

The FreeLoader...Uncovers the Fortune that Lie Hidden In 3 Amazingly Simple Free Online Advertising Secrets

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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 free online advertising 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 to:

- ◆ set-up a word-press blog, that you can use to stay connected to your customers for free
 - ◆ master how to make your blog search engine friendly; which is the cheapest way to gain and retain customers
 - ◆ ascertain how to write articles that will drive sales
 - ◆ uncover the difference between a free word press blog and a paid one; one of the biggest secrets to the offline advertising world
 - ◆ keyword tactics that will have you walking away from your competitors
 - ◆ Case studies you can use to incorporate into your offline advertising campaigns
- 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 are looking for a way to advertise your business, regardless to the type of business; professional services, (lawyer, doctor,) direct sales, home business owner, or network marketer, it doesn't make a difference.

Because **EVERY BUSINESS NEEDS CUSTOMERS**, (and in this case traffic) which equals more sales.

Every one 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. We've all heard how

easy it is to make money on the net, but here's what they don't tell you.

That only a small percentage of people really make any money. Most others end up disappointed, spending endless wasted hours, frustrated, rejected, hopeless, and running around like a chicken trying to escape an unavoidable fatal ending.

You Don't have to be a Harvard Graduate

Regardless to how difficult it can be, it's doesn't take a Harvard graduate to realize that if you don't bust a move to implement technology into your business, regardless of the kind, you're doomed.

If we didn't learn anything else from the Presidential election, whether you like President Obama or not, he has taught us all one thing. You won't stay competitive without the use of technology. The internet is no longer a luxury, it's a necessary.

But there is one problem, who to believe. There is soooo much information about how to build an online business. And there are so many people standing on the corners with cans in their hand begging for money.

You have no clue who to trust. You can waste an enormous about of energy and the most precious commodity...time... hoping to stumble across accurate information.

Don't Waste your Time

Now I can't say that everybody is just blowing a stream of hot air. But, who has time to run around from site to site after a grueling day at work.. Perhaps, even having to lick the boss's bu#@, the last thing you want to do is read 50 time-wasting e books, and sign-up for 75 more e-zines, only to drive you more into a haze of confusion.

I know you were wondering why would anybody admit to being a free loader. That's because we all are. Think about it, everything we know we learned from someone else and more times than not it was free.

Even your biggest bloggers and internet marketing gurus, will admit to legally stealing info from other marketers. Although additionally, we spent thousands of dollars on stuff we can't



name. We managed to learn a tremendous amount from reading, sometimes as much as 13 hours in a single day.

All because just like you, we heard the call to fame, the mantra...put up a blog and have your checks sent to you in Jamaica mon, kicked back under your umbrella, sipping on your favorite beverage, and let the good times begin.

AHHH...Sounds Good...It's Not Quite That Easy....Until

Until, we discovered a bit of information that we will share with you.

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 and now are on a flight to heaven with a suitcase full of money.

After being completely convinced that it wasn't my information that was keeping me from the Big Bucks. How did I come to that realization? By checking my keywords doing a Google search. Fortunately, after checking some of our keywords, discovering the junk that came up on the first page, I knew it was just a matter of finding out what it was that I didn't know.

My logical brain told me right then and there, that it wasn't my information, it was my technical know-how.

Which reminds me of Jerry Clark's Success Triangle. Jerry Clark is a Personal Development Success Trainer that made his first million by the age of 19. As he states, it's three sides to every success.

- 1. The technical know-how, which is what every one wants to know up front.
- 2. The internal communication, which many people think is hocus-Pocus, that's what you say to yourself
- 3. The external communication, which is what you say to others, how to effectively communicate your point to your visitors.

My point is, I knew it wasn't the external communication, just from reading the meaningless ga-bage that was on the first page of Google...(proved that theory.) Some of you can feel what I'm saying.

Learn from Our Heart-Aches

All I knew was, if I could excel in 3 different industries, thrive as an entrepreneur for over 25 years, *never really having a job*, was a self-employed single mom for 14 years, possess 2 cars by the age of 30, (one I owned and one that owned me)...

Then moving into the Real Estate Business, simply by reading a book and taking action. Turning a blind tale to my Real Estate Agent that told me what I was attempting to do only happens in California somewhere, "that stuff don't work around here".

And regardless to the nay-Sayers, I was able to purchase property from the bank with no money down and cash back at closing. And end-up savvy enough not to get caught-up in all of the Real Estate downturn.

After all of that, there was no way I would allow a darn COMPUTER TO DEFEAT ME!

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

business and once you get the fundamentals you can thrive in any business.

So I realized, that obviously, there were some other things that I 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 a vital missing piece of the puzzle.

Mental Attempts

And that's exactly what I want to share with you in our first chapter:

Although, I know it's not fair that you won't get to experience the frustration, wasted months of going around in circles, like a dog chasing a squirrel, mental attempts of machine bashing and the stare downs that my husband received that he doesn't know about as he approaches me with stuff that I could care less than less about at that time.

Not to mention the thousands of dollars on stuff we didn't need. Purchasing useless, empty e-books.

Banging my head against the wall, fighting to stay up a bit little 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 an awesome gift like that?

I guess I could share just a few little nuggets with you, to help you avoid the unnecessary heart-ache that I was 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 money I paid for it. If I learn one thing, it was worth the money.

I've written this e-book in a manner where it's short, concise and includes tutorial videos.

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

Let's get going!



Chapter 1

Article Marketing

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 will drive traffic to your website or blog.

Especially, if you have been online long enough to experience information overload.

You've probably heard terms like keyword -rich content, doing research on statistics, checking page rank and search engine ranking lists, and all kinds of techie stuff that can have you shaking in your boots. Isn't it good to know that all of that stuff is unnecessary to be effective.

And here is some more encouraging news that may be an eye opener for some of your more experienced marketers.



This may be a surprise to even you.

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 Campaigns "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 read and comprehend on a third grade level you can use Article Marketing to drive traffic to your website, which means more... moo-la.

No matter what your skill level is or how long you have been playing on the internet. 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?

Because Article Marketing is like priming a water pump. When you prime a pump you have to pump strong in the beginning. Just think while you are pumping you see 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. And while you're pumping, are you thinking about how the water can beat the law of gravity and 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.

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 vital force in the online world.

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

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:

Be sure to use multiple keywords, just don't repeat the same keywords over and over again. 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.

Focus on quality not quantity. This is not a speed writing contest. This is a substance-rich content thing. Your main goal is to write with passion and purpose.

The ultimate goal is to educate your potential or current customer.

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

Here are a Few Steps to 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 customer'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: Be sure to place a space before and after the subheading, 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.
- ▶ Your Headline: Be certain your Headline consist of your primary keyword. Your Headline, in a nutshell should tell the reader what your article is about.
- ▶ A Neat and Clean Format: Part B of an Article Campaign is to attract the attention of the e-zine marketers. So you will want to cross your tee's and dot your eyessss. E- zine owners 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?

Why does Article Marketing 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. And we also told you not to try to figure out the gravitational pull of the water pump, right? I know.

But 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 we came up with.

Think about it. You write an article and if you follow the format correctly. You write a keyword rich, substance oriented article. A good article consist of information that is vital to your audience's desired solutions.

So here's the psychology behind the article in a few words. You aren't selling. You are merely providing useful information to your readers. The selling part goes on under the radar.

Your readers don't feel like you are trying to get their money. You are not a fast talking, lip licking, palm greasing, sleazy salesperson.

You are looked upon as a nice, educated, helpful, expert that's simply offering your expertise.

Here's an example, think about your most productive TV commercials. If you have taken notice, in the last five or so. Have you noticed TV commercials that you had no clue what the advertisement was about until later on in the commercial.

Why would they intentionally hide the message? Because they know psychology and they 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 you for a while, you will let your guard down and at least listen.

T.V. Commercials 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 purple pill all look alike. (sexual enhancements)

How do they start out?

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

If you listened, the commercial first educated you on the statistics of the number of people that suffers from a mild dysfunction . And then they tell you how you can overcome it. By then your guard is down and you are giving them your un-divided attention.

Article marketing does the same thing, you educate your audience first and 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.

1. Lastly, we do recommend using a single link in a 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: [Article 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. But not consistently submit articles and you are swimming in shark-infested water. You are doomed to be feed before long.

You can be the most prolific writer, flow like LiL- Wayne,(he's a rapper) but if you are not consistent you will not see the results you're looking for. Consistency is the horse that pulls the article marketing campaign across the finish line, and if you will commit to doing just that one simple thing, be consistent, you will master this component of online advertising.

Are Keywords Important When Writing Articles

I know that you can very well be on information overload and Article Marketing can be a bit overwhelming for a newbie.

And if you are like most people you would be wondering -"Do I really need to do such and such? And if I do need to, Can I?"

Please, 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 that will eventually end up implementing some of these same strategies.

Secondly, What About Keywords?

Solution:

Just remember this, if you only place your keywords in the title, in the first paragraph, and at the end of the article, that will serve you fine. But more vital is to write content-rich, educational, informative articles that your customers will greatly benefit from.

You can do this as a newbie by just posting regularly and 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, your best catch will be an e-zine publisher. They are always looking for reprints to fill their weekly and some daily e-zine newsletters. So use plenty of subheadings, element list, (numbered or unnumbered list) and keep it simple.

SEO Tactics

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



Remember only 3 percent of the people online knows 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, from my experience and all of the other experts that's 99.9 percent not true.

I won't go into why, other then saying that Google is constantly changing and even when someone figures out one aspect of how to rank with Google, they change the game immediately.

Believe me they aren't #1 for nothing, they know what they are doing, believe you me.

Article Submission:

The whole essence behind article marketing is to submit your article to the top article directories.

There are Thousands of them. 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.

You don't want to submit to the not so popular ones, you don't want your stuff to show up on less than desirable websites.

So if you stick to these Top 10, you will do fine. But before I go, I will share one other untold secret about article submission. It's a secret tool that your Internet marketing Guru's uses. It's the way they distribute their articles.

I had to purchase a \$30.00 book from amazon to find this out **and** pay for shipping but I will share it with you as a bonus : be sure to check out How to: [Automatically submit your articles to thousands of publishers](#) <== link on click

Top 10 E zine Directories

1. 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.articleprodirectory.com

Article Marketing Summary:

Our whole goal in this chapter is to teach you the vital components to effective article distribution and marketing. After reading this chapter you should know without a shadow of a doubt:

- ◆ *How to submit*
- ◆ *Where to submit*
- ◆ *What are the important aspects of Article Marketing*
- ◆ *How to incorporate your keywords*
- ◆ *What the most important component of article marketing is bar none.*
- ◆ *Why article marketing works soooo Well!*

Summary

Let me recap what you should know so that you can immediately write and submit your first article today.

The first thing you will want to do is choose a topic that's in demand. If you have a product that you are marketing, that's fine, if you're a professional already marketing online, that's fine too. Remember you can use E-bay or Amazon to take a look at the hot picks or best sellers to get ideas or choose a better marketing angle.

Once you have decided on your topic or keyword that you will want to use. For example say that your blog is about Real Estate, and your topic for this particular article is about house staging. Be sure to choose the top keywords that's associated with real estate and staging. If you are unsure how to choose a profitable keyword that's going to get you customers? Visit this [video](http://thekeywordacademy.com/coaching/how-to-choose-the-right-keywords-for-your-websites/) that will assist you with that. Once you choose your keywords write your article.

Remember to write a juicy content-rich article and include your headings and subheading, and list elements.

Next, you will want to fill in the resource box. We didn't talk much about the resource box. That's the box at the bottom of your article where the directories allow you to place your bio and a live link.

Click on the link to see an example of the resource box [entrepreneurs resources](#)

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

What information to leave in the resource box? You will want to tell a little about yourself, basically your background and what's your qualification and what makes you an expert.

And then leave your link, you will want to take them to a landing page, your web site , or your blog.

Just in case you are as green as I was when I first got started and don't want to ask a stupid question, like what's a landing page. Allow me to explain, a landing page is a web page, where you only give a small amount of info.

The page is really just designed to share a smidgen of info with a sign- in box to grab the potential customer's name and email address. It's really used as bait to capture your clients personal info.

Lastly, what is the most important element to your

article marketing? let's say it together...consistency..... remember the water pump analogy. What happens if you are pumping water and stop? You guessed it, all of the water that was coming up, goes back down and you have to start all over again.

The moral of the story is to keep a constant flow of articles distributed through the article directories.

Or do like the Big Dogs and subscribe to an article submitter. Check here [Automatically submit your articles to thousands of publishers](#)

Chapter 2

The Rebirth of Blogging?

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

However, today we will talk about the importance of setting up an effective blog. As you probably know, 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.

Today we will talk about how to set-up a word press blog. Why word press? Because it gives you more options. Now there is a free word press blog version available, but your URL will end up looking like this www.wordpress.yourdomain.com . Not bad but to really place your site on the top pages of Google you will want your own Domain name... www.mygreatidea.com .

Why do you need a blog? Let's look at it like this. You have a business or are just starting one, and you want to expose your customers to new products, upgrade in services, or price changes. By creating a blog you have just included one of the best ways to keep your business in front of your customers for free. This will beat the pants off of your competitors.

That's why so many people are excited about internet marketing. You can do a lot more for free. Adding your online strategies with your offline marketing strategies will place you light years ahead.

And blogging is a very inexpensive way to do so. Shall we continue; so today you will learn how to create your own blog from start-to-finish, from the rooter to the tooter.

After you finish building your blog all you will have to do is feed it or duplicate it, either one.

The Free Version or Self-Paid Version

what's the difference?

When we talk about the free version versus the self-paid version, it's the difference between renting and owning. When you pay for your blog hosting you'll purchase a domain name, obtain web hosting, and install the blog on that host. With a free hosted blog, you're renting space on the wordpress server.

The self-pay version blog web address will look like this : www.selfpay.com

The free version blog web address will look like this: selfpay.wordpress.com

Content

With the self pay hosted blog, you have more freedom over the content you can use. On the other hand with the free version there are some restrictions with regard to your content and format.

O.K .. the first set of rules are for the free version of wordpress

All you have to do is follow the 1 through 7 and that's it.

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

Now let's get started...

Setting Up the Free Version of Wordpress

The set-up process for your blog is reasonably straight-forward. Here are the basic steps:

- ◆ Go to <http://www.wordpress.com>
- ◆ Click The “Sign Up Now!” Button
- ◆ Follow the form: Create a Username and Password, Enter your Email Address and Agree to the Terms of Service and make sure the “Gimme a blog” option is selected.
- ◆ Click Next
- ◆ ON the following screen you'll create your actual blog. For this (your first blog) I recommend leaving this page at the default values.
- ◆ Click Sign Up!
- ◆ Now check your email, you'll need to confirm your address before you can continue.

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

The Second Set of Rules are for the Self-Pay Version

We will brush through some of the stuff you will need to know, skim through just to get a feel. Then as you continue, as you will see, we will explain more in detail. Remember this whole entire process should take about an hour. It may seem longer because we will break it down into **baby steps**:

Keyword Research:

Below is some additional information the baby bloggers may not know: Things you will need to know before registering your domain:

a. How to choose a profitable keyword?

Check sites like E-Bay and Amazon, they are highly visited sites. Check to see what hot topics people are looking for. Remember it doesn't matter how great your idea is, if you don't have a profitable market it won't sell. It would be as hard as selling ice to an Eskimo.

b. If you have an established business, product or services already and would like to promote your existing company, great, use those sites to get some ideas from a different angle, if you're not already kicking butt.

Click here for a short tutorial on choosing the perfect keyword video-- Part 1
choosing the perfect keyword

Part 2 perfect keyword selection

Setting Up a Self Hosted Blog

Again this is just a prelude to the tutorial, we want you to familiarize yourself with the terminology and processes to come. Even though we are going to walk you through, step by step, word for word, how to set-up your wordpress blog.

So in a nutshell you will hear this same information again. Still, remember the whole process will only take a hour.

Before you can 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 to obtain a domain name. A 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 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 sites main keyword in the domain name.

Some popular domain names you'll probably recognize are:

Nike.com

Apple.com

Oprah.com

Now that you have some ideas about what domain name you want, we will instruct you to head over to a domain name registrar (Godaddy.com is probably the most popular) and enter your choices into the domain suggestion box, (you will do that later.) Remember, if the one you want 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 site wherever you wish. However, it's easier to use the one that they use in the video, that way you can follow along without any glitches.

Changing Your Dns Settings

Now, you'll have to "point" your dns (also called nameservers) to your new host. You do this at the domain name registrar that 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. Just call them.

Let's get started on the real thing

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

Here are the first steps:

Choosing Domain and Web Hosting

Step 1 Choose your Domain Name and Register with a Hosting Company.

This is pretty much self explanatory.

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 choose to use another hosting company.
Here is the URL for the one they used in the video

<http://www.hostgator.com>

Key points: if you don't know how to register your domain you should view this video

click on the link here: < href="<http://courtneytuttle.com/2008/07/12/how-to-register-a-domain/>"> register a domain

Step 2 Set up your hosting account:

- A. Log into the hosting company of your choice.
- B. Follow the simple prompts
- C. Only purchase what is immediately needed
- D. If you are planning to have only one site then you only need the cheapest hosting plan and that's around \$4.95 per month
- E. For multiple hosting, the baby hosting plan is for you, that's only \$9.95 per month

Set up your hosting account video: Hosting set up

Step 3. How to Point your Domain to your Hosting Company

- ◆ A. You will receive an email from your hosting company: in this case it will be either GoDaddy.com or HostGator.com.
- ◆ B. In that email you will see your nameservers: it will look something like this:
 ns2006.hostgator.com
 ns2007.hostgator.com
- ◆ C. Copy and paste the nameservers
- ◆ D. Go to your hosting company IE; Go Daddy.com
- ◆ E. Log into your account, using your log in password and the username you created when you purchased your hosting
- ◆ F. Go to your hosting or domain company (depending on which company you're with) and enter your two nameservers and click on save or OK
- ◆ H. If you have any questions, don't fret the video below will walk you through it, and if you are with GoDaddy.com just pick up the phone and they will walk you through it.

Either way you will get through it~

pointing your domain to your hosting

Step 4. Installing word press blog

- A. In the address bar, type in your site URL
- B. A menu page should appear, look for the C panel login, click on it

- C. Log in with your user name and password you chose
- D. Scroll down until you find Fantastico De Luxe, click there
- E. Look on the left-hand side and click on wordpress
- F. When the page changes click on New Installation
- G. Then you will see the blank box, leave it blank, it's asking, if you want to install it in a directory ... answer No

- If you want your URL to show up www.mygreatidea.com
- H. Next, you have to create a user name and password, then complete the other boxes.
- I. Lastly, click on finish installation

Tip: the way you log into your wordpress account is with your URL e.g. www.mygreatidea.com/wp-admin

Click on visit site, if it doesn't come up click on refresh

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

<http://courtneytuttle.com/2008/07/18/finalizing-hosting-and-installing-wordpress/>> setting up word press

Step 5. How to Install a Word Press Theme:

Next add your word press theme. This is just another little prelude, step by step follows. You can use Court's theme which are S.E.O optimized. Go to CourtneyTuttle.com or choose one of the word press themes or choose one at the wordpress site. (Court and his partner Mark are successful internet marketers)

If you're planning to use Court's Theme, head on over to Courtneytuttle.com, scroll down to the very bottom of the page. There you're going to see a link for SEO-Word press Themes. Click on the link and choose one of the themes.

Next right click on the link and a box will appear, click on save as. That

will save the theme as a zip file. I find the easiest place to store the files are on your desk top for easy access.

Follow the steps below, this should take you about 15 minutes tops:

Tip: There is one obvious update “Design” is obsolete now it's called “Appearance”.

- A. Find a theme by following the simple instructions below
- B. Download the file
- C. Save to desk top
- D. Right click to extract file (just leave on desk top)
- E. Next you need a File Client, you can use FileZilla it's FREE

<http://filezilla-project.org/download.php>
[follow the direction for the download](#)

F. Once that's done, log in to your file account, put in the account name e.g.

www.greatideas.com

use your same password and username you used for creating your hosting

G. click on quickconnect

H. Move your theme from your desk top to your server

Look on the upper-left hand side for your public folder or if you are using GoDaddy.com look for your URL name, click on that file

I. Click on wp-content... wp stands for WordPress

J. Click on themes which is what you will see after you click on wp-content

K. Look on the upper-right hand side click on desk top

L. Click on the theme name.. the theme that you chose has a name... that's what you are looking for

M. Click on that file and drag it across onto the right-bottom half underneath the other two files ...you should see classic, and a default file, drag your theme right under default

N. You will see the file transfer, it will say file transfer successfully

- O. Next login with your URL + wp-admin
- P. Click on Appearance
- Q. You may have to refresh, you should see your new theme, click on theme
- R. Activate your theme by clicking on activate
- S. FINISHED!



As usual here's a video for the visual people

<http://courtneytuttle.com/2008/07/23/how-to-install-a-new-wordpress-theme/>> Word press install

Step 6. How to Install the Power Pack SEO Plugin

Now here is a really important part. You will want to install 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 in millionth place in the search engines.

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 at 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 green....Next:

- A. click on Setting and you will see the All in One SEO Pack, click on it.
- B. Next page you will see Home Title, Home Description, and Home Keywords, you will fill in each
- C. Home Title: use your primary keyword for blog title. e.g. FreeOnlineAdvertisingActionGuide
- D. Home Description: tells what your site is about
- E. Home Keywords: use your primary keywords first, but remember to

use only a few, 3 or 4

F. Make sure this little box is checked: “rewrite title” is what it will say

G. Next you will see some other boxes...the little boxes should all be unchecked..other than auto generated

Click on save changes

Tip: the other blank forms that look like symbols or that look unidentifiable, leave as is.

As usual here's a video to make things easier

<http://courtneytuttle.com/2008/08/13/how-to-install-the-all-in-one-seo-pack-plugin-for-wordpress/>> SEO Plugin

Now your All-in-One-SEO Plugin is in

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

Once you have your blog set-up 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 make the site look more official)

Then you will want to go to the privacy page 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.”

That basically means that you want your blog to be shown to everyone.

Now look down on the right hand side again to click on 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.

Next you will want to click on reading, 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.

Examples:

Title: Be sure to capitalize the first letter of each word of your primary keyword.
eg. Free Online Advertising Actionguide.com

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

Home Keywords: You will want to list your primary keyword first, and any other keyword after that.

Follow These Tips:

1. Your primary keyword is in your title
2. Go to setting it should say "I would like my blog to be visible to everyone, including search engines"
3. Click on the writing tab: if it's not a ping URL [<http://rpc.pingomatic.com/>]
4. Click on the Reading tab: you only want 3 post to show if you are planning to advertise with Google

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 sooner.

But remember only 20 percent of 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.

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

List of Blogs

<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 to start with:

First, are you asking what are back links? Back links are people that have linked to your page or blog.

So what happens often when you leave a message on a forum it 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>
<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.net>

<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>

Here are a couple of Case studies



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. Ask them if they wanted to be on a mailing list for special offers, etc.

I have been trying to convince my dad to sign up 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 out 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 6/10/09..."

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!

[Link on click](#) **Case study of Richard**

SEO Tactics

Almost everyone breathing today are 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 don'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 of the SEO criteria when setting up your web site.

Search Engine Optimization

If you are wondering how do search engine optimization become classified as a free online advertising strategy ...then you really have some studying to do. Search engine optimization or SEO which is what everyone calls it, 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.

But 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 the keywords that's not too competitive but ones you will still have a chance to score with. The next vital part is the amount of keywords. Many newbies erroneously add a trillion keywords to their keyword meta tag. That's a no- no

A few more secrets, 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.

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.

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 the top 10 which is the first page. Your whole goal is to be in the top 6 on the first page.

Sound unlikely, it is, if don't follow these simple SEO strategies.

22 S.E.O Secrets

You are 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 consist of your primary keyword
- 2) Include an informative description of your website.
- 3) The description is what's shows-up when they type in your keywords.

- 4) Try for a catchy title
- 5) Strive for no more than 4 or 5 keywords
- 6) Your keyword density should be around 3 percent
- 7) Don't keyword stuff
- 8) Never repeat keyword, e.g. same thing, same thing
- 9) Include plurals e.g. opportunity, and opportunities
- 10) Use versions of your keyword for your anchor link
- 11) Add relevant links
- 12) Add images
- 13) Be sure to add the alt tag to your image tag
- 14) Keep your links consistent
- 15) Be careful with using too much flash
- 16) Videos are good but they something get in the way of the bots
- 17) Use captions for your images
- 18) Incorporate congruent images
- 19) Don't keyword stuff your alt tag
- 20) Separate your keywords using hyphens
- 21) Hyphenate your title if it's long
- 22) In your alt tag hyphenate your description of the image

Vital S.E.O. Video

Wondering what's an alt tag? An alt tag is some HTML code that included in your image tag. Don't worry too much about that. All you need to know is... 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: image tag

<http://services.google.com/breeze/webmasters/googleforwebmasters/>

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

We can put you in contact with an expert to create your blog with all of the proper SEO tactics, great graphics, and audio, and you will be up and running in no time flat.

It will include some marketing methods 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.

To find out how you can dramatically grow your business: Click on the link below ==>>

Contact us using this link, 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 again, but also 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 accomplish 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, and receive an immediate increase in sales and traffic.. Remember if you're interested in building your own website... try here first [2-minute video](#).

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Author: Deborah Pretty

Email: **comments@boost-home-business.com**

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