

INTERNET MARKETING FOR NEWBIES



Read This Report to Learn the Only Type of Internet Marketing That Works

There are two main approaches to internet marketing.

One of them works.

The problem is that the vast majority of people who start out are going to get the wrong advice and they're going to start off with the *other* type of internet marketing.

Just take a look at one of the big marketing forums like Black Hat World or Warrior Forum and you will quickly learn the predominant attitude toward internet marketing. A lot of people view this as a system that can be hacked, as something that you can win at through sheer volume and spam.

And that's what results in some very low quality websites making their way onto the web.

You will have encountered the sort. These are the sites that are covered in adverts and that are shameless about promoting affiliate products. These are the sites that are filled with near-illegible writing, written in pidgin English and filled with repetitive keywords. These are the sites that don't have any brand to speak of but rather just a title that also happens to be the keyword.

And guess what? Most of these sites are destined for failure.

In this free report, you're going to learn why 80% of the community is wrong about internet marketing and how you can approach it differently with the best results.



EVERYTHING WRONG WITH INTERNET MARKETING, IN A NUT SHELL

Everything Wrong With Internet Marketing, In a Nut Shell

If you're still not sure what I mean when I say that a lot of people take the wrong approach to internet marketing, then consider the example of the many different 'link building' services on the web.

Most of these services use the same strategy: they use a PBN and spun content. A PBN is a 'private blog network', which means that it is a network of blogs all owned by one individual or company. These blogs link to each other, which creates a false impression of authority in the eyes of Google and helps each blog rank more highly.

Spun content meanwhile, means that the PBN owners fill the content not with unique content but with content that has been repurposed to *look* unique. So in other words, they will take an article that has already been published elsewhere (sometimes without the owner's permission) and will then swap words for synonyms. This means that Google can't tell the content isn't original and if all goes to plan, it will work just as well as something hand written.

Except it very rarely works.

What you end up with instead, is content that reads like so:

Hello to our great patrons today! This is the good web page all about the ways to get a great six packs!

In other words, it's pretty much gibberish and no one will spend more than two minutes reading it. Very often, the PBN owners will say that the content has been 'checked' by a professional writer but you only need to look at the quality of the adverts in many cases to see that this will count for naught. Unfortunately, many of the SEO services offering these types of links don't speak English as a first language and it *really* shows.

So, what happens if you buy these links? Simple: you communicate to Google that you are trying to spam its index. Google will see that you suddenly obtained 100 links in the space of a few days and that these links were all on poor quality sites that already linked to each other. It will see that the content surrounding your link is gibberish and if it suspects that you paid for the links (which you did), then you'll risk having your site *entirely* removed from Google.

If you don't get caught now, then you'll likely get caught in the near future.

Meanwhile, if a real visitor ever sees that your site is associated with those other sites, then it will greatly harm their impression of your brand.

Does Your Site Look the Part?

But let's be honest: a lot of the types of sites that use these marketing methods are not going to have much of a brand to begin with. They likely don't have a logo or a catchy name (they might have used a keyword as their URL and it's probably very clear from the website that they don't take much pride in their own website).

This is just one more reason why it's probably only a matter of time before that website – which exists purely to try and sell – gets penalized.

And it's also why your own website isn't getting as many conversions as it could.



Internet Marketing: How to be the Best

Now let's think about the alternative approach. Let's take a look at some of the biggest brands on the web and the biggest players in your given niche. What are the sites that are absolutely thriving in your industry and making huge amounts of money as they do?

The answer is the big, well-known brands. And perhaps a few personal brands, with websites that have been lovingly crafted with some really big audiences.

The people who are really making massive money from their blogs are pretty much minor celebrities or household names and they are quite simply *class acts*.

Ask yourself if any of the following people or brands are familiar to you:

- ☐ Tim Ferriss' Four Hour Blog
- ☐ Pat Flynn's Smart Passive Income
- ☐ The Art of Manliness
- ☐ Nerd Fitness
- ☐ Mark's Daily Apple
- ☐ Breaking Muscle
- ☐ Bodybuilding.com
- ☐ The Verge
- ☐ Wired
- ☐ Android Authority
- ☐ IGN
- ☐ Mashable
- ☐ Den of Geek
- ☐ Forbes

□ BBC News

Now ask yourself: how many PBNs do you think these companies paid for?

And would these sites be anywhere near as successful if they had hired writers and paid them \$1 per hundred words?

Or if they chose to use a keyword instead of creating an actual brand?

No, no and no!

These sites thrive because they provide real value, because they have a clear value proposition, because they have a strong brand and because they have a professional sheen.

People engage with these sites because they trust them and they know what to expect.

Because they are entertained by them and because they learn from them.

These are the sites you need to emulate if you want to be successful and guess what? It's not actually all that hard...

The only mystery in all this is why so many sites choose to try and cheat the system instead of doing things properly. And the simple answer is that it's easier to try and cheat and that trying to cheat will get you results faster... but to a more limited degree and with a high chance of your site being eventually penalized or de-indexed.

A lot of people just don't know *how* to market properly, or they assume that they need a massive budget (which isn't the case). So let's take a look at how you should go about internet marketing in the right way, shall we?



IT STARTS WITH A BRAND

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It all starts with creating a brand – and with understanding exactly what a brand is.

A lot of people assume that a brand just means a name and a logo but it is actually much more than that. A brand is instead a commitment to quality *and* a mission statement.

It starts by knowing why your brand exists and what it is that you want to achieve. And this *cannot* simply be wanting to earn money! Instead, you need to think about how your brand is going to change the world for the better, about what your subject matter is going to be and about why people are going to care about your posts and your products.

As many businesses advisors would say – it's about the 'Why'. Why do you do what you do?

What is it that sets your business apart from others?

Once you know this, you can create a logo that communicates that fact and that helps people to understand what you're all about. You then create content that will help you to communicate your message and provide that value. And you make sure that every product, every video and every other thing you create is all in-line with that same vision.

Doing all this will ensure that people know what to expect from your site and whether or not it is for them. More importantly, it will allow you to start building fans and it will mean that people can feel like they are a part of a movement or a mission – rather than just reading some cheaply-made website.

You can even create a name for your fans, maybe create a slogan and generally 'recruit' people to your 'fitness army' or your 'money making empire'. Don't try to appeal to everyone – know exactly what your brand is about, who it appeals to and how to get those people on board.

This also inherently means that you need to pick subject matters that you genuinely interested in and passionate about. This will come across in the way you talk about your site and in the quality of your content so do *not* try and fake it!

If you have a fitness site, or a site on synthesizers, and you hire someone generic to write your content, then it is *never* going to be in the top 5% of websites. Why? Because a writer – even a very good one or a very well informed one – doesn't care as much about your brand and won't know enough about the subject. They will only ever be able to research the topic and then essentially re-write the content they find. Thus it will never be truly ground-breaking or original, it will never be completely new and exciting.

On the otherhand, if you are a huge fan of the subject yourself and *you* write the content, then you will have a unique voice and something unique to say on the matter. The only exception is if you find a writer who is truly passionate about the subject and who knows it inside out. A writer who cares about your brand and who has something genuinely new to say.



QUALITY IN EVERYTHING YOU DO

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This will help you to create genuinely great quality content but you also need to think about how you're going to offer that kind of quality in everything else you do as well.

Think about your own experience on the web. You're clearly an intelligent person if you're reading this and considering starting your own online business, so no doubt you can readily tell the difference between a high quality site and a low quality one. And no doubt you have been put off of looking at low quality sites in the past or put off of buying from them.

How often have you visited a website, noticed that it is poorly designed, and then decided to go elsewhere?

When you load up a website and it doesn't quite fit onto the page (meaning it doesn't use a responsive design). When the content is clearly written by someone who doesn't speak English as a first language. Or when the logo is kind of grainy and low quality. Or how about when the content is all in one single block of text with very few headings and a small font?

All these things are enough to immediately put you off of reading and to *certainly* prevent you from spending any money.

Your job then is to ensure that there is quality in *everything* you do and that your site has the kind of professional sheen that you associate with the very best sites in your niche. Nothing short of that will suffice.

Take a look at the biggest sites in your niche right now and then ask yourself honestly: does your site compete with them in terms of the web design, the content or the branding?

If you can't answer 'yes', then you need to immediately reconsider your approach to your site and you need to fix it quickly.

Fortunately, it is very easy these days to build a high quality website with a very professional design. All you need to do is to use WordPress, which powers the vast majority of the web's biggest sites already. This is a very simple site-building tool with endless customization and the best part is that it's completely free.

Don't make the mistake of trying to build your own website entirely from scratch! All this will do is waste time and potentially result in a lower-quality end product.

Once you have installed WordPress, you can then head over to a site like Theme Forest and use this to download a high quality theme. You can get a very professional theme with high definition images and icons for around \$30 to \$60 and that will be one of the best investments that you ever make!

Likewise, this will also allow you to install various plug-ins and tools that will enhance the function of your site. This will let you closely integrate your site with your social media and to improve the fonts etc.

You should also consider outsourcing the creation of your logo. If you do choose to do it yourself, then use vector software such as Adobe Illustrator. Normally though, it is best to use a professional designer – after all, they do do this for a living!

Another way to instantly demonstrate quality and professionalism in your blog or site is to create videos. While anyone can build a website and anyone can fill it with content, it takes a lot more effort and skill to create a great video with professional production values. This is important because it means that your visitors will take you more seriously and believe that you know what you're doing. In turn, that will help you to gain more trust and will increase the likelihood of people buying from you, or believing your advice.

The only problem is that a poorly made video will have the *opposite* effect. That means you need to invest some money into a high quality camera, perhaps a soft box for lighting, a good microphone (the Blue Yeti is very good) and some editing software such as Adobe Premiere. At this point, it makes sense to get yourself the Adobe Creative Cloud. Professional software like this does really make the difference, as does professional hardware – a good computer that can edit 4K video and that you'll enjoy working on.

In short, if you want your site to be treated like a professional site, you need to work like a pro!



How to Build Links the Right Way

Likewise, there is a right and a wrong way to build links.

We've already seen the wrong way to build links in fact. That is paying \$1 per link to get yourself on a PBN.

But how do the big sites build links? There are two ways.

The first is by associating with the other big brands on the net. In short, if you want to be considered as one of the big influencers in your niche, then you need to associate yourself with the other big influencers. Don't view them as competition but rather as colleagues and partners. Offer value that doesn't *directly* compete with what they're doing and then offer them a guest post or ask if they'll consider mentioning your site. Once you start rubbing shoulders with the big players, Google notices and so do the readers.

And this is another reason why spamming your way to the top just doesn't work. If you want to be taken seriously, then you need to take yourself seriously. If your site is covered in spam and low quality content, then do you really think that Pat Flynn or Tim Ferriss are going to want to link to you?

The other way that you build links as a professional is by letting them grow naturally. This is the other thing that Google is looking for. It wants to see a website that is so popular that people can't wait to share it with their friends and with other people online. They want to

see a site that other sites are turning to as a resource or as a reference.

And this is where 'link bait' comes in. Link bait is not as unscrupulous as the name makes it sound. All link bait means, is that you are writing content that is so informative, so surprising and so interesting that people *want* to link to it.

This will help you to create a more diverse and unpredictable backlinks profile. People will share your posts on forums, on their social media and on Reddit and this will bring you lots of new views and new shares. This is something that you can't emulate using cynical methods and as such, it will result in a links profile that never gets you into trouble with the big G.

Again, *quality* is the big word here and what will really make the difference. And of course a little quantity doesn't hurt either. If you want to make this a full time job, then you need to treat it by one by putting in a 'full time' amount of work!

There's So Much More to Learn

Hopefully, you're starting to see why the 'honest' method of internet marketing is the best. Hopefully, you'll see that it doesn't pay to spam the system and that you can have just as much immediate impact by using more honest methods.

But of course you can't learn internet marketing in 3,000 words. This report has only scratched the surface and there is so much more to learn! If you're just diving into the wonderful world of digital marketing, then be sure to check out the full book *Internet Marketing for Complete Beginners* and to discover the ins and outs of a fantastic marketing campaign.

With the right information and the right commitment, you can live the dream and earn a full-time wage by writing about a topic that you love.