

1 Internet Marketing for Fun and Profit

- By IDEABOX Marketing & Design

2 Local Search.

What is it

and how many people are doing it?

3 Local Search

- What is a blog?
- How to set up a blog for free
- How to use a blog to market your web site

4

- 215,088,545 Internet users in the United States – 71% of the population
- 91% of these people use search engines
- 74% of search engine users utilize online search to look up LOCAL information
- $215,088,545 \times 91\% \times 74\% = 144,840,626$
- 7,523,805,000 searches performed in the United States in February 2008 (Top 10 Engines)

5 What else do people do when they are online...

6

- 91% Use a search engine to find information
- 83% Look for info on a hobby or interest
- 81% Look for information about a product or service they are thinking about buying
- 66% Buy a product
- 56% Watch a video clip or listen to audio
- 55% Look for “How-to” information

7 OK, so what do I need?

- Market research in your _____ niche that includes topics and _____ popular keywords
- Build your web site “system”
- Drive traffic to your site
- Convert that traffic so that they _____ buy your product or service

8 1. Market Research

- Why is it important to do market research?
- How do I do market research online?

- Where can I go to find out what people are looking for and buying online?

9 

10 Search Engine Optimization

- What is Search Engine Optimization?
- Why is it an important part of market research?
- How can I know what words people are looking for?

11 How IDEABOX does SEO

12 How IDEABOX does SEO

13 The Long Tail of Search

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15 2. Building Your System

- There are 4 types of web sites
 - Squeeze page – Captures visitors' info
 - Sales Page – Your online sales page
 - Keyword–Optimized Content–Based Site
 - Online “Brochure” – 4–5 page mini site

16 3. Driving Traffic

- There are many ways to generate traffic
 - Paid Advertising, Blogs, Link Building, Articles, Forums, Social Networks, Affiliates, E–Books, Online Video and More!

17 Paid Advertising

- Why you shouldn't use certain types of paid advertising.
- How does Pay–per–click advertising work?
- How can I get on the first page of Google?
- How much does it cost?

18 Local Search

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19 Blogging

- What is a blog?
- How to set up a blog for free/
 - Blogger.com
 - WordPress.com
- How to use a blog to market your web site

20 Link Building

- Why is link building important? (remember the robots)
- Are some links better than others?
- How can I build free incoming links?

21 Article Submission

- How to quickly become an industry expert
- Why is article marketing so important?
- What about the robots (and humans)?

22 Forum Participation








- How to find your industry forums
- It is all about giving. Try it, it feels good.
- How to start buzz about yourself in forums

23 Social Networks

- What is a social network?
- Why should I care? Only kids use social networks
- How can I use social networks to my advantage?
- How to start your own network for free

24 Affiliates

- What is an affiliate?
- How can I use affiliates in my business?
- How can having an informational product help my business?

- 25  YouTube & Online Video
- Online video is HUGE!!!
 - How to use it in your marketing
 - Viral examples of online video marketing (Will it Blend, etc.)
- 26  4. Conversion
- How do I convert my traffic into customers?
 - What is relationship marketing?
 - How do I become the “expert” to my visitors?
- 27  Email Marketing
- What is email marketing?
 - How often should I email my customers?
 - What should I put in my emails?
 - Who do I send emails to?
- 28  Interest List
- Why is your interest list considered “Gold”?
 - How do I build my interest list?
 - What do I do once people are on my list?
 - Where do I find the time for all this emailing?
- 29  Auto-responders
- What is an auto-responder?
 - How does one use an auto-responder?
 - What is a good autoresponder to use?
- 30  E-books and courses
- I sell widgets, why should I have an e-book?
 - How do I write an e-book?
 - OK, I wrote it. Now what do I do with it?
- 31  Continuous Content
- Why your web site is a living breathing thing
 - Why dead web sites stink
 - Remember the robots and humans...

32 Teleconference

- Why do a teleconference?
- How can it help my business?
- How do I set one up?

33 Visitor Analysis

- How you can track your visitors' every move for FREE
- Why you absolutely MUST know your visitors.
- What can you discover from visitor behavior?

34 Thank you for being here today.

Download today's handouts and get a free copy of the audio recording at:

<http://tinyurl.com/ideabox>