

How To

Uncover The Fortune That Lies Hidden



**in 3 Simple Free
Online Advertising Secrets**

Deborah Pretty

How To Uncover The Fortune That Lies Hidden In 3 Free Online Advertising Secrets

Written by Deborah Pretty

copyright(c) 2008NetAssetsINC

All Rights Reserved



All rights reserved. No part of this book may be reproduced or transmitted in any form by any means graphic, electronic,audible or mechanical without permission in writing from the publisher.

This book is sold with the understanding that neither the author nor the publisher is engaged in rendering legal or accounting services. Questions relevant to the specific tax, legal, and accounting needs of the reader should be addressed to practicing members of those professions.

The information, ideas and suggestions contain herein have been developed from sources, including publications and research, that are considered and believed to be reliable, but cannot be guaranteed insofar as they apply to any particular taxpayer. Moreover, because of the technical nature of the material and the fact that laws are never static, but ever changing, the assistance of a competent, qualified lawyer or accountant is recommended when implementing the plans or ideas discussed in this book.

The Author specifically disclaims any liability, loss, or risk, personal or otherwise, ***incurred as a consequence directly or indirectly of the use and application of any of the techniques or contents of this book.***

Table of Contents

Chapter #1 Article Marketing

Intro to Article Marketing pgs 8-9

- I. Choosing High-Demand Keywords pg. 9
- II. What's the Purpose of a Landing Page pg. 10
- III. The #1 Reason Why Article Marketing Don't Work pg. 11
- IV. It's all About Momentum pg. 12

Chapter #2 The Rebirth of Blogs

What is a Blog? Pg 18

- I. Setting Up an Effective Blog pg. 19
- II. The Free Version or Self-Pay Version pgs. 21-22
- III. List of Directories pg. 25
- IV. List of Forums pg. 26
- V. Case Study pg. 27

Chapter #3 SEO Tips

SEO Blog Strategies pg.28

- I. 22 S.E.O. Secrets pg. 29
- II. Vital S.E.O. Videos pg.30

Unadvertised Bonuses:

- I. **Free E-Books** pg. 32
- II. **More step by step Articles** pg. 32
- III. **Case Study** pg. 27

Summary of E-Book: pgs. 32-33

Congratulations

Let me be the first to say... you're at the right place at the right time....Why....because you are actively seeking a solution for your present situation. And I believe you also know that your solution could be found in this newfangled thing called the "internet".

I've heard some people claim that the internet isn't everything. They're right... it's not everything... But, **it's right up there with oxygen.** Without it, your business **will eventually die.**

Why Read this E-book in its entirety

Because, after reading this E-book, you will have a clear understanding of how technology plays a major role in the sustainability and development of your business.

You will soon Eclipse Your Competition, by employing no-cost Marketing Techniques that's sure to have your customers chasing you.

You will effortlessly gain what took us years to learn and thousands of dollars spent, we're sharing these Golden Gems in this e-book for a Steal of a Deal.

You will master these free internet advertising tips, tools, and tricks... that are certain to grow or expand your business.

Our main focus with "How To Uncover the Fortunes" is to educate you. Regardless of the type of business you own or are planning to start, you will want to DEVOUR our 21st century creative business ideas, techniques and strategies.

Expect to learn 3 Powerful- Imperative, FREE online advertising tactics that, when combined, will drive sales- traffic... in essence, create favorable results.

You will Master:



How to unearth the revolutionary, **cutting-edge, free strategy of Article Marketing**



Why it's critically important to know a few first-grade (SEO) Search Engine Optimization Strategies before starting your online endeavor.



Why WordPress is absolutely the best choice for blogs, and how your customers will salivate as you employ blogging into your marketing plan

"How To Uncover the Fortune That Lies Hidden in 3 Free Online Advertising Secrets" isn't just one of those ebooks that you read once and forget. This is one you will keep on your top shelf!



Enjoy~

Introduction

Hi there! This is Deborah Pretty, I'm glad you decided to purchase this E-book. In it, you'll find step by step instructions on the hottest 3 marketing methods of the 21st century.

Here's the good part: if you can see, and if you can read on a third grade level, you have sufficient skills to effortlessly add thousands of dollars to your bottom line.

You will learn how to advertise your business using 3 easy money making methods. Imagine you just arrived home from work, showered, and before dinner is served you're ready to blog for dollars. It's just that simple.

What Can You Expect

Upon completion of reading this e-book you will have learned how to:

- Set-up a word-press blog
 - Stay connected to your customers for free
 - Master how to make your blog search engine friendly
 - Uncover the cheapest way to gain and retain customers
 - Ascertain how to write articles that will drive sales
 - Learn the difference between a free and paid word press blog
 - Uncover the biggest secret unknown to the offline advertising world
 - Keyword tactics that will have you walking away from your competitors
 - A case study you can immediately implement
- and much more...

Our main objective is to create a paint by numbers kind of process. We will not leave anything to the imagination, (which is the largest nation in the world.)



So if you're looking for a way to advertise your business, regardless of the type of business...I.e. professional services, (lawyer, doctor,) direct sales, home business owner, or network marketer, it doesn't make a difference, this is it.

EVERY BUSINESS NEEDS CUSTOMERS

Everyone is trying to figure out how to advertise using online techniques. It's easier than you think, But, **ONLY** if you know what you are doing. Only a small percentage of people really make any money. Most others end up disappointed, frustrated, rejected, hopeless.

You Don't have to be a Harvard Graduate

Regardless to how difficult it may seem, it's doesn't take a Harvard graduate to understand that the use of technology is critical in today's business.

If we didn't learn anything else from the (2008)Presidential election, whether you like President Obama or not... he has taught us all one thing. That is, you won't stay competitive without incorporating technology. (*The internet is no longer a luxury, it's a necessity.*)

Don't Waste Time

But there is one problem, who to believe. You have no clue who to trust. You can waste an enormous amount of energy and the most precious commodity...time... hoping to stumble across accurate information.

The last thing you want to do is read 50 time-wasting e books, and sign-up for 75 more e-zines which succeed in driving you more into a haze of confusion.

We were creeping along in our internet marketing business. You know how you just know something is missing? Especially after reading about the people that just got started a hour ago. Now, a day later, they are on a flight to heaven with suitcases full of money.

We Knew It Was a Matter Of Finding Out What Was Missing

Fortunately, after checking some of our keywords, and discovering the junk that came up on the first page, we knew it was a matter of finding out what we didn't know.

After a thorough analysis we were completely convinced that it wasn't our information that was keeping us from the Big Bucks. Simply, some minor adjustments, a few tweaks here and there, made major accomplishments.

Learn From Our Heart-Aches

All I knew was, I have excelled in three different industries. I have thrived as an entrepreneur for over 25 years. *Never really having a job.* I prospered as a self-employed single mom for 14 years. Possessed 2 cars by the age of 30, (one I owned and one that owned me!) After all that, there was no way I would allow a darn COMPUTER TO DEFEAT ME!

I'm telling you this not to impress you, but to impress upon you, that business is business.

Once you learn the fundamentals of marketing you can flourish in any business.



After saying all of that, obviously, there were some other things that we needed to learn. (As the adage goes: when the student is ready, the teacher will appear.) Just as I was almost at the point of throwing my computer out of my office window, (one of our bedrooms) I came across the vital missing piece of the puzzle.

Mental Attempts

That's exactly what I will share in our first chapter (the missing links that is). Although I know it's not fair that you won't get to experience the total ball of frustration.

This includes wasted months of going around in circles, like a dog chasing a squirrel. Mental attempts of machine bashing. Sporadic stare downs that my husband received, especially, as he approaches me with trivial stuff that I could care less than less about at the time.

Let's not mention the thousands of dollars spent on useless material we didn't need including purchasing pointless, e-books.



Figuratively banging my head against the wall... fighting to stay up a bit longer, even though, I've been at the computer for over 12 hours. I don't know... **Why would any living decent human survivor, want to deny another human being of an awesome gift like that?**

I thought the least I could do is share a few little nuggets with you. This will help you avoid the unnecessary heart-ache that we were blessed enough to endure.

So to keep you from killing your computer, threatening your spouse, jacking up your kids, I strongly command you to **read this e-book from beginning to end.**

By the way, here's the way I determine if an e-book is worth the price. If I learn at least one thing, it was money well spent.

This e-book was written in a manner where it's short, concise and includes tutorial videos.

So lets get started learning how to use free online strategies to grow your business of choice.



Chapter 1

Article Marketing

Intro To Article Marketing:

What is Article Marketing and How Can It Assist You In Business

The best way to explain Article Marketing is by giving you an example. Below is a link from an article that was posted on the second page of Google. I wrote an article, submitted it to the article directories, and the article is now in Google's top 20. View Here==> **Legit Business Info**

*****Another example:** You are a doctor, you write an article. That article is correctly submitted to the Ezine Article Directory. Ezine Article Directory accepts it. Low and behold, you then receive an email that your article has been selected as a featured article and will be included in the article announcement to thousands.

Your article will be seen by people that are interested in your subject only. Articles are submitted to specific categories. i.e. so if you are a doctor, you will select medical for your primary category, then you'll select a subcategory. In a nutshell the people that sign-up to receive announcements from any particular category are 100 percent interested in that specific subject matter.

You talk about targeted traffic... you can't get any more targeted than that. And the great part is that people don't feel like they are being sold to. People hate to be sold to but they love to buy!

And What's Even Better Than That... It's FREE~

Now your article is viewed by thousands of health conscious people and your chances of reaching Google's top 10 on the search engine is probable. Now I know I don't have to tell you what happens when you make it to Google's top ten. **Cha-ching!**

O.K. Let's get started:

Choosing High -Demand Keywords

Before writing your articles, you have to choose your keywords.

Select keywords that are in high-demand but has low-competitiveness. If you have a product that you are marketing, that's fine, if you're a professional already marketing online, that's fine too.

Let's say for example your blog is about Real Estate, and your topic (keywords) for this particular article is about house staging. Be sure to choose the **high-demand but has low-competitiveness** keywords that are associated with real estate and staging.

If you're unsure how to choose a profitable keyword...

Watch these 7 mini [*keyword training*](#) videos. And here's a short story on [keyword-research](#) that you will find very useful.

Once you choose your keywords, write your article. Remember to write a **juicy content-rich article** including headings, subheadings, and list elements. (E.g. stars, bullets, and check marks)

Next your resource box: That's the box located at the bottom of your article. It's where the directory allows you to place your bio and a live link.(a live link is your URL i.e. www.getpaidnow.com) Click on the below links to see an example of a resource box

Legit Business Info

Powerful Way to Double Your Salary

The link should link back to your blog or website. That's how your readers will be able to connect your article to you...through your link in the resource box.

What information should you leave in the resource box?

- ✓ First tell a little about yourself.
- ✓ Briefly explain your back ground and what classifies you as an expert.
- ✓ Submit a live link. (your URL.)

That URL should direct them to your landing page, web site, or blog.

Just in case you are as green as I was when I first got started...

And don't want to ask (what may seem to be a stupid question) what's a landing page? Allow me to explain.

What's The Purpose of a Landing Page

The landing page is a web page designed to share just a smidgen of information. A sign-in box is attached to capture the potential customer's name and email address. It's main purpose is to bait your reader with just enough information, to have them asking for more.

At that point they fill in their name and email address and hit submit. You now have their email address and name for future [email] mailings.

The Most Important Element To Article Marketing?... Is... Consistency...

In the first chapter you will read the water pump analogy. What would happen if you're pumping water and you stop? You guessed it, *all of the water that was coming up, goes back down* and you have to start all over again.

The point of the story is: Keep a constant flow of articles distributed through the article directories. Or do like the Big Dogs and subscribe through an article submitter.

Check Here [Automatically submit your articles to thousands of publishers at once](#) <== [click on link](#)

The #1 Reason Why Article Marketing Doesn't Work

When getting started on the road to Article Marketing you really can't see or understand how this *Simple process* will drive traffic to your website or blog. Especially, if you've been online long enough to experience information overload.



You've probably heard terms like keyword-rich content, statistics research, page rank...

Don't allow all of that techie stuff have you shaking in your boots. *Isn't it good to know that all of that stuff is unnecessary to be effective?* And here's more encouraging news that may be an eye opener for some of your more experienced marketers.

The #1 reason why most people don't succeed in Article Marketing has nothing to do with knowledge, executing commando-type advanced SEO strategies or anything out of this world or complicated.

Positively the #1 Reason Why Most Article Marketing "Don't Work" is Simply Because Of The Lack of Consistency.

Can you believe that? It has nothing to do with technical know how, internal communication or external communication. Just simply being consistent.

What you do have to remember is that Article Marketing is a long term marketing strategy. It is exceedingly advantageous, the results are unquestionable, and the actual process of submitting articles is something that people of any educational level can master.

You can be a back-woods tree chopper or a City slick talker, it doesn't make a bit of difference. As long as you can comprehend on a third grade level, you can promote using Article Marketing to drive traffic to your website, which means **more... mooh-lah.**



Regardless to your internet skill level, if you're not consistently submitting articles, each and every month you will not achieve the kind of results you were hoping, wishing or praying for.

With Article Marketing it's not about submitting a couple of articles this month and nothing next month. Or waiting to see what's going to happen. The master plan for success in Article Marketing is consistency. If you submit a handful of articles every month for a year, you will be amazed at your results!

Why do you have to be so consistent?

Since Article Marketing is like priming a water pump, when you prime the pump you have to pump strong in the beginning. Just think, while you're pumping, there is absolutely no evidence of water whatsoever.

Now you have a decision:

- 1. You can stop pumping and die of thirst.
- 2. Continue to pump knowing that you will be rewarded for your efforts.

Article Marketing takes the same consistent effort in order to accumulate compounding results.

It's All About MOMENTUM

When you first start submitting articles it will take a few months for new links to get registered by Google and the other search engines. During those first few months, you will be submitting articles consistently each month, but the results will be microscopic...

Remember the water pump analogy. You can't see the water as it's coming up from the ground. While you're pumping, are you thinking about how the water defies the law of gravity to surface to the top?

Did you wait to figure out how the water system works before you started to pump? Or did you pump because you knew that's the only way you will achieve your desired result? Which is, a cup of cool refreshing water to quench your thirst.

At that point, I'm sure you could care less about the gravitational pull of the earth... you just wanted a drink of water.

The Importance of Article Marketing

Article Marketing is beginning to be a dominating force in the online world. It is one of the most cost effective, least expensive ways to generate traffic for your website or blog.

Here are a few tips, techniques, and methodologies, that will help you to supersede the newbie article marketers...and avoid embarrassing blunders:

The Top 5 Catchy Article Marketing Tips

If we could have a conversation over the telephone, and I were to share a few tips about article marketing this is what I would say:

- Use multiple keywords
- Don't repeat the same keywords over and over
- Focus on quality not quantity.
- Write with passion and purpose.
- The ultimate goal is to educate your potential or present customer.

A few other tips:

Readability: the whole object for using article marketing as a vital marketing tool is to have your article read. And if you want your customers to read it, one of your first goals is to arrange it so that it's readable.

Keyword Stuffing: Be sure to not keyword stuff. Don't have your article to sound like a list of keywords. Not varying your keywords will seem like you are trying to manipulate Mother Google. And no one messes with **Mother Google**. *You don't want to ruffle her feathers.*

Substance-rich content: This is not a speed writing contest. Write content-rich material. Which means to write to educate and inform your readers.

Here are additional Steps for Making your Articles Reader-Friendly:

- ➔ **Use short paragraphs:** short paragraphs are easier to read. It's natural to see a long paragraph and not want to read it. In your reader's mind, they are thinking "text book".
- ➔ **Use Subheadings:** subheadings explain what the next paragraph talks about. Be sure to capitalize the first letters of each word in your subheadings: Also place a space before and after the subheadings, remember most people are skimmers so your subheadings will allow them to go exactly where they prefer.
- ➔ **Create a List Element:** what makes an article easy to read is breaking it down into scrumptious little bite-size pieces. And the easiest way to do that is by making a list. (Bullets, Stars, Checks, etc...)
- ➔ **Your Headline:** Be certain your Headline consists of your primary keyword. Your Headline, in a nutshell should tell the reader what your article is about.

The one other purpose of an Article Campaign is to attract the attention of the e-zine directories. So you will want to cross your tee's and dot your eyessss. E- zine publishers are very particular when it comes down to choosing an article for their home grown email list.



The Psychology Behind Article Marketing

What is All of this Stuff about Article Marketing and Why is it Supposed to Work So Darn Well?

Now for real, if you don't read anything else you don't want to miss this.

Here's the real deal behind article marketing. Even though we told you that the master key, of Article Marketing is consistency. ***(and it is)*** We also expressed there is no need to figure out

the gravitational pull of the water pump, right?

But I know, if you're like me and thousands of others, you are just a little bit curious as to why in the world is Article Marketing so *Powerful*... Aren't you?

I've thought about it a million times. And this is what I've come up with. Think about this...it makes perfect sense.

Here's the psychology behind article marketing in a few words. **You aren't selling.** You are merely providing useful information to your readers. *The selling part hovers under the radar.* Your readers don't feel as if you're after their money.

You aren't looked upon as one of those fast talking, lip licking, palm greasing, sleazy salesperson.

You are admired as a sophisticated, educated, helpful, expert that's simply offering their expertise.

Here's an example... think about the most productive TV commercials you've seen in the last five or so years. Have you noticed TV commercials that you had no clue what the advertisement was about? Not within the first few minutes anyway.

Why would advertisers intentionally hide the message? Why... Because they know psychology.

They also know, if they throw their stuff in your face as soon as the commercial starts you will psychologically tune it out. However, if they can engage and educate you for a while, you will let your guard down and at least listen.

T.V. Commercial Example

Have you thought of an example yet? Let me see if I can think of one. Oh...I know...Here's one we all are familiar with.

The commercials about the little blue pill all. (sexual enhancements)...How do they start out?

They start out with scenes of joy and excitement, showing couples having a great time. At first you really don't know what the commercial is about until they tell you.

If you listened, the commercial first educated you on the statistics... the number of people that suffer from this severe dysfunction. And then they tell you how you can over come it. By now your guard is down, you're relaxed and have given the commercial your un-divided attention.

Article marketing does the same thing, you educate your audience first. Then in the resource box you send them to where they can receive their solution. Customers don't like to be sold

to, but they love to buy. Article marketing allows them to buy.

Success tip: Lastly, we do recommend using a single link in each resource box. So if you have two pages to link to, you can use Article Leverage to drive traffic to both sites with one article, while still maintaining a single link in the resource box. For more info on how to do that, please read more, click on link ==> [Articles submission Service](#)

The Top 5 Components for an Effective Article

The Numero Uno Component to an Efficient Article Marketing Campaign is Consistency.

You can do everything else right. To not consistently submit articles, is like swimming in shark-infested water. You are doomed to be feed before long. You can be one of the most prolific writers', and flow like LiL- Wayne (he's a rapper) but if you are not consistent, you will not see the results you're hoping for.

Consistency is the vehicle that pulls the article marketing campaign across the finish line. Your job is to commit to submit your articles on a consistent basis.

Are Keywords Important When Writing Articles

I know that you can very well be on information overload. Article Marketing can be a bit overwhelming for a newbie. And if you are like most people you are wondering –“Do I really need to do all that?

And if I do ... Can I?

If you're a newbie to article marketing, put your mind at ease.

First off, you aren't alone. There are over 175,000 people online everyday looking for an online business. Many will eventually end up implementing some of these same strategies.

Secondly, What About Keywords?

Just remember this, if you only:

- ★ Place your keywords in the title
- ★ Place them in the first paragraph
- ★ Place them at the end of the article

Those 3 strategies will serve you fine. But more vitally important is to write content-rich, educational, informative articles that your readers will greatly benefit from.

You can do this, even as a newbie, by just posting regularly to write using your keywords sporadically. **You will have everything you need to start your Article Marketing Campaign.**

Perfect Format: The main thing to remember about your format is KISS... Keep it Simple Sweetie!

You don't want to be too fancy; because, your best catch will be the attention of an e-zine publisher. They are always looking for reprints to fill weekly and daily e-zine newsletters. So keep it simple, and use plenty of subheadings, element list, (numbered or unnumbered).

SEO Tactics

Again, if you are a newbie, don't let those acronyms (S.E.O.) scare you. It just means free traffic (from Google) if you get it right.

Remember, only 3 percent of the people online know a smidgen about SEO Tactics. And if anyone tells you that they can get you on the first page of Google in a couple of weeks...

RUN.

From my experience and the belief of the other experts, that's 99.5 percent not true. I won't go into why, other than saying that Google is constantly changing.

Even when some brainy person figures out one aspect of how the ranking system works, Google changes the game immediately.

Believe Me Google Isn't #1 For Nothing, They Have Skills.

Article Submission: The whole essence behind article marketing is to submit your articles to the top article directories.

There are Thousands of Article Directories. To save you time, energy, frustration and to keep you from submitting to the ineffective ones, we have included a list of the top 10 article

directories.

Success Tip:

Stay away from unpopular directories, you don't want your articles to show up on less than desirable websites.*(been there done that)*

So if you stick to these Top 10, you will do fine.

But before going to the next chapter, I will share one other unknown secrets about article submission.

It's a top-secret tool that Internet marketing Gurus use. It's the way they effortlessly distribute their articles to all of the top directories at once.

I had to purchase a \$30.00 book from Amazon to find this, out (and pay for shipping.) But I will share this well-kept secret with you as a bonus.

Available **with one click** [Automatically submit your articles to thousands of publishers](#) <== click on link

Top 10 E zine Directories

1. www.ezinearticles.com/
2. www.submityourarticle.com/ -
3. www.goarticles.com/ -
4. www.articlebiz.com/
5. www.articledashboard.com/
6. www.goldarticle.net/
7. www.webraydian.com
8. www.articlerich.com
9. www.ArticleSnatch.com
10. www.isnare.com/

Chapter 2

The Rebirth of Blogs

What is a Blog?

The Lesson:

A blog is a website that doesn't require the user to know HTML code. In the late 1990s, programmers began exploring ways of making these Web logs \ blogs easier to publish.

These tools allowed you to publish a blog simply by filling out a form. The software would have a blank field for the title and body of each journal entry. Rather than having to code each page by hand, a user would write anything they want, then press a button. The software would do the rest.

✓ Why do you need a blog? Let's look at some blogging benefits.
You have a business or are just starting one, and you want to:

- ◆ Increase sales
- ◆ Expose your customers to new products
- ◆ Inform customers of upgrades in services
- ◆ Quickly notify customers of price changes
- ◆ Stay in constant contact with your customers
- ◆ Create a data list for repeat sales

By creating a blog, you have just implemented one of the most efficient ways to sustain your presence to your customers very inexpensively. This will beat the pants off of your competitors.

This is one reason why Fortune 500 companies are excited about internet marketing.

You can produce explosive income growth without subtracting from your advertising budget.

What's the biggest benefit for business bloggers

Read below for one of the biggest benefits for business bloggers:

Blogging is the least expensive medium you can use to market to new or existing customers.

And =>> An existing customer is the most cost-effective, direct route to increased income there is... Hands Down.



Here are a few other benefits:

★ **Reliable Way to Improve Sales**

★ **One of the Cheapest Ways to Market**

★ **Most Direct Way to Reach Your Customers...**

I've often heard the question asked, which is better blogs or a website?... the answer... Well, both....

Here is why. Traditional websites are pretty static. Today many website owners use blogs to leverage their websites.

Let me explain...

A regularly updated blog usually has an easier time of getting a higher search engine ranking than a traditional website. The reason for this is blogs are updated more frequently with fresh content.

Google loves the consistent stream of new content, so if you have a blog and a website, you can have an easier time impacting the search engine ranking. You can also use the blog to drive traffic to your traditional website.

Lastly, the links from your blog can boost the SEO ranking of your static website. Blogging makes online advertising a breeze.

Setting Up An Effective Blog

As you just recently read, anybody can set up a blog, but you just don't want a blog, you want a blog that works. My guess is that you are here because you want to know what really works, and you want the blind man's version... just point and click.

Setting-up your Word Press blog

Why Do We Think Word Press is the Best Blogging Format?...

Let's start by answering the first question. Why a WordPress Blog?... Because... by far it gives you most options. **(We'll explain more in detail as we go.)**

There are two types of Wordpress blogs

The Free Version or The Self-Pay Version

What's the difference?

Wordpress has a free and a self-pay version available. *The first noticeable difference is your URL:* With the free version your URL will look like this: **example: www.wordpress.boost-home-business.com** Not bad, but do you really want the word [wordpress] in front of your URL?

With the free hosted Wordpress blog, you select your domain name and host at no charge on wordpress server. **There are some restrictions with regards to your content and format when using the free version.**

***Success Tip:**

To achieve better page ranking with Mother Google, you want every advantage you can get. So you may want to consider the pay version. (it's less than ten bucks /per month)

Here's how your URL will look with the self-pay version: **example: www.boost-home-business.com** **That's the first benefit.** With the self-pay version, you pay to host your blog, purchase a domain name, and

install the blog on that host. *You have more freedom over the content and format you can use.*
We will discuss more as we continue.

Adding online strategies with offline marketing strategies will place you light years ahead of your competitors. *Many businesses don't have a clue and others are too afraid of trying.*

And blogging is one of the least expensive ways of doing so. Thus; in the remainder of this chapter you will learn how to create your own blog from start-to-finish, from the rooter to the tooter.

After finishing, all you will have to do is feed it or duplicate it, or both.

Let's get started:

Free Version of Wordpress Set-up:

Follow the Steps below

This will only take you 15 minutes tops, then start blogging~

- ✓ Go to <http://www.wordpress.com>
- ✓ Click The "Sign Up Now!" Button
- ✓ Create a User name and Password
- ✓ Enter your Email Address [Agree to the Terms of Service]
- ✓ check "Gimme a blog" option is selected.
- ✓ Click Next
- ✓ Click Sign Up!
- ✓ Check your email [you'll need to confirm your address before you can continue]

That's it... finished!...

Self-Pay Version of Wordpress Set-up

We will breeze through some of the stuff you will need to know; skim through just to get a feel. As you continue you will see that we will explain more in detail. Keep in mind that this whole entire process should take about a hour. It may seem longer because we will take **baby steps**:

Before you create your blog, you'll need to know some basics. Below, we'll describe the various issues.

Domain Name

The first thing you need to do is choose your domain name. Your **domain name is what defines your website**; it's your web address. The name you choose is up to you, however, you will want to keep in mind some key aspects.

- If you are operating a business website, you will probably want to include your business name. Or more importantly something that identifies your business.
- You should also strive for a short catchy domain name (people have a hard time remembering long drawn out web addresses).
- Try hard to include your website main keyword in the domain name.

Example: Some popular domain names you'll probably recognize are:

Nike.com
Apple.com
Oprah.com

Now that you have some idea about choosing your domain name, we will instruct you to head over to a domain name registrar.

(Godaddy.com is the one I'm using)

Here you will enter your choices into the domain availability box. (you will do that later.) Remember, if the domain name that you choose is unavailable, keep trying until you find a domain name that's suitable and available.

Web Hosting

Once you've purchased your domain name you'll need to host it somewhere. You are free to host your blog wherever you wish. However, it's easier to use the one that we use in the video, that way you can follow along without any glitches.(we will walk you through from the tutorial)

Changing Your Dns Settings

Now, you'll have to "point" your dns (also called name servers) to your new host. You do this at the domain name registrar where you purchased your domain name from.

This is a simple process and one that is common to all domain registrars. You may or may not have to do this depending on where you purchase your domain. However, it's an easy process and if you used GoDaddy.com they will walk you through it. You can always call them[but you won't have to]

Let's get started on the real thing

OK... above was the **dress rehearsal, this is the real deal. Go ahead and let's get started...** why not build your blog as we go: Come on ... **if you don't do it now you never will~**

Step#1

Choosing Domain and Web Hosting

Choose your domain name and register it with a Hosting Company.

If you use for instance, GoDaddy.com, you will have your hosting and domain at one location. That makes this first step a done deal.

If you're choosing to use another hosting company...

Here are a few others:

- <http://www.hostgator.com>
- <http://smallbusiness.yahoo.com>
- <http://www.bluehost.com/>

Step#2

Set up your hosting account:

- A. Log into the hosting company (GoDaddy.com)
 - B. Under hosting, click on wordpress hosting
 - C. Click on economy, add to cart, then continue
 - D. Scroll down click [no thanks], if that's the case
 - E. Examine your order
 - F. Select method of payment
 - G. Read terms, and check box, fill in personal information
- Finished

Key Point: If you see the buffering symbol when viewing the videos, that simply means your Internet access is struggling to download the video and watch it at the same time. Also if your computer is slow or has too many applications open, it can have the same effect, but slow Internet access is the cause 99% of the time. Just click on the pause button and wait for it to load before playing the video

Hosting Setup Video: [Free-Online-Advertising-Hosting-your- Domain.html](#) <== click on link

Step #3

Transferring your Name Server to your Hosting Company:

- A. You will receive an email from your hosting company: [GoDaddy.com] HostGator.com, or the hosting company of your choice.
- B. In that email you will see your name servers: it will look something like this:
 - ns2006.hostgator.com
 - ns2007.hostgator.com
- C. Copy the name servers
- D. Log-in to your hosting company i.e.Go Daddy.com
- E. Log into your account, using your log in password and the user name you created when you purchased your hosting
- F. Under my products, click on domain manager
- G. Locate your URL and click on the one that you are transferring
- H. look to the top bar you will see name server
- I. Another smaller box will appear; it will ask; are you parking or hosting, hosting is your answer
- J. Paste your two name servers and click on OK

If you have any questions, don't fret. The video below will walk you through it, and if you hosted with GoDaddy just pick up the phone and they will walk you through it. Either way you will get through it~

Key Point: If you see the buffering symbol when viewing the videos, that simply means your Internet access is struggling to download the video and watch it at the same time. Also if your computer is slow or has too many applications open, it can have the same effect, but slow Internet access is the cause 99% of the time. Just click on the pause button and wait for it to load before playing the video

Name Server Transfer video:

[free-onlinefree-online-advertising-transfer-nameserver.html](#) <== click on link

Step #4.

Installing word press blog:

- A. Go to your hosting company E.g. Godaddy.com
- B. Log in using your user name and password you created
- C. On left-hand side under the hosting tab, click on my hosting account
- D. Center of page you will see manage account, click on that
- E. Next page, click on my application
- F. When the page changes, click on New Installation
- G. When page changes, click on install, then click on your URL, click in the circle
- H. Next, create a password, click next
- I. You will see your URL and a box with wordpress, erase wordpress
[If you want your URL to show up [www.networkmarketingcourse.com](#)]
not {[www.networkmarketingcourse.com/wordpress](#) }
- J. Fill in your admin name, user name, email and blog title
- K. Click on finished

Tip:

the way you log into your wordpress account is with your URL front slash/ wp-admin --- e.g. www.boost-home-business.com/wp.admin

Note: It may take 30-minutes or more, if you're using Godaddy they will notify you once your wordpress blog is installed.

If you're a visual person, click on the link below:

Installing word press video:

[Free-Online-Advertising-Installing-WordPress.html](#) <== click on link

Step #5

How to Install a Word Press Theme:

***This is just another little prelude.** (step by step follows below)*

You can use themes from anywhere, (Be careful when downloading, you may want to stick with the wordpress directory listing) but the key is to use themes that are S.E.O optimized and most will say that. If you don't know what that's means, just try to pick one that states that claim. As I stated, check the WordPress directory first.

Follow the steps below, this should take you about 3- minutes tops:

- A. Select a theme
 - B. Click on install
 - C. Click on install now
 - D. Then click on activate
 - E. Next top left-hand corner click on visit site
- FINISHED!

As usual here's a video for the visual people

View Installing a wordpress theme video:

[How to install a WordPress Theme](#) <== click on link

Step #6

How to Install the Power Pack SEO Plugin

Here is a really important part. Installing the word press All-in-One-SEO pack. This is important because this is the stuff that the search engine sees to determine who will rank first or millionth place in the search engines rankings.

It's pretty easy now because word press has upgraded their system and all you have to do now is download the All-in-One SEO pack and push the install button. The instructions are on the site... first grade easy. Click on download, activate it, and you will see it.

Once your All-in-One is downloaded, click on plug-in and it should be yellow in color...

Follow these easy steps to download your PowerPack SEO Plug-in:

- 1) Click on upgrade automatically (all in One SEO Pack)
- 2) Then click on activate plug in
- 3) Click on Settings, you should see all in One SEO Pack, at the bottom

4) Finished!

As usual here's a video to make things clearer

How to install the Power Pack SEO Plugin video:

[free-online-advertising-SEO-Plugin.html](#) <== click on link

Now That Your All-in-One-SEO Plugin is Installed

You will insert information into the appropriate boxes. Again this is important because this is the stuff that the search engine sees to determine who will rank first or last place in the search engines.

This is what you will see:

- A. Title: use primary keywords
- B. Home Description: tells what your site is about
- C. Home Keywords: use your primary keywords first, but remember to use only a few, 3 or 4

Examples:

Title: Be sure to capitalize the first letter of each word of your primary keyword.

E.g. **Free Online Advertising Actionguide.com**

Home Description: what you're choosing here is what's going to show up once a person types in your keyword in Google's search engine. You want to tell people what they can expect from clicking on the link.

Home Keywords: You will want to list your primary keyword first, and any other keyword that a person would use to search for you site.

Quick video for an efficient follow through:

Step by step SEO Plugin video

[Free-Online-Advertising-Fill-inSEO-Info.html](#)<== click on link

This is your final prelude, skim through, and then follow the steps below:

Now that your SEO plug in is installed, what that means is that a series of boxes were downloaded. Now what you have to do is fill in the necessary information.

- ✓ Your blog is set to go! You will want to make sure to use your primary keywords for your blog title. You can add an extra word before or after the primary keyword; E.g. Free-online-Advertising-Actionguide.com (Free online Advertising are the primary keywords—action guide is added to give it a descriptive function)
- ✓ Make sure this little box is checked: “rewrite title” is what it will say.
- ✓ Next you will see some other boxes...the little boxes should all be unchecked... EXCEPT FOR “auto generated” make sure “Auto Generated” is Checked
- ✓ Then you will want to go to the privacy page setting. The setting should say, “I would like my blog to be visible to everyone, including search engines” if not, be sure to switch the setting and “Save Changes.”
- ✓ Next, look down on the left-hand side again to click on the writing tab to be sure that your site is set to ping. If not you will want to add a ping URL. [http://rpc.pingomatic.com/] This is like ringing a bell every time you add a page to your blog. You're letting the World Wide Web bloggers know you have arrived.
- ✓ Click on the reading tab, that determines how many post you will show at a given time. If you are going to add Google Ad sense then you only want 3 post to a page.

Tip: the other blank forms that look like symbols or that look

unidentifiable... leave as they are.

View SEO optimization video:

[Free-Online-Advertising-Optimized-SEO-Settings.html](#) click on link

Remember building a business is not a sprint it's a marathon: the entire process should take you no longer than an hour: My suggestion is to get started now! ...Right Now!

Be consistent and you can start seeing some results in a few months, others with experience see results sooner. But remember only 20 percent of the people will do anything different. What does that mean to you? Only the ones that take this information and work it diligently will reap tremendous benefits.

List of Blog Directories:

And all the others will only say that you're just lucky. O.k..time to move your feet. That means get productive.

After setting up your blog, you will want others to know that you exist. So...

Here are a few blog directories. Get started telling the world!

<http://www.blogsearchengine.com/>

<http://www.daypop.com>

<http://www.blogcatalog.com>

<http://www.feedster.com>

<http://www.icerocket.com>

<http://www.bloogz.com>

<http://www.blogstreet.com>

<http://www.blogwise.com>

Back Links

Next you will want to receive back links to help with your page ranking.

Here is a short list of FORUMS to start with that will assist you with getting some back links: Are you asking what are back links? *Back links are people that have linked to your page or blog. Often leaving a message on a forum will create a back link to you.*

Here are a few forums to choose from:

[.http://forums.digitalpoint.com](http://forums.digitalpoint.com)

[.http://www.vuju.com/](http://www.vuju.com/)

[.http://checkthisup.com](http://checkthisup.com)

<http://www.sitepoint.com/forums>

[http://www.thewebmasterforum.net.](http://www.thewebmasterforum.net)

<http://www.webmasterforums.com>

<http://www.allcoolforum.com>

<http://www.warriorforum.com>

<http://forums.webicy.com>

<http://thehyipforum.com>

<http://www.webmasterforumsonline.com>

<http://www.webmasters.am/forum>

<http://www.webmasterforums.net>

<http://www.devhunters.com>

<http://www.webmaster-forum.net>

<http://www.geekvillage.com/forums>

<http://www.zymic.com/forum>

[http://www.webmastershelp.com.](http://www.webmastershelp.com)

<http://www.webmasterdesk.org>
<http://www.webmasterground.com>
<http://developers.evrsoft.com/forum>
<http://www.websitebabble.com>
<http://www.elancetalk.com>
<http://www.talkingcity.com>
<http://www.australianwebmaster.com>
<http://www.wtricks.com>
<http://www.forums.webzonetalk.com>
<http://www.htmlforums.com>

Continuation of Forums

<http://www.searchbliss.com/forum>
<http://www.webmasterize.com>
<http://www.webmasterserve.com>
<http://www.geekpoint.net>
<http://www.freehostforum.com>
<http://www.seorefugee.com/forums>
<http://www.cre8asiteforums.com/forums>
<http://www.webcosmoforums.com>
<http://forums.webicy.com>

<http://forum.hittail.com/phpbb2/index.php>
<http://www.affiliateseeking.com/forums>
<http://siteownersforums.com/index.php>
<http://www.webmaster-forums.ne>
<http://www.smallbusinessforums.org>
<http://forums.seo.ph>
<http://forums.delphiforums.com>
<http://www.web-mastery.net>
<http://www.webworkshop.net/seoforum/index.php>
<http://www.webproworld.com>
<http://www.bzimage.org>
<http://www.v7n.com/forums>
<http://www.dnforum.com>

Case Study

Follow these tips: My dad runs a stained glass studio, no website, no email, nothing! Anyway, I was listening to a Corey Rudi interview and he gave one simple tip to help offline businesses discover the power of email marketing.

Bear with me, because I'm sure this is common sense but it just goes to show you that the basic stuff can make a huge difference in sales and services...Rudi suggested that every offline business start to collect 5 things when customers came through the door:

First and Last name, email, date they came in, and what they bought. Also, ask them if they want to be on a mailing list for special offers, etc.

I had been trying to convince my dad to [signup with SBI](#) for some time and he's resisted. But, he agreed to try this email thing if I did all the work (e.g. typing, sending, etc). He collected email addresses for his customers for a month and then he handed them over to me. I sent out a quick email saying "Thanks for visiting on /x date, we value you as a customer ...we are offering a 10 % discount for customers through 6/10/07..."

Now my dad was not losing anything by sending this email.. he actually MAILED out these same coupons randomly to neighborhoods all the time. NOW though, he eliminated the expense of the postage, printing, etc. and actually was targeting the easiest people he could sell! His own customers! By the deadline date, he had 20 people come in with that coupon for total sales of \$2500.. Keep in mind, this is not a big business...Its quite small so this was HUGE for my dad.

All this and it cost him NOTHING to implement (except a little of my time!) And the best part is, even if it didn't work... it wouldn't have mattered cause his advertising cost was Zero!

Just a little success story and reminder of the importance of staying in contact with your customers!



Chapter 3

SEO Blog Strategies

Almost everyone breathing [that's in business] is seeking **good solid internet advertising ideas**, from Kentucky Fried Chicken to Waffle House... no one's exempt.

With a cancer-like economy, thousands of businesses closing world wide daily, even Joe the plumber could end up in the soup line if he doesn't find an inexpensive way to advertise, promote, and market his business.

Even multi-million dollar businesses are now implementing cheap ways to promote their businesses.

Tune in while we uncover 22 unspoken tactics to drive free traffic to your blog or website. You will be more likely to succeed in reaching your marketing goals if you take heed to S.E.O criteria when setting up your web site.

Search Engine Optimization

If you're wondering how search engine optimization classifies as a free online advertising strategy... don't feel bad, you will learn a little of what's important in this section. Search engine optimization or SEO for short, is the ultimate online free advertising strategy.

That's when Google blesses you with so many customers there is not enough room to receive them. Being number one on a high volume keyword could mean, hundreds if not thousands, of visitors to your site.

However, none of that will happen if you don't properly set- up your site correctly in the beginning. The main thing is to be sure to choose keywords that aren't too competitive, but ones you will have a chance to score with.

The next vital part is the amount of keywords.

Many newbies erroneously adds a trillion keywords to their keyword list. That's a no- no... What they don't realize is that with too many keywords, the SE (search engines) won't know what your article is about. Therefore, you will get diluted results.

Another secret is, **try to avoid all of the flash**. I know most people think that with all of the lights, camera, and action will bring traffic, nada, nope, won't happen. It will only have people turning away being blinded from all of the bright lights. (*Try to keep your blog simple.*)

22 S.E.O Secrets

Lastly, don't be fooled. The majority of the visitors that search for solutions are only going to search the top three pages. And most of the time it's only the top 10 or the first page. Your whole goal is to be in the top 6 on the first page.

Sound unlikely? it is, if you don't start with at least following these simple SEO strategies.

Below are 22 amazingly simple SEO strategies that will help with your online advertising campaigns. Remember, you're not alone, everyone is scrambling to quickly learn SEO strategies. (because that's the way to Mother Google.)

Let's get started:

- 1) Make sure your title consists of your primary keyword
- 2) Include an informative description of your website.
- 3) Write about your passion or expertise
- 4) Try for a catchy URL
- 5) Strive to use no more than 4 or 5 keywords
- 6) Choose high-demand but low-competitiveness keyword
- 7) Don't keyword stuff (too many keywords in one article)
- 8) Never repeat keywords consecutively, e.g. same thing, same thing
- 9) Include keyword plurals e.g. opportunity, and opportunities
- 10) Make sure your writing isn't too salesy or preachy
- 11) Add relevant links to your article or pages
- 12) Add relevant images
- 13) Make your articles unique
- 14) Include original content
- 15) Be careful with using too much flash [animation, blinking signs etc...]
- 16) Include Videos [not too many]
- 17) Use captions for your images
- 18) Incorporate congruent images [I.e dog website... should not show monkey business images]
- 19) Include helpful words in URL and titles [i.e. review, e-course, tips, etc...]
- 20) Separate your keywords using commas
- 21) Hyphenate your caption message within your images[example below]
- 22) Never plagiarize...Google will penalize you

Vital S.E.O. Videos

Wondering what an alt tag is? An alt tag is some HTML code that's included in your image tag. Don't worry too much about that. All you need to know is this... use the example below as a template.

Although they are as important as meta tags and description tags, very few people know what they are and what they do. Here's an example; HTML Code: image tag[``] and it's good to hyphenate your message

And if all of that sounds foreign, like it did to me a very short time ago.

Let me show you instead of telling you.

Google has a great video that gives some must-know information:

click on link below ==>

[Google Must Know Video Info](#)<== click on link

*****Note:** A few of the 22 SEO strategies won't be needed for blogs

If all or any of the 22 SEO Strategies sound foreign, that's to be expected.

Remember, the videos and ebook we mentioned in the beginning of this e-book, will answer a lot of your questions.

ebook for [keyword-research](#) watch the mini videos by Google [keyword training](#).

Now, if you are really thinking, "all of that sounds good but I don't have one single solitary second left in every other day" then this may be for you.

Don't fret; we have contacts and can assign an expert to assist you. They will help you with your blog including all of the proper SEO tactics, graphics, audio, and you'll be up and running in no time flat.

They will include some marketing techniques that will help to drive customers to your place of business. So if you're a doctor, lawyer, or fire chief, home business owner, network marketer, direct salesperson it doesn't make a difference!

Find out how you can dramatically grow your business: Contact us using the link below, leave your request in the box:

==> [Contact Us](#)

If you already have a website and would like to make more money and drive more customers,

here is a company that's been around for years, run by a doctor, who started his company because he almost died in a car accident.

He realized he could never practice medicine again. But, he knew he had to find a way to **generate the income** he needed for his family.

I first read about his story in Robert Allen's book "Multiple Streams of Income." Anyway, he has a step by step, take you by the hand system for building your own website. Here's a video where he explains the "how" you can build your business website.

Free Video **Build Your Own Site**



The biggest mistake people make in life is not making a living at doing what they most enjoy.

- Malcolm S. Forbes (1919-1990)

Remember: Rome wasn't built in a day. However, it was built!

Deborah Pretty

*Well, we hope you've accomplished your goal. After reading this e book you can now, set-up your own word-press blog, write an effective article, and submit it to the top directories, to receive an immediate increase in sales and traffic... Remember if you're interested in building your own website... try here first Watch a **2-minute video***

If you found this e-book helpful please drop us a line.

Contact Us

Unadvertised Bonuses:

Hot Pick E-zine Articles:

[Powerful Way to Double Your Salary](#)

[7 -Baby-Steps-to Online-Advertising](#)

[Online Advertising Free Report](#)

[MLM Business in a Box](#)

To Receive Free online advertising Updates

[we are planning to add a fee for this service shortly...

For a Limited time It's Free! sign-up now!]

[online advertising updates](#)

Free E-Books

Claim your Free E-book ...click on link

[Acres of Diamonds](#)

[Think and Grow Rich](#)

About this Book

Title:Uncover the Fortune that Lies Hidden In 3

Simple *Free Online Advertising Secrets

Publisher: NetAssets

Author: Deborah Pretty

Contact us using this link, [Contact Us](#)

leave your request in the box:

Web Site: www.Boost-Home-Business.com

Learn more **Right-out-of-Tomorrow Strategies Today!**

- more simple tips you can use immediately for increased profits
- More advertising ideas to help assist you with low-cost marketing methods

We welcome your comments and suggestions about this E-book.

This E book was created with a [pdf file](#)

E book Cover Designed by [Bronson](#)

Contents of this E book are Copy Right Protected (C) 2008, NetAssetsINC.

This concise e-book was designed to give you specific step by step instructions on how to implement simple online advertising strategies using wordpress.

Remember: Nothing works until you do. Knowledge isn't power only applied knowledge is power.

******Claim more original, step by step, instructional articles Available at ==> [online advertising tips](#)***

Summary:

I know we've said a mouth full.

And you are wondering; “how can I implement these strategies into my existing business or with the start of a new business.”

First we will cover what you should do in starting a new business utilizing the above strategies.

Step #1

Before getting started be sure to choose your keywords carefully.

We discussed that earlier. Watch these mini-videos on [keyword training](#) from Google and read this ebook listed below.

Example: You are planning to start a dog training business. The keyword “dog training” may be a highly competitive keyword. The solution...research for a different keyword. IE. Puppy training , or specific breed of dog. Click here for the e-book [keyword-research](#)

Step#2

Choose your domain name based on your high demand, low competitive keyword. Make your keyword your domain name. (follow the hosting set-up for hosting and domain)

Step #3

Set up your blog, the very way we discussed in the steps above.(the paid version)

Step#4

Here you will start to educate your readers about your subject. Follow the advice from the article marketing chapter. Remember, when writing your articles you don't want to be to salesy.

Your whole goal is to educate and inform your reader.

Now to drive customers to your blog. Post as often as you can. At least once a week. Submit articles to the article directories... preferably the Ezine Article Directory or use the automatic submitter. Article Marketing is one of the most under used, but, extremely effective strategies that I know. And if you are short on time use the automatic submitter. [Details Here](#) This is a tool from heaven.

Step#5

Repeat the process of posting and submitting. You will learn more as you go along.

Good Luck~

With an existing business your main focus should be to promote, market and advertise.

Here are the steps for an existing business.

Step#1

Set up your blog using the steps we covered in the above message.

Step#2

Incorporate as many of the 22 SEO strategies when formatting your blog and writing your articles.

Step#3

Submit your articles following the format discussed earlier.

Use the [Automatic submitter](#) .. it will make your life easier



Hello Deborah,

Your article, "Top 5 Tricks For Free Internet Marketing With Articles" – has been accepted and published on EzineArticles.com:

<http://EzineArticles.com/?id=2579890>

You've also earned Expert Author status:

http://EzineArticles.com/?expert=Deborah_Pretty

Your article will appear on our high-traffic home page within 48 hours:

<http://EzineArticles.com/>

Your article has also been sent to our exclusive EzineArticles RSS Feed and to our proprietary EzineArticles Email Alert Members.

You are welcome to add one of these special buttons on your website to show that your articles have been featured on

EzineArticles.com: [http://EzineArticles.com/featured/To Your Article Marketing Success!](http://EzineArticles.com/featured/To>Your%20Article%20Marketing%20Success!)

<http://EzineArticles.com/>

Thanks for reading. We Sincerely hope you use these over-looked strategies to grow your business or start a new one.

Put these tactics to work today!

Remember knowledge isn't power only applied knowledge is power.

You can either be like Henry Ford or end up like John Henry.

One used innovation to conquer the world. Becoming one of the world's Riches men in History. The other ignored innovation and tried to use sheer muscle and strength, he won... however it killed him.

You can read his short story [Go Here](#):

We are also proud to announce that we will offer updates to keep your business growing. As you, know technology is the fastest growing sector in our economy. So in order to keep up, we are providing updates.

Now For A Limited Time... Free

we will send out emails, once the price as been set

To Your Success!

Deborah Pretty

Copyright 2008 BoostHomeBusiness.com

Go Here For Sporadic Snippets: freeonlineadvertisingactionguide.com

POWERED BY: SITE BUILD IT!