcrumbs to find similar violations

Google does not like sites that take shortcuts and use automation. If you employ automation of any type, you need to be very careful! Excessive patterns, repetition and footprints can kill your site!

In the rush to build more pages and get more text links pointing at our web pages, we will start to develop boilerplate repetitive patterns. While initially these habits and patterns may be acceptable and unnoticed, you can be assured as numbers increase over time, these factors will be amplified and become more obvious.

An example of this amplification factor would be a situation where a webmaster submits an URL (web page) to many SEO friendly link directories (with or without automated submission software).

The common problem is that most webmasters only submit one LINK TITLE (Link Text) and DESCRIPTION. This would also happen if you submitted articles to article directories, and used the same exact author box with the same URLs.

Another example would be where you trade, or buy links, on a large web site, or across many web sites in a network, or if you post announcements in many blogs using the identical words and text links. Patterns emerge and become more obvious when the numbers increase. This is what happens...

Initially as a few of the directories start to "pick up" the links and publish them on their pages, Google will start finding the links, and initially the site will get a large boost and possibly top rankings. BUT... over time as Google sees more and more of the EXACT SAME LINK TEXT or the EXACT SAME DESCRIPTION, coming from more directories and web sites, it's highly intelligent algorithms will set off alarm bells and red flags.

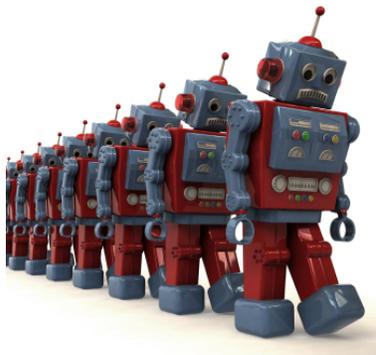
They will notice the pattern and see that an excessive amount of links all have the same link text. This is not what happens in the real world when a site NATURALLY gets links from many different people.

The same link text - many times over - is a tip off to Google that links have been "mass submitted" or exchanged, or traded, or placed on web pages. It's not the number of links it's the PATTERN!

BOOM! A penalty may occur. Now... Google may not necessarily BAN YOUR SITE, or delist your web page for having the same link text, but it will - more than likely - stop giving you the same amount of CREDIT for each link it discovers (essentially a penalty).

The same thing happens when you get a "run of site link" on a large site with many pages and all pages show the exact same link text. At some point Google will say, "Hey, there sure are a lot of links coming from this site to that site, they CANNOT BE VALUABLE, if we see that many links, and they show this pattern thing."

The reason I mention this? Because I would like you to start thinking like a spider, or robot, or Googlebot, so you can see it from their perspective.



When the Bots see 1 or 2 or 5, or maybe even 20 text links with a pattern they may not blink or set off an alarm... BUT at some threshold a BUZZER will go off.

It's just common sense to try and avoid PATTERNS and REPETITION and FOOTPRINTS, so that your likelihood of triggering search engine alarms goes down, and your chances of getting and attaining top rankings goes up.

So, without going into detail in this first article about variety and diversity, let me just say that it is very important, that as you build your web sites, you try your best to emulate "real world" behavior. Act natural!

Acting natural can apply to so many areas . It will almost always give YOU the edge over less experienced webmasters and publishers, who don't have the time to think, or be logical, or mix up their working patterns, so that the sites are natural.

So... let's quickly cover a few areas where you can apply the logic we've been discussing.

LINK TEXT - variety in link text. It just is not natural for a web page to have a LARGE PERCENTAGE of TEXT LINKS pointing at it to have the same exact link text. Use variations and related words. (It's ideal if those words actually appear on the page!).

Break up the patterns. By the same token, you do not want ALL of your text links to come from the same places. That's where DIVERSITY comes in. You want your link text to have variety and come from diverse IP addresses on web pages hosted on servers all over the world.

Also, make sure you consider the words on the pages that surround your text links. When possible make sure those words are unique and don't fall into patterns or excesses.

In the earliest days of SEO it was common to simply repeat a keyword many times on a document. Those days are long gone. Search engines like Google look at a myriad of factors when deciding who should rank on top. And one of the things they consider is whether patterns or unnatural excesses occur in relation to the pages being ranked.

The solution is really quite simple! Break the patterns! Employ variety! Variety and diversity are our secret weapons!

~ Mike Liebner is the founder of Article Underground, a premium membership service that helps webmasters and publishers with optimized PLR articles, social blogs and SEO advice. Get hours of training when you subscribe to the free "[Words=Money](#)" newsletter. (ArticleUnderground.com)

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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/www) ==> <http://www.cdzn.com/www>

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Adding Urgency With "Credible" Countdown Timers

by Paul Galloway

If you've been in the "Internet Marketing" circles for any length of time, you've no doubt been exposed to sales pages which include some verbiage similar to this:

This discount price only good until Midnight, October 8, 2007!

Or maybe they say something like this: Because you're ordering today, October 8, 2007, you also get these bonuses!

If you leave the page and come back the next day, you will see the deadline has magically moved. It's a simple Javascript trick that's been used for years to create a "sense of urgency" in the reader. The problem is, it's an old trick, and most IM-savvy people know the "deadline" is a moving target.

I don't know about you, but when I see something like that, my first reaction is "Yeah, right!" - and the credibility of the author is immediately put in the "questionable" category in my mind.

However, as I've worked behind the scenes for other marketers, I've seen the power of a REAL deadline - it's quite fascinating to watch a slew of orders squeak in just prior to an advertised deadline!



Deadlines have power. In fact, many old-school direct marketers don't consider an advertisement to be complete unless it includes a deadline, and they include an expiration date on all their "offline" advertising.

The problem with a fixed expiration date on your website, though, is that it's so easy for your visitor to say, "Oh, I've got until Friday - I'll think about it and come back" - and once they're gone, there's a good chance they won't be back.

So we try to get them to opt in to a list, so we can keep nudging them, and reminding them, about the deadline that's looming... but we usually only get a minority of our visitors on the list.

So what to do?

How about a much shorter (but still REAL) deadline to force them to make a decision NOW rather than "thinking about it for awhile"? And we will reinforce that deadline with a running countdown.

I've actually seen these before, but in some cases all you have to do to restart the countdown is refresh the page. That's no good. Sometimes the countdown timer will run to 0:00 and the offer remains the same - not good either. The page / offer MUST change when the timer runs out, or we lose all credibility with the reader.

You can see a simple example of this here: [Sample Countdown Timer](http://www.paulgalloway.com/utilities/24_hour_expiration_with_cookies_and_redirect.html)
http://www.paulgalloway.com/utilities/24_hour_expiration_with_cookies_and_redirect.html

If you load that page and wait two minutes, the page will redirect to another site. In your case, you'd set the redirect URL to another page on your site with a modified offer (higher price, fewer bonuses, etc.)

If someone reloads the page, the countdown timer doesn't start over - it maintains its "state" and continues to count down. The countdown "cookie" is maintained for a year, so if the visitor comes back anytime after the 2-minute deadline, they will be immediately redirected to the 2nd offer.

Now sure, if someone wants to reset their cookies, the timer will start back at the beginning. But let's face it, anyone who's really determined to cheat the system can open up a different browser or go to a friend's computer and visit your site from there - so it's not worth our time to try and create a cheat-proof system.

(If you really want to make it cheat-proof, you'll have to go back to using a specific date as your deadline and change the offer when that deadline is reached.)

To use this script on your own page, just open up the source code on the example page (do it before the 2 minutes timer expires!) and follow these three steps:

1. Copy the Javascript from the HEAD section of my web page into the head section of your web page.
2. Just before the closing body ("`</body>`") tag, add this Javascript:

```
<script type="text/javascript">  
<!--  
WindowLoad();  
//-->  
</script>
```

(Make sure the "WindowLoad();" command is on a line by itself...)

3. Where you want the countdown timer to appear, insert this line:

```
<span id="CountDownPanel" style="color:red; font-size:20.0pt; font-weight:bold"></span>
```

(You can of course change the style attributes...)

Obviously the 2 minute timer used in this example is too short - you'll want to change the "seconds" variable to some higher value (right now it's set to 120 seconds - 1800 seconds would be 30 minutes).

And you'll also need to change the "redirect_url" to your "2nd offer" URL

If you don't mind getting your hands dirty (or hiring someone else to), you can do all kinds of fun things when the timer runs out. For instance, instead of having the whole page redirect to a different page, you could dynamically change the content on your page (see the previous article on my blog, "Dynamically Personalized HTML"). The change(s) could include the prices, bonus section, order links, etc.

Or you could get really fancy and have a pop-over window that says something like "Sorry, you missed the deadline; the price is now \$X.XX and bonus #1 is no longer available. The price will go up to \$Y.YY in 20 minutes. " and start the timer again... that would REALLY add credibility to your deadline, in my opinion.

~ Paul Galloway is the technological wizard behind the curtain. He can program anything from [sophisticated affiliate software](#) [cdzn.com/sgx](#) to simple gadgets and widgets. Get cool doodads like this one and sign up for his newsletter at [The Online Tools Blog](#) at [biztoolsbrief.com](#).

12 Differences Between Frustration Cycle Wanna-Be's and Real Entrepreneurs

Renaissance Club excerpts used with permission by Perry Marshall

1. Wanna-be's obsess about ideas. Entrepreneurs obsess about implementation.
2. Wanna-be's want more traffic. Entrepreneurs focus on conversion.
3. Wanna-be's focus on positive thinking. Entrepreneurs plan for multiple contingencies.
4. Wanna-be's want to get on TV and get "famous." Entrepreneurs build their list.
5. Wanna-be's seek a perfect plan. Entrepreneurs execute and adjust the plan later.

6. Wanna-be's wait for their lucky break. Entrepreneurs engineer four, five, six plans and execute them in tandem, wagering that at least one plan will work out.
7. Wanna-be's fear looking stupid in front of their friends. Entrepreneurs willingly risk making fools of themselves, knowing that long-term success is a good trade for short-term loss of dignity.
8. Wanna-be's protect their precious ideas from harsh reality, postponing the verdict of success or failure until "someday." Entrepreneurs expose their ideas to the harsh light of day as soon as reasonably possible.
9. Wanna-be's put off practicing basketball until they've got top of the line sneakers. Entrepreneurs practice barefoot behind the garage.
10. Wanna-be's believe what they're told, believe their own assumptions. Entrepreneurs do original research and find out what paths have been already trod.
11. Wanna-be's believe they can do anything. Entrepreneurs do what they're gifted for and delegate the rest.
12. Wanna-be's think about the world in terms of could and should. Entrepreneurs think in terms of is and can be.

Another Kind of Wanna-Be...

Yet another kind of delusional person is the guy who thinks that the one solution to one thing... is the One True Key to Everything. The guy who doesn't want to do anything except that one little thing.

I'm on a roll, aren't I? Let me tell you about a delusional student. This guy bought my AdWords course a year or two ago, devoured it, and got a huge boost to his business.

He went from AdWords ignorance to success. Then he enrolled in coaching thinking that all he needed to do was get better and better and better with AdWords and everything would take care of himself.

Six months later he's complaining to his coach, that click prices have gone up quite a bit - he says his competitors have caught on to this AdWords thing and are starting to improve their ads too. He's barely keeping his head above water, and he's really disappointed in this coaching program.

Coach: We were hoping you would do some of the other stuff we teach, like improve your landing pages.

Estudiante: I tried that.

Coach: Did you split test?

Estudiante: No, that stuff is too complicated for me. This whole course is over my head.

Coach: It only takes about an hour to set one up. Did you listen to the call where we explained how to do it?

Estudiante: No, I wasn't on the call because I never got the email message.

Coach: The call in details were on the schedule. But anyway, the MP3 is posted on the Members download page. Why don't you listen to it now?

Estudiante: Nah, I don't really want to. These clicks are just going through the roof and this is too hard and I'm really disappointed in this AdWords coaching program.

Coach: Would you like some tips on how to make your landing page better?

Estudiante: No, because I just hired a search engine optimization guy so we can finally get some free traffic.

Now that's a guy with a lot of Moxie, wouldn't you say? I for one do not have the guts to spew out that many lame excuses in a row. Especially to a fine gentleman like his personal coach.

How sad... that Estudiante's free traffic (if he ever actually gets it!) isn't gonna convert either.

~ Perry Marshall is the undisputed champion of buying search engine traffic. His strategies bring clients over 500 million clicks per month. Choose from his [Personal PPC Coaching](http://cdzn.com/pmc) cdzn.com/pmc the [PPC Conversion Seminar](http://cdzn.com/pmt) cdzn.com/pmt or buy his "Ultimate Guide to Google Adwords" book at Amazon.com.

(Michael Campbell Notes: Remember that search engines don't buy anything... people do. Just getting traffic is only half the battle. What's harder to do, and more important to do, is persuade your reader to take action once they reach your site. Deliver on what your PPC ad, or site Title and Description said. Continue that conversation in the mind of the consumer as they reach your landing page.

Reinforce the original message right at the top of the landing page, to get their attention. Use a compelling story, sub headlines and bullets to keep their interest. Appeal to the human nature of the individual by engaging them in an emotional story and building desire. Persuade them to take the desired course of action, to address their need, want, desire, or solve a problem, whether it's a click, download, signup, or sale.)

Write Naturally, Write Quality & Write Themed!

By Dr. Andy Williams

The search engines have fought back against spammy content over the last few years. Gone are the days when nearly every page in the top 10 was nothing more than keyword focused drivel, or worse still, search engine listings for the keyword you typed in, created by a spam generator.

Today, to get your pages to the top, you need to write quality content.

As you may have heard, Latent Semantic Indexing (LSI) is playing an increasingly important part in search engine ranking. What this means to the average Webmaster, is that you now need to consider LSI when you create website content.

Put simply, LSI looks for word combinations on a page to help it decide what the page is about. e.g. LSI won't be able to categorize a page if all it knows for sure is that the page contains the word "car". However, if the page also has the words "stereo", "speakers", "installation", "wire cutters" and "screwdriver", then LSI will have a better idea of how to deal with the page.

To rank well these days it is becoming more and more important to "help" the LSI filters to understand what a page is about. You need to make sure there is absolutely no doubt, and fortunately, it's not only easy, it's also very natural.

How do we do this? Well I call it themeing.

To theme a web page, the writer needs to make sure that the words you would expect to appear, actually do. If you know a topic well, this is easy. Just write naturally.

By writing naturally you will unconsciously include many of the important theme words within your article (after all, this is the idea behind LSI - naturally written, quality articles will have certain sets of words included).

Whether you know a topic well or not, I recommend you always have a list of theme words to refer to as you craft your content.

Finding a group of "theme" words for an article is easy. Think about this. When someone searches for something at the search engine, they will usually include words related to the topic they are interested in researching.

Let's look at an example.

What would someone type in at Google if they were interested in finding out whether it was safe to use nicotine patches when pregnant?

Well how about this:

"Can you use nicotine patches if you are pregnant?"

Here are the actual phrases I found at Wordtracker that people are searching for:

pregnancy nicotine patch
being on nicotine patch while pregnant htm
pregnancy and nicotine patch
is the nicotine patch okay for a pregnant women to
using nicotine patch during pregnancy
nicotine replacement pregnancy
use of nicotine patch during pregnancy
helping pregnant smokers quit smoking nicotine aid cessation
nicotine patch pregnancy

Look at all of those words! These are words that searchers think are relevant to the question of using nicotine patches while pregnant.

Let's count up all of the words that make up these phrases. Here they are:

9 nicotine, 7 patch, 4 pregnancy, 3 pregnant, 2 during, 2 pregnsncy, 1 aid, 1 being, 1 cessation, 1 helping, 1 htm, 1 okay, 1 quit, 1 replacement, 1 smokers, 1 smoking, 1 use, 1 using, 1 while, 1 women.

The numbers next to each word indicate how many times each word is used in the original group of phrases. The interesting thing here is that the words with the higher counts are the ones you would think of as being the more important theme words. The top 4 are nicotine, patch, pregnancy and pregnant!

What I have found is that generally, the words with higher counts are more important. In other words, the count number gives a good indication of relevancy.

When I create content for my sites, I usually start with a much bigger list of initial phrases, and turn those into theme words using [Keyword Results Analyzer](http://ezseonews.com/kra) (ezseonews.com/kra). I'll then usually consider any word that occurs more than once, except small words like "the", "at", "in" etc. This can result in 30+ theme words.

I'll try my best to get all 30+ words into the content, though it is important never to stuff words into the page. The page must be grammatically correct, informative, and read well for a human. As for article length, it should be as long or as short as necessary to cover all the points you want covered. Remember, you are writing this for a human, not a search engine, so try to answer the questions that humans want answered.

Benefits of Themeing Content

As if better rankings for main phrases were not enough of an incentive to start themeing, here is another benefit. Your page will rank for a huge number of long tail phrases as well.

A recent article I wrote for one of my new sites (the site is Page Rank Zero, and only a couple of months old) got indexed in Google (it was included within 24 hours of posting on my site). In the first 48 hours after its inclusion, it was found for 17 different search phrases. Here are the rankings of my page for those 17 search phrases in Google:

1, 1, 1, 1, 2, 2, 4, 5, 7, 14, 14, 16, 17, 31, 55, 56, 75

The keyword phrase that ranked at #55 was a two-word phrase that has over 2 million competing pages in Google. The phrases at 56 and 75 were similar in nature, and represent my ultimate targets for ranking.

What you should take from this example is that Google thought my page was the most relevant page in its index for 4 of the search phrases that were typed in. In fact, it ranked my page in the top 5 for 8 different search phrases. That's quite a feat for a page that is less than a week old, on a site that is around 2 months old.

Was this a lucky article? Do my other articles and sites perform this well?

Well, I have a small site built with quality content that I wrote myself. The site has 13 articles on it. Those 13 pages have been found for 1555 DIFFERENT search phrases in the last few weeks. That averages out to about 120 different search phrases per page.

The site is a little more established than the one I mentioned above, and has a Page Rank 2. One of the main phrases I targeted on that site has 1.3 million competing pages in Google, and my page has been in the top 3 for several months.

Themeing content is not new. In fact it is the most natural way of writing an article. If you write an article from knowledge (and passion), it will automatically be themed.

However, most Internet Marketers are not so passionate about the topics they write about, and therefore need a little help. This is where themeing becomes an important tool in the marketers toolset. Finding those theme words will guide you through the writing of your article, and prompt you into using the correct words along the way.

For better and more secure rankings, write naturally, write quality, and write themed!

~ Dr. Andy Williams writes a [free weekly newsletter](http://ezseonews.com/ezseo) ezseonews.com/ezseo offering tips, help, and advise for those struggling to make a living online. Signup today for great advice and get a whole stack of valuable bonuses.

SEO FAQs From Planet Ocean's Team of Researchers

Excerpts used with permission by Stephen Mahaney

Quality Score Alert! -- Google AdWords Cracking Down On Affiliates, Arbitrage, Ebooks, And Name-Squeeze Pages

Question: I heard that Google slapped penalties on certain MFA (made for AdSense) sites, are there any other types of sites that have been affected by this latest slap? I'm worried because I have a squeeze page on my home page, and am trying to get visitors to sign up for my free report.

Answer: Google recently created a new FAQ which outlines the business models that will receive low landing page Quality Scores. Some will have their bids raised, others won't be allowed to run at all.

The User-be-Warned Business Models

These websites are likely to merit low landing page quality scores and may have difficulty being able to advertise affordably. They consist of the following types of sites:

- * eBook sites that show frequent ads
- * 'Get rich quick' sites
- * Comparison shopping sites
- * Travel aggregators
- * Affiliates that don't comply with Google's affiliate guidelines



Such sites will still be able to advertise, but are likely to have their quality score jacked up so high they may no longer be able to turn a profit. If you run such a site, be sure to read this month's report on boosting your quality score to learn strategies that will keep Google from chopping your business model off at the knees.

The Avoid-like-the-Plague Business Models

These sites will be hit with low quality scores, and if Google gets any complaints about them, they will not be allowed to continue running ads. They consist of the following types of sites:

- * Data collection sites. -- These are sites that offer free gifts, subscription services etc., in order to collect private information. More commonly known as squeeze or name squeeze pages.
- * Arbitrage sites. -- These are sites that are designed for the sole purpose of showing ads.
- * Malware sites. -- These are sites that knowingly or unknowingly install software on a visitor's computer.

If you have a name-squeeze page, you can generally keep its Quality Score high by offering something of value without requiring personal data from your visitors. You can still require registration for full access, but you must also offer something of value with no strings attached.

For arbitrage sites (where you're buying traffic from Google in order to make money by showing ads to that traffic) if you have good content in addition to those ads you'll be able to keep your quality score high. It's when you're plastering ads all over autogenerated garbage content that you need to start worrying.

As for malware sites, not sure there's much we can help you with there. You're pretty much screwed.

Google is very protective of their AdWords baby, placing a premium on making sure that people who use the system (both the advertisers and people who click on the ads) are satisfied.

Once sites start to threaten the quality of that user experience, Google takes protective measures. Can't hardly blame them, though it may put a dent in a business model or two.

Should I avoid linking my own sites together in order to avoid a Google penalty?

Question: I've been cross linking my ecommerce sites for years. I get traffic from cross linking and don't want to lose the traffic, but I'm concerned about a potential penalty.

I have decided I'd like to get out of the "gray" area and clean things up a bit by unlinking these sites. But before I do, I thought I'd give you all a shout to see what you thought.

Answer: If you're doing well in Google, then you'll want to be very careful about removing any links from your sites. Any links you remove (even if you feel they're a bit gray) could cause you to lose your current rankings. We wouldn't make this change all at once. Here's what we'd do:

- * Try it on just one of your sites. Decouple it from the overall link network or just link to it from one or two of your other sites.
- * Before you remove any links from your site, find a few places to get links that you think would be of equal value to replace the links you'll be losing.
- * Track your traffic and rankings and see how they're affected by the change.
- * Wait until the search engines have indexed the site a few times (typically 4-6 weeks).

* If everything still looks good ranking-wise, then move onto the next site and so on.

This way will take much longer, but you don't jeopardize any existing rankings, and if you find good links to replace the ones you'll be losing from your own network, your sites should be even stronger than when you started.

The critical difference between Domain Trust and PageRank

Question: You often talk about the importance of having a trusted domain. Is this the same as having a high PageRank homepage? If not, can you elaborate on the difference between the two?

Answer: Sure. PageRank is based simply on the number of pages linking to you and the PageRank of those pages. The linking pages themselves could be pure spam, or the owner of the site could have just swapped thousands of links or submitted to hundreds of low-quality directories to achieve that PageRank.

In other words, they manipulated Google's algorithm to boost one variable (PageRank) but that doesn't mean Google will rank them for many keywords. We've seen many PageRank 5 and 6 pages that rank very poorly.

Trust, on the other hand, comes from having the right backlinks--backlinks from sources that Google knows are trustworthy and difficult to spam. DMOZ passes on a lot of trust because Google knows that sites listed there undergo a human review.

Often low PageRank pages will outrank high PageRank pages because they have the right trusted backlinks, or are on domains that are trusted.

PageRank primarily determines how often and how deeply your site gets crawled. It's still a ranking factor, just not the dominant one many give it credit for.

Of course, the best situation is when you have both a trusted domain and high PageRank pages.

~ Stephen Mahaney is the President of Planet Ocean Communications which has provided search engine news and the [Unfair Advantage Book on Winning the Search Engine Wars](http://www.cdzn.com/pob) (www.cdzn.com/pob) for the past 11 years. It was the first and still the best - updated monthly - SEO book.

Content Creation Tactics

by Phil Wiley

Lets get one thing straight. Website content doesn't have to be great. But it does have to be interesting enough to make visitors want to return. Copy though, **does** have to be great.

The differences? The job of content is to entertain and inform. Copy is writing which leads the visitor to take the action you want them to (usually to buy something or sign up for your mailing list).

Some pages on your sites might be all copy, but perhaps you shouldn't have pages which are all content. Your sites exist to make you money, so a blend of copy+content often works well. You can entertain people - get them interested in your site - and then use sales type copy to get them to take action.

Creating content, for a niche that you're not an expert in, can be hard. So here are a few ways to make it easier.

Start by Keeping a Clippings File

If you want to achieve long term income from a niche you've got to become an expert on that niche. Perhaps expert is too strong a word, but you've definitely got to know more about it than the average man or woman in the street. You need to know what people in that niche want to read or watch or listen to. You need to learn a lot about the subject and keep up-to-date on the latest news.



I'm not saying you have to be passionate about the niches you enter, but an interest in the subject does help.

Not that I've got the slightest interest in one niche I've been making money with for over 6 years, and that's hemorrhoids. I built a site on the subject so that when people at parties asked me what I did for a living I could joke about making piles of money on the Internet :)

I've never had a hemorrhoid. Never want one. Never one to see one.

But I have got lots of articles about them in my clippings file so when I'm doing some research, to add a new page or two to my site, I've got plenty of research and facts on hand.

If you haven't already got a filing cabinet buy one. Get some manila folders and start filing pieces on the niches you're working in, or want to enter. Read newspapers, and both mass market and industry related magazines.

You can get often free niche business / industry magazines mailed to you. See buymagazines.co.uk and especially freemags.magazines.com. You might have to tell a few white lies to get on their lists, or just be honest and say that you have websites on the subject. If they're quality sites give the url.

When you get the magazines cut or rip out anything you think might be usable, and file it straightaway. Also collect advertising related to your niche, plus information leaflets and brochures.

I've got a 4 drawer filing cabinet packed with niche specific material. That's perhaps going overboard, and if you're only in a few niches you could keep everything in a cheap storage box.

Rewriting PLR

Rather than just do a straight rewrite of PLR articles (where you change a few words in a sentence, and perhaps change the order of the paragraphs around I've found it's best to add a lot of extra content from other sources.

Sure I do what most people do with PLR and rewrite the basic article by changing words and whole phrases, but then I take it further by expanding it and improving it by adding (rewritten) material from Wikipedia, press releases, news feeds, and my all important clippings file.

Another way you can quickly change PLR articles is to use Dragon Natural Speaking, or a similar program. Read through the article once to get a feel for it, then open Dragon and read it aloud, adding your thoughts, new ideas, etc, as you go along.

Use Press Releases

As an ex journalist I know how powerful press releases can be. Many (non hard news) stories you see in newspapers and magazines spring from the daily press release pile.

At the last newspaper I worked on, before quitting to become a full time affiliate marketer, we received dozens a day and perhaps half of them were passed to journalists to follow up on. The rest were tossed into the garbage bin after a quick glance because they were non-stories.

On days when hard news stories (murders, major accidents, big fires, disasters, etc) are in short supply, press releases are a newspaper journalists lifeline. So I'm surprised how many internet marketers never make use of them.

Here's why you should look at using them on your niche sites:

1. They're news. They're fresh.
2. There are no copyright worries. The very nature of a press release means it's intended for publication and PR people are delighted that the content of their release gets a mention somewhere.
3. It's almost like getting free PLR material. Although the PR company or PR Manager submitting the release would like it to be used as is, you're under no obligation to do so. And it's rare that any publication uses them without making changes - either shortening or expanding them.

Follow the same basic duplicate content rules as you do with PLR articles: make at least basic changes, but preferably rewrite and expand.

All good press releases have follow up contact details. If the story is a good fit for your website consider getting on the phone and doing a short interview to flesh out / expand the story. This way you get content that no one else has (answers to your questions) and give your readers a more interesting story.

While you're on the phone you should also ask if they have anything else you could use on your site. The person you're talking to might send you piles of material you can use - and if it's in brochure form you'll probably find it's never been used on-line, giving you that all important unique content.

[PRweb.com](http://www.prweb.com) = <http://www.prweb.com> (Probably the best source because of the sheer number of press releases in its database, plus the excellent search features.)

Other good press release sites where you can grab plenty of niche content include:

[MarketWire.com](http://www.marketwire.com/mw/advancedsearch.do) = <http://www.marketwire.com/mw/advancedsearch.do> (Which is mainly finance orientated, but being Canadian runs lots of French language press releases in addition to English)

[PR.Com](http://www.pr.com/press-releases) = <http://www.pr.com/press-releases>

[I-Newswire](http://www.i-newswire.com/search.php) = <http://www.i-newswire.com/search.php>

[Eworldwire](http://eworldwire.com/?page=new_search) = http://eworldwire.com/?page=new_search

[PR Buzz](http://www.prbuzz.com) = <http://www.prbuzz.com>

Public Domain Material

There's a lot of it about. Make use of it. But definitely rewrite first.

I use a lot of Wikipedia material. It's all public domain. They call it a creative commons license. As long as you put a back link to Wikipedia somewhere on that page you can use it.

But again just use it as the raw material. Add to it, blend it with PLR material, do some rewrites, and you've got unique content. You can use one long article from Wikipedia as the base to make half a dozen or more pages on your site.

Also look at other Wiki's. And don't forget that sites these days aren't just filled with written material. [Wikimedia.org](http://www.wikimedia.org) has almost 2 million freely licensed photographs, diagrams, animations, music, spoken text, and video clips.

[Commons Licensing](http://commons.wikimedia.org/wiki/Commons:Licensing) = <http://commons.wikimedia.org/wiki/Commons:Licensing>

You can also get a lot of content from US Government sites. Most government information is in the public domain and can be freely distributed and copied (they prefer an acknowledgment) Note: you can freely use most, but not all government material. If it has a copyright notice you obviously can't, and sometimes there are commercial use restrictions.

[Copyright Basics](http://www.copyright.gov/circs/circ1.html) = <http://www.copyright.gov/circs/circ1.html>

Other Ways

Go into stores selling products related to your sites and collect advertising handouts and brochures. You can use them as raw material for your articles. Make sure you don't use any copyright material. Totally rewrite them.

Once you're doing well in a niche start attending trade shows and seminars covering that industry / topic.

You can get enough information at one trade show to last you all year. Collect all the free handouts you can. Collect every piece of advertising literature.

Go for a coffee and quickly flick the material you've collected, until you find something that's really interesting or new to you. Then go back to that stand and talk to the people running it. Ask to be put on their mailing lists. Take a voice recorder along and try and get some soundbites or short interviews.

Something that's important. If there's a PR person on the stand ask them if you can use the material in their brochures on your website. Quite often they'll say yes. Collect their business card so you've got their email address.

After the seminar do some searching to see if the content of the brochure is on-line. Quite often it isn't, which means unique content for your site. A few days after the trade show, email the PR person and verify that it's ok to publish the brochure content on your sites. This way you've got permission in writing.

You don't even need to attend trade shows to do this. You can just email companies or government departments and ask permission.

Everywhere wants good publicity. So if you've got a quality site, it's easy to get content given to you.

~ Phil Wiley's online marketing newsletter has been helping people succeed with their home businesses since 1997. Visit his blog at PhilWiley.com for hype-free advice on how you can make a good living with affiliate programs.

Removing Obstacles to Success

by Michael Campbell

You know that little spool in the middle of the toilet paper roll. My friend asked me, "What's the use in recycling that one tiny bit of cardboard?" I told her that when we all pitch in every little piece, it ends up making a big difference.

Then I thought... Why should positive attitude and success be any different?

How do you fall a tree? One axe swing at a time. How do you eat an elephant...

If you do nothing every day, at the end of the year you'll have nothing. If you do a little bit every day, like add one page or one link per day to your site, at the end of a year, you'll have a significant achievement.

Some of the best advice ever came from legendary sales trainer Jeffrey Gitomer. It was his friend, Dr. Paul Homoly who said, "Make all decisions based on the person you would like to become."

Then I overheard Zig Ziglar say, "You don't have to be great to start... but you do have to start to be great."

So how do you get from here... to where you want to be?

Educate yourself for the next thing you want to try. Try your best. Don't be afraid of failure. Determine that you will succeed, regardless of what it takes, or how many times you fail. Study and practice.

Study 75%, practice 25%. Later on you can still read just as much, but you won't learn as much. So in the future 20% of your time can be spent learning and 80% of your time doing.

Ask any musician, athlete, mechanic, doctor, writer, or business person how they got so good... the answer is practice, practice and more practice.

How do you become a master carpenter? By listening, watching and then doing... over and over, until you are unconsciously competent. A master of your craft.



Here's how to become unconsciously competent, confident and bursting with positive attitude. It's also how I became a writer. And I can tell you for certain that at least 90% of my income over the past 10 years, is the direct result of something I wrote. Here's what I do...

Get up a little earlier than usual. Make this your quiet reading time. Spend 15 to 30 minutes reading inspirational material, stuff that pumps you up and creates a positive attitude.

Spend the next 15 to 30 minutes writing about what you've learned. Write whatever inspires you. You can post it to a blog, add the page to your site, or just file it away. It doesn't really matter. It's the process, the exercise that's important.

Like anything, a positive attitude and a successful mindset can be learned. Practice the fundamentals. It takes repetition. Time to make it a motor skill, until it's second nature. It becomes who you are and hard-wired into your brain.

Indecision + Doubt = Fear

If this condition is not treated with action, it will lead to poverty.

Focus on the positive memories and forget the bad. For whatever you dream about the past, you bring those moments into the future. Do not be paralyzed by inaction. It only leads to procrastination.

All success comes as the result of hard work. Taking action. Focus on the next achievement. Recognition will come later. Make sure the goal is achievable and reward yourself when you get there.

Knowledge + Action = Success

Instead of wondering if you could have been, should have been, or might have been... just do. Take action.

Start your day by reading inspirational material. It will lead to a positive attitude throughout the day. Write daily. Make a commitment to yourself. To study and practice your chosen field.

Dedicate yourself to constant never ending self improvement. Do a little each day. Study then practice. Aspire to achieve excellence.

Make all decisions based on the person you would like to become. So let me ask you... Who will you be? Why not decide and then go there.

~ Are you marketing a product or service online? Now you can get the same ideas the pros use, including tips, tricks and sneaky strategies in [Michael Campbell's Internet Marketing Secrets Newsletter](#). Subscribe FREE at [InternetMarketingSecrets.com](#) .

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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SEO Training for Competitive Markets

What are your main keywords? Would you like to be in the top 10 search results on Google... the most heavily used search engine? Of course you would... who wouldn't love to get all that traffic?



How would you like to be mentored by someone who consistently has his site in the top results? Someone who holds down top position in one of the most competitive markets? I'm talking about Colin McDougall, author of the highly acclaimed [VEO Report](#).

If you think competing for wedding favors, or barbecues is hard, try credit cards. Colin holds down top 10 positioning, for several keywords in this hyper-competitive market. If he can battle it out, for some of the most competitive keyword terms on the planet.... just imagine what he could help you achieve in your market!

[Join Colin McDougall's Fly on the Wall Club](http://www.cdzn.com/fly) <http://www.cdzn.com/fly>