

# Secrets of Internet Marketing for Profit

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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## Internet Marketing Strategies

Internet marketing strategies are important to anybody who has an internet business. There are many ways to market your product online, and which are relevant to you depends a lot on the nature of your product, in fact it could be said that they depend entirely on your product.

First of all let us define the word 'market' so that we are on the same wavelength. Roget's Thesaurus defines the verb market as to [advertise](#), [barter](#), [display](#), [exchange](#), [merchandise](#), [package](#), [retail](#), or [vend](#). In other words, everything to do with advertising and selling on the internet. Your marketing strategy, therefore, is to achieve any or all of these.

Let's take the first definition, 'advertise'. There are several advertising strategies that we will look at first. Initially, the traditional method of advertising online is to be listed by the search engines. In order to achieve this your website must be optimized to be friendly to the requirements of the search engine algorithm that is loaded as a mathematical statistical equation in to the software known as the 'spider' that 'crawls' your website.

What this 'spider' does is to read the html on each individual web page, and rate each page for relevance to the keyword that is the theme of the page. That relevance is based on the use of text that relates top the search term used by the search engine's customer, or, in other words, the keyword. This is worked out by the algorithm based on frequency of the keyword (not too much), use of semantically related text that more or less simulates human thought, and also how many other sites link to each page and so indicate the value of that page with respect to the keyword concerned. There are many other aspects of the website that the algorithm takes into consideration, but nobody except Google employees knows what they are.

Ultimately, you site gets listed in the search engine index for the search term that the visitor is using to find the information they want. That is why each page is considered individually.

That is the main way that webmasters try to market their website. However, just as effective these days, if not more so, is article marketing. Writing articles and submitting them to article directories has been assuming increasing importance and relevance in internet marketing, and wil continue to do so for the foreseeable future. There are techniques that should be used to maximize the impact of your articles, and bring as many visitors to your site as possible.

There are three aspects to article marketing. One is to get your name known as an expert in your field, which makes your website all the more attractive to those who recognize your name. Another is the direct advertising you get through the author's bio, or resource box, that is allowed with each article submission to the article directories. If used properly it can bring you a pile of traffic.

What you should do is not provide the whole answer in your article, and leave the reader wanting to find out more, or even read the end of the story. They get that when they click on then link you provide in your resource box. The link must lead them to the page that provides what they want, nit your home page. So you get visitors.

Others may like your article do much that they copy it to their website, so you get visitors from there also. Not only that, but you get a back link from each of these websites, and also from the article directories that accept your article. Some of these have a high page ranking, which improves the value of the link.

You could also arrange reciprocal links with other websites, though these are though to be dropping in popularity due to a perceived reduction in Google's view of the validity of them. This is though to be due to the increasing use of software than arranges reciprocal linking between sites that have little relevance to each other. There are now subscription sites that set up such links between subscribing websites. This dilutes the usefulness of these links to Google customers, so Google appear to be downgrading sites that are involved in this practice.

## **Importance of Testing and Tracking in Your Business**

When running an internet business, the importance of testing and tracking in your campaigns cannot be overstated. Irrespective of whether it is a sales letter, a web page or and advert, it is essential that you test the effectiveness of what you are trying to achieve and track the results that you achieve.

Let's look at a sales campaign, and how important it is to test and track every aspect of that campaign. How do you know your sales letter is effective? How do you know where people are failing to make the right decision. What pages on your website do they enter, how long do they stay and where do they exit from. Without adequate testing and tracking techniques, you will not know any of that vital information.

With a sales campaign especially, you want to know the statistics at each stage in the sales process. Let's assume you e-mail your list with a sales letter that, when opened, offers a clickable link to your main sales page. That then offers two clickable links to the purchase page where there are also two choices: credit card or PayPal. Let's look at each of these stages in what is really a quite simple and common process that most people who sell on the internet follow.

First, your e-mail campaign. You have a list of 10,000 targeted people on your list that you send your sales letter to. How many of these actually open your e-mail? Without this information you can't even begin to test and track the rest of the campaign, so first you must install an email tracker that tell you how many e-mails were opened. There is free software on the internet that tells you when your email was received, and when it was read, plus the delay between the two.

You can find how many of your emails were not read. That in itself is useful information since it tells you that you have to have a look at your subject line. You might need to alter it so that it looks less spammy, and provides a compelling enough reason for the recipient to open it. Information on the e-mails not received is also useful, and you should find out if the email address is still valid.

Next, your tracking software should tell you how many people visited your sales page. You know how many opened your email and read your sales letter, and you now know how many of these clicked on the link to visit your sales page. This can tell you if you need to make changes to make your sales page more attractive.

The tracking software on your website should be able to tell you how many clicked to purchase your product, and which of the two buttons they clicked on. It then tells you how many purchases were made and what payment method was selected.

Are you beginning to see the use to which all this information can be put? Let's look at it again from the start. First, you have found out how many of your e-mails were not received. There is a reason for this, and you should try to find out what it is. It is usually due to your list member changing their e-mail address, and if they have not informed you they are gone. You can remove them, from your list. However, sometimes there are other reasons and you should try the failures individually just as a cross-check.

The important information is how many did not open the e-mail, having received it. This is for two major reasons. Either they went to their spam box, which they do not check, or they scanned down their e-mails and opened only those from senders they knew or with a compelling subject line. As previously said, you will need to make changes to your subject line and try your e-mail again to those that did not open it. Keep making changes until they do open it, then learn from that.

You now might need to make changes to the content of your sales letter to improve the click rate from sales letter to sales page. Perhaps your headline was not good enough, or you did not stress the benefits of your product enough. It is easier to test changes such as this with a ppc advert than with an e-mailing, since to change your headline then re-send the e-mail would constitute spamming. It does give you information for the future, however. If your message is from a ppc advert, rather than an e-mail, make only one change at a time for your test or you will not know which was effective.

The same is true right through the process. For example, if visitors are going right up to the payment stage then not paying, it could be that you are not offering sufficient payment methods. Perhaps allowing a check payment, or bank wire, might improve your sales conversion.

This example displays the importance of testing and tracking in your business, and if you are not yet doing it then you should, since knowing where your sales effort is failing could give you valuable clues regarding where you should make changes, and also provides a base result to test improvements against.

## Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made with internet marketing.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize