

Make More Money This Year With Online Marketing

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Presentation Overview

- **Who Is Really Making Money on the Internet? (I am)**
- **What Industries Are They In?**
- **Internet Industry History, Trends and Overview**
- **Before They Make Millions, They Get Started**
- **After They Get Started, They Market & Promote**
- **What exactly is Internet and Website Marketing?**
- **Becoming THE Industry Resource**
- **What exactly is Search Engine Optimization (SEO)?**
- **Keywords & Domain Names**
- **Search Engines (Google, Yahoo, MSN, AOL, Ask.com)**
- **PPC/ Pay-Per-Click Advertising**
- **Email and Newsletters**
- **Social Media, Blogs, You Tube, Facebook, My Space**
- **What can YOU do?**



Who Is Really Making Money on the Internet? (I am)

- **Smart vs. Lucky vs. Hard Work vs. Money**
- **Smart** = Knowing what others don't and using to your advantage
- **Lucky / Visionary**
 - Being in the right place at the right time
 - Doing something you love and it turns out to be profitable
- **Hard Work** = Working more hours than your competition
- **Money** = Investment money (or your own) lets you outlast your competition



Money Maker Examples

- **Stephen Messer - Affiliate Marketing – Linkshare (\$400 Million)**
- **Jason Calacanis – Blogging - Weblogs (\$25 Million)**
- **Mark Zuckerberg – Social Networking - Facebook (worth over \$1B)**
- **YouTube/ MySpace – Video Sharing - 500 Million – 1.6 Billion**
- **eBay, Amazon – Ecommerce - Billions**
- **Business.com – Directory - 7 million**
- **CreditCards.com – Domain Name - \$200 Million**
- **Purim.com (I wish 😊)**



What Industries Make Money Online

- **B2B vs. B2C**
- **Products vs. Services**
- **Location:**
 - NY vs. Outside Regions
 - USA vs. International
- **Advertising: (Information)** Publishers, Google, NY Times
- **Companies:** (Product) Ebay, Amazon, Travelocity, Priceline
- **Products:** High End vs. Low Ticket
- **Examples:**
 - Medical Supplies, Cars (Parts and Accessories) Office Supplies, Jewelry, Electronics, Gifts, Gift baskets, Mortgages, Real Estate, Promotional products



Internet Industry History, Trends and Overview

- **Web 1.0** - Good ideas, well funded, some too early, no profit, only losses
- **Internet Bubble** - bad execution, bad mgmt
- **Web 2.0** – Good execution, good mgmt, profitable
- Majority of transactions begin with **online research**
- Most people are using **Google** and don't want to pay brokers fees. They prefer to **buy direct**
- If you want to compete, you must **dominate a keyword search**
- The big players are buying smaller companies (**Google, Yahoo, Microsoft**)



Before They Make Money, They Get Started

- Research Industry
- Buy Domain Names (Corporate and Marketing)
- Build a Website
- Better to build and launch quickly vs. get it perfect
- Analyze Traffic
- Repeat –
 - And don't forget to count the money



Marketing and Promoting Your Website

- What exactly is Website Marketing?
- Website Marketing is everything you do to promote your website.
- New Media vs. Traditional Media
- Not only Internet. Print, Radio, TV etc.
- Search Engine Optimization – Making sure your website is found when people search for your information/ keywords



GOAL: Become THE Industry Resource

- Where do YOU go for your information?
- Become THE LOCAL INDUSTRY resource (vs. Regional, National and Global)
- How? **BUILD COMMUNITY!**
- Create alliances and partnerships – let everyone know that you are the “go to” website



Follow the Google Guidelines

- <http://www.google.com/webmasters/guidelines.html>
- Make a site with a clear hierarchy and text links. Every page should be reachable from at least one static text link.
- Offer a site map to your users with links that point to the important parts of your site. If the site map is larger than 100 or so links, you may want to break the site map into separate pages.
- Create a useful, information-rich site, and write pages that clearly and accurately describe your content.



Search Engine Optimization (SEO)

- **Definition** = Specialized process of choosing targeted keywords and placing them throughout your website on the front-end as well as the back-end, for the purpose of when search engines visit and analyze your website, they can rank you accordingly.

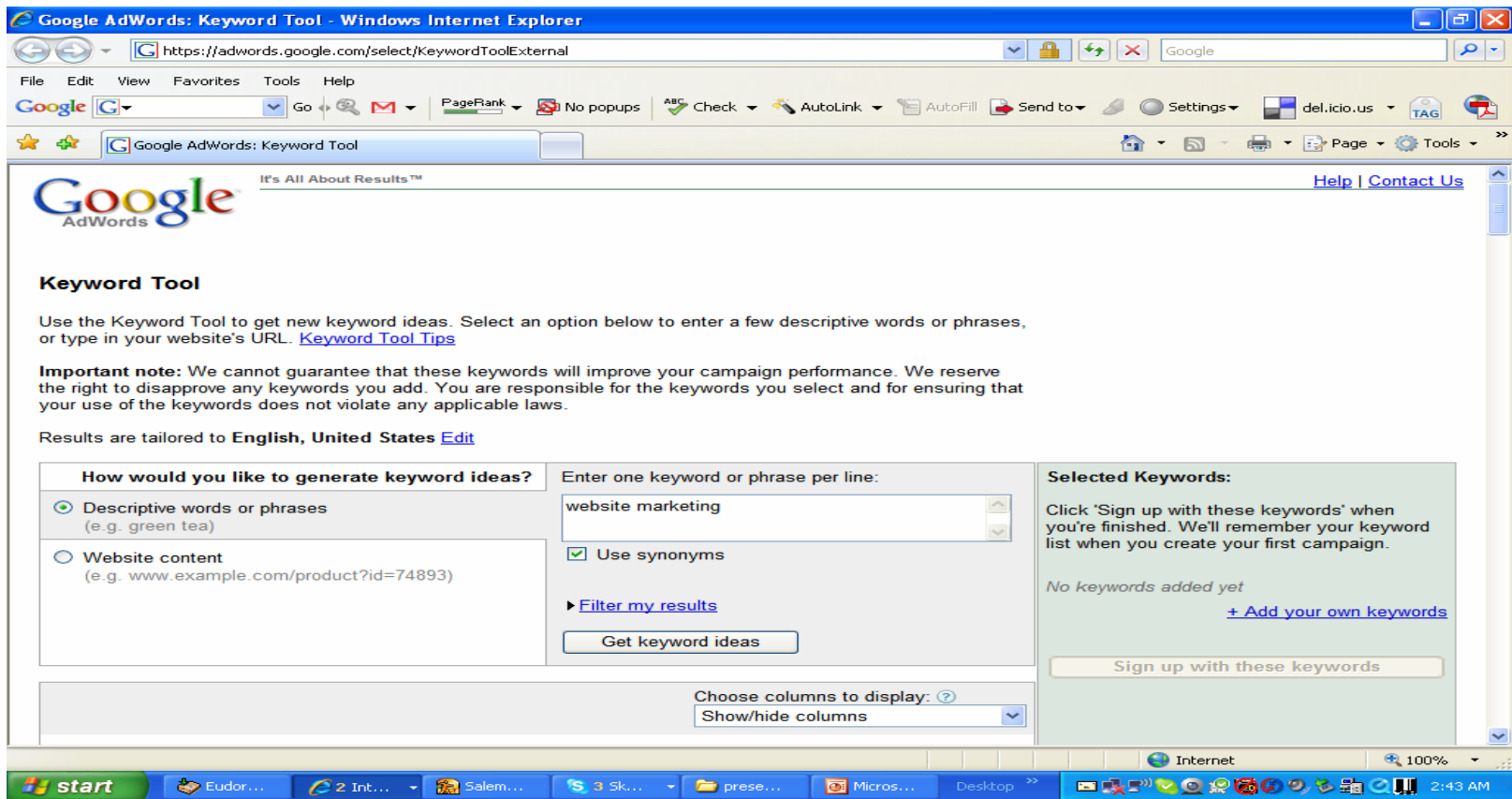


[Keywords]

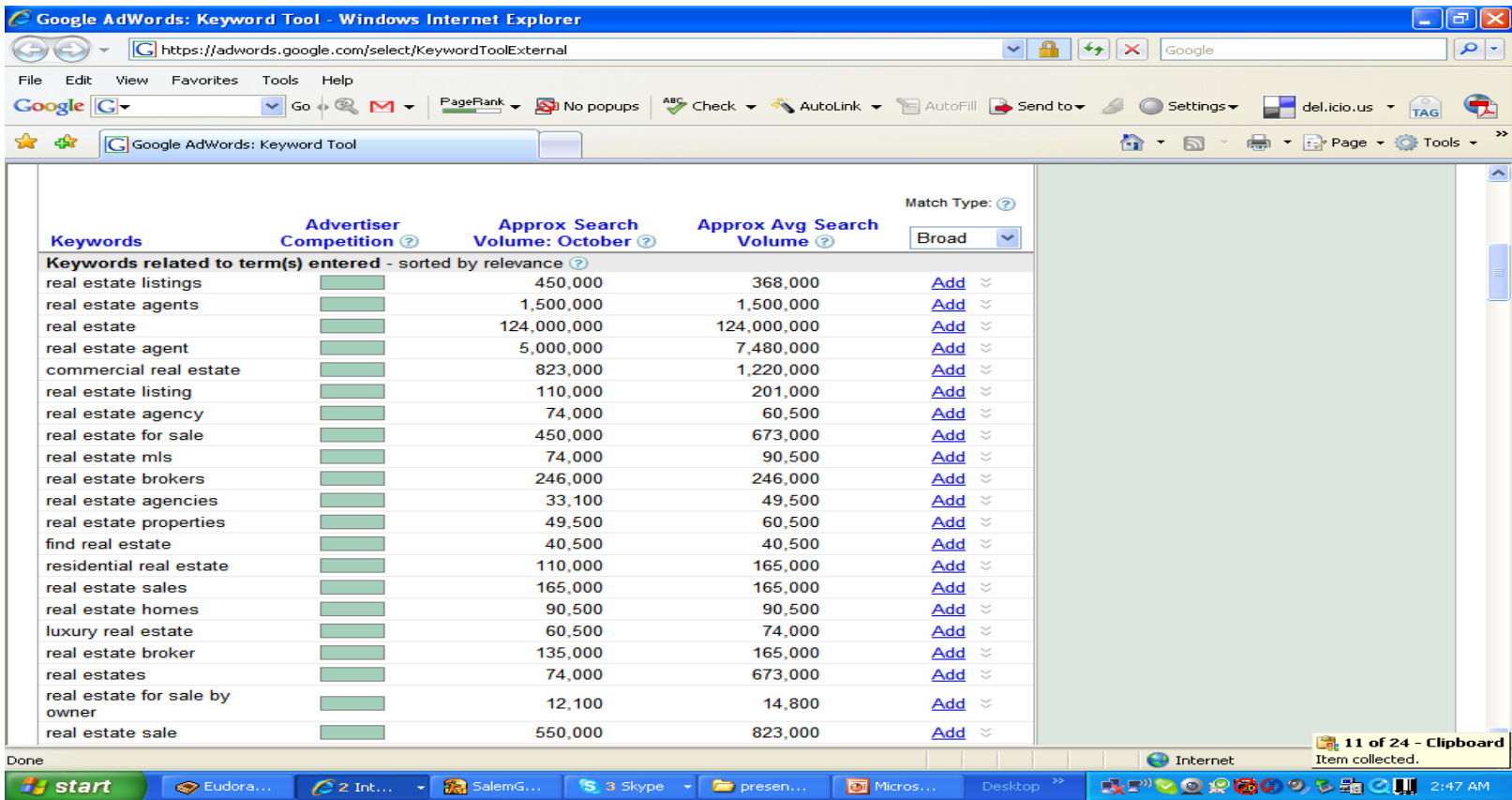
- What are keywords?
- Which keywords are relevant?
- What is the priority for keyword placement?
- <https://adwords.google.com/select/KeywordToolExternal>
- <http://www.nichebot.com>



Google Adwords Keyword Tool



Google results “real estate”



The screenshot displays the Google AdWords Keyword Tool interface in Internet Explorer. The browser window title is "Google AdWords: Keyword Tool - Windows Internet Explorer". The address bar shows the URL "https://adwords.google.com/select/KeywordToolExternal". The page content includes a table of keywords related to "real estate", sorted by relevance. The table has five columns: Keywords, Advertiser Competition, Approx Search Volume: October, Approx Avg Search Volume, and Match Type. The Match Type is set to "Broad". The table lists 20 keywords with their respective search volumes and average search volumes. A taskbar at the bottom shows the Windows Start button and several open applications: Eudora, Internet Explorer, Skype, and Microsoft Office. A notification in the bottom right corner indicates "11 of 24 - Clipboard Item collected."

Keywords	Advertiser Competition	Approx Search Volume: October	Approx Avg Search Volume	Match Type
Keywords related to term(s) entered - sorted by relevance				
real estate listings		450,000	368,000	Add
real estate agents		1,500,000	1,500,000	Add
real estate		124,000,000	124,000,000	Add
real estate agent		5,000,000	7,480,000	Add
commercial real estate		823,000	1,220,000	Add
real estate listing		110,000	201,000	Add
real estate agency		74,000	60,500	Add
real estate for sale		450,000	673,000	Add
real estate mls		74,000	90,500	Add
real estate brokers		246,000	246,000	Add
real estate agencies		33,100	49,500	Add
real estate properties		49,500	60,500	Add
find real estate		40,500	40,500	Add
residential real estate		110,000	165,000	Add
real estate sales		165,000	165,000	Add
real estate homes		90,500	90,500	Add
luxury real estate		60,500	74,000	Add
real estate broker		135,000	165,000	Add
real estates		74,000	673,000	Add
real estate for sale by owner		12,100	14,800	Add
real estate sale		550,000	823,000	Add

Google results “apartments”



The screenshot displays the Google AdWords Keyword Tool interface in a Windows Internet Explorer browser. The page shows a list of keywords related to the entered term 'apartments', sorted by relevance. The table includes columns for Keywords, Advertiser Competition (represented by a green bar), Approx Search Volume for October, and Approx Avg Search Volume. A 'Match Type' dropdown is set to 'Broad'. The browser's taskbar at the bottom shows several open applications including Eudora, Internet Explorer, Skype, and Microsoft Office.

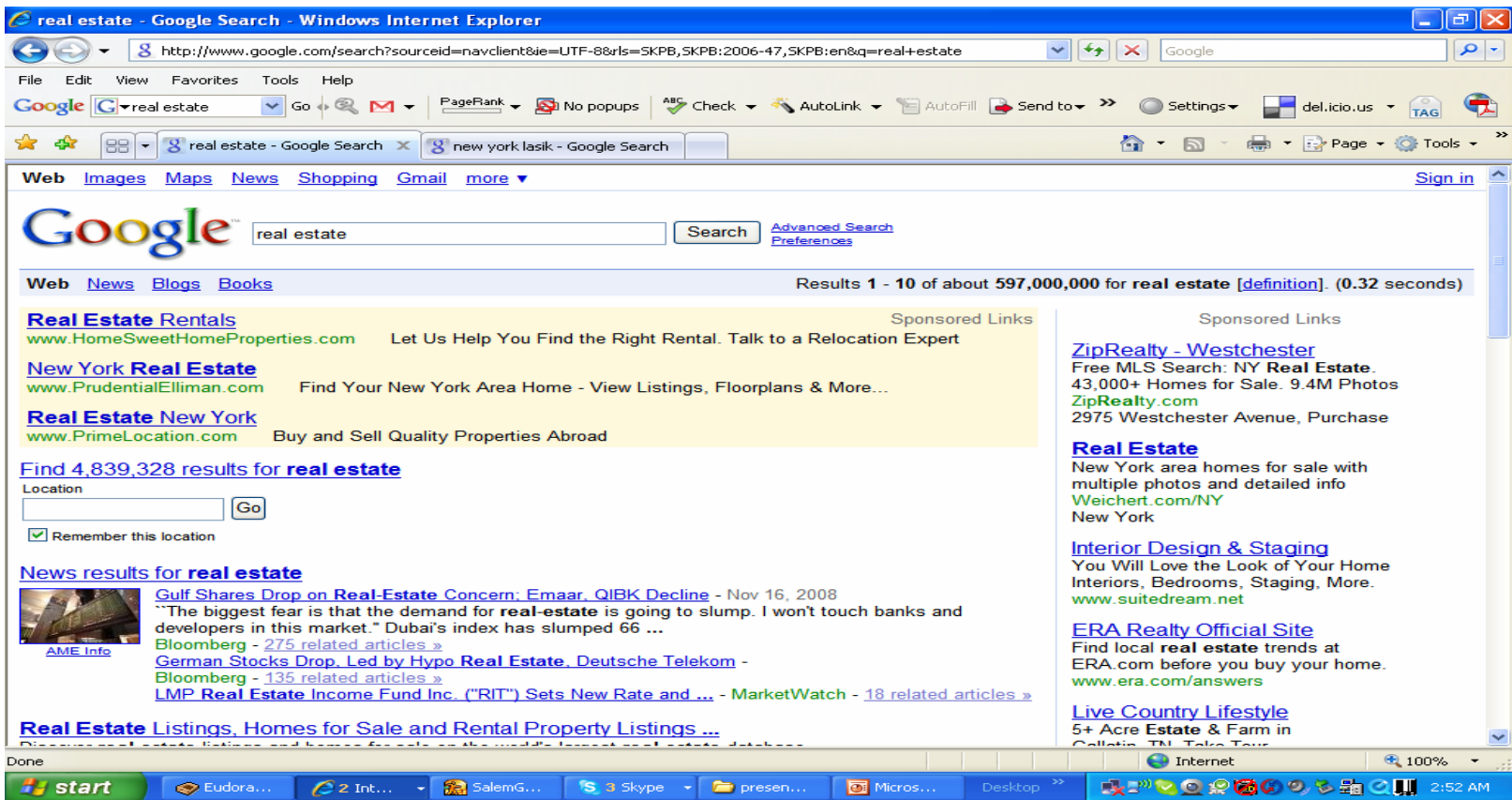
Keywords	Advertiser Competition	Approx Search Volume: October	Approx Avg Search Volume	Match Type
Keywords related to term(s) entered - sorted by relevance				
apartments	██████████	20,400,000	24,900,000	Add ↕
apartment	██████████	16,600,000	16,600,000	Add ↕
rent apartments	██████████	1,500,000	1,220,000	Add ↕
rental apartments	██████████	90,500	110,000	Add ↕
luxury apartments	██████████	90,500	90,500	Add ↕
apartment search	██████████	90,500	135,000	Add ↕
apartments for rent	██████████	2,740,000	2,240,000	Add ↕
apartment guide	██████████	135,000	135,000	Add ↕
apartment finder	██████████	201,000	201,000	Add ↕
furnished apartments	██████████	110,000	110,000	Add ↕
apartment for rent	██████████	246,000	246,000	Add ↕
apartments rentals	██████████	22,200	201,000	Add ↕
apartment rent	██████████	368,000	450,000	Add ↕
apartment rentals	██████████	550,000	673,000	Add ↕
apartment rental	██████████	246,000	450,000	Add ↕
apartment listings	██████████	74,000	60,500	Add ↕
apartment finders	██████████	22,200	33,100	Add ↕
find apartments	██████████	22,200	27,100	Add ↕
furnished apartment	██████████	33,100	40,500	Add ↕
renting apartments	██████████	9,900	9,900	Add ↕
studio apartments	██████████	90,500	90,500	Add ↕
apartment listing	██████████	12,100	18,100	Add ↕

Search Engines

- Google #1
 - Straight Search results
 - News results
 - Local Results
 - Adwords drives traffic
 - Lots more ie Google Earth, Maps, VoiP
- Yahoo/Overture #2 (Portal)
- MSN #3 (Browser, OS)
- AOL #4
- Ask.com (#5) still worth \$2B



Google search results PPC vs. Natural or "Organic"



Your Domain Name

- Corporate name vs. Product name
- Service
- Locale/City/Region
- Keywords
- Year
- Network Solutions vs. 1and1.com
- Dot.Com is the best (now others are getting better .net, org, us .biz or .tv even hy-phen.)
- Website Hosting
 - Parking vs. Building - You must build in order to get credit.
No re-direct



Website & Target Audience

- Who are the users/ viewers /readers/ of your website?
- Why are they your target audience?
 - Existing customers?
 - New potential clients?
- Your Community/ Industry
 - Young (savvy?), Old, In the middle?
- Location/ City/ National/ Intl?



[Links and Content]

- Over 100 Variables how Google ranks
- Increase links for better page rank – shows popularity
- Increase content – shows authority

Emailing List/ Electronic Newsletter

- Email newsletter – send out interesting emails (not just jokes)
 - Constant Contact
 - iContact
 - Cooler Email

[Social Media – YouTube, Facebook etc.]

- Blog = Web Log. Needs a personality. Needs to have quality. Diary of people, politics, community interests etc.
- Groups (Google and YahooGroups)
- Create as many as possible for as many topics as possible
- Share a common interest
- Creative but still professional
- The YouTube/ Facebook/ MySpace Phenomenon



Video Production & Distribution

TubeMogul.com - Online Video Distribution and Analytics - Windows Internet Explorer

http://www.tubemogul.com/

File Edit View Favorites Tools Help

Google real estate Go PageRank No popups Check AutoLink AutoFill Send to Settings del.icio.us TAG

tm TubeMogul.com - Online ... x new york lasik - Google Search

Sign Up | My Account | Log In

tubemogul
empowering online video

Dashboard Marketplace Research Learn More Help

DISTRIBUTE VIDEOS TO MULTIPLE SITES

upload → **INDY MOGUL** → Distribution

RealPlayer Vidler Vimeo AOL Metacafe YouTube Yahoo!

Syndicate Videos To Multiple Sites

Views Served
1059070105
over 1 million videos deployed and over 40,000 happy users.

Client Login :

email:
password:

Login

Not signed up yet?
Sign up now (it's free)

Press

Nov 13, 2008 - Has Kimbo Slice Lost His YouTube Mojo?
Nov 12, 2008 - TV's Killer App: Social Video Viewing?

start Eudor... 2 Int... Salem... 3 Sk... prese... Micros... Desktop 100% 2:56 AM

Interactive Public Relations

PRWeb: The Online Visibility Company - Windows Internet Explorer

http://www.prweb.com/

File Edit View Favorites Tools Help

Google real estate Go PageRank No popups Check AutoLink AutoFill Send to Settings del.icio.us TAG

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November 19, 2008

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View Recent User Press Releases on [Google](#), [Yahoo!](#), [International Business Times](#), [Ask](#), [Topix](#) & [Excite](#).

★★★★★★★★★ [Charlie Daniels Presented Bald Eagle Portrait by Lisa Loucks Christenson, Wildlife Artist-Author and Host of Lisa's Walk The Talk Show](#)
To make good on a promise, Lisa Loucks Christenson, Wildlife Artist and host of Lisa's Walk The Talk Show presented Charlie Daniels a Limited Edition, number 1 of 3 giclee prints titled, Daniels Charlie to the country legend just before a stellar performance Saturday night in Wisconsin Dells, WI. The Eaglet was named for Charlie to honor him for his work and support of our troops. 2008-11-18

★★★★★★★★★ [Sizzle It! Launches New Go-To Source for Creative Sizzle Reels that are Engaging, Effective and Affordable](#)
Sizzle It! exclusively produces sizzle reels for public relations, marketing and advertising professionals, and they'll buy you breakfast for telling your friends 2008-11-18

★★★★★★★★★ [Consumers Save Money on Holiday Gifts with Free Tips from CareOne Credit Counseling Agencies](#)
Providers of CareOne Credit Counseling Services ([www.CareOneCredit.com](#)) have released a collection of free tips to help budget-conscious consumers save money this holiday season, and stay out of holiday debt, with low cost gift ideas. 2008-11-18 (Friend of PRWeb: 5)

★★★★★★★★★ [All U.S. Blackjack, Video Poker and Slots Players are Welcomed to Lucky 18 Online Casinos](#)
Online [slots and blackjack](#), roulette, video poker and other U.S. players looking for a new gaming site following

start Eudor... 2 Int... Salem... 3 Sk... prese... Micros... Desktop 2:54 AM

Conclusion and Future

- You can make money on the Internet
- Opportunity is knocking hard
- Lots of ideas – all you need is time...
- Are you
 - Building community (vs. remaining stagnant)
 - giving your visitors what they want?
 - achieving your objectives?
 - capturing emails?
 - making sure they come back?
 - thinking about the FUTURE?
 - Theirs AND Yours
 - Wireless, cellphones
 - Kids today, adults tomorrow



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