

MarketStorm

RUNNING YOUR ONLINE BUSINESS

A man with a beard and a white shirt is sitting at a desk in a modern office, wearing a headset and working on a laptop. The desk is cluttered with multiple computer monitors, a keyboard, a mouse, and a water bottle. There are potted plants on the desk and on the windowsill. Large windows in the background show a view of trees and buildings.

WHAT'S INSIDE?

WEBINARS

VIDEO MARKETING

PRESS RELEASES

SQUEEZE PAGE GURU

THE POWER OF ILLUSION

THE SUCCESS IN MANAGING AND
RUNNING A BUSINESS

USING TESTIMONIALS TO INCREASE
YOUR AFFILIATE COMMISSIONS



3 Things to Pay Attention to For Better Search Rankings

SEO refers to search engine optimization. It is a process to increase the organic search rankings of a website. There are millions of searches being done online. People search for almost every imaginable thing from how to care for their pets to how to make money from home etc.

While searching, people enter some words or phrases in the search box. These are known as keywords or key phrases. A website owner's aim

is to have high rankings for a lot of important keywords related to the site's niche.

The advantage of high rankings is that you can get thousands of free visitors to your website without spending a dime on advertising. And this traffic will keep coming to your website automatically as long as your site is still ranking high on the search engines.

What's more - your site will be getting visitors even while you are sleeping, eating or enjoying time with your family.

In order to enjoy all these benefits, we need to optimize our website in a certain way so that it stands a good chance of ranking highly in the

search engines. Each search engine is different and gives priority to different factors.

It may be almost impossible to



optimize our website keeping all the search engines in mind. Thankfully we don't have to do so. If we focus on just the top 3-5 search engines, it should be sufficient for us to get thousands of free targeted visitors.

Let us discuss 3 important areas you have to focus on first in order to optimize your

website for higher rankings.

1. Pay Attention to Title:

Each webpage has a title. What you place between the title tags is very important from SEO point of view.

You should place your most important keywords which you are targeting in the title. The keywords should be placed in the title in such a manner that it should make sense to humans also.

Our webpage titles should appeal to search engines as well as human visitors. If your title is just a bunch of keywords without much sense or appeal, then people will not click to visit your site even if you have a high ranking in the search engine.

2. Pay Attention to Header Tags:

Header tags are like subtitles of your page. Again header tags are important from human as well as SEO point of view.

Header tags should also contain your important keywords so that the search engines understand what your page is about. These header tags are also important for human visitors to your website. If someone is just scanning your article, he/she can read through the subtitles to decide whether the article is of their interest and deserves to be read further or not.

3. Pay Attention to Content:

Your articles should be of good quality and useful to the reader. They should serve some purpose.

The article should contain your important keywords written in a natural manner so that it makes complete sense to human readers also. If you write high quality content and spread your important keywords throughout the content then stand a good chance of impressing the search engines as well as human visitors.

These are the 3 most important parts of your webpage you should pay attention to if you want to gain high search rankings. The benefits of top rankings are immense. So start paying more attention to your article titles, subtitles as well as the actual content.

If you do so then you can reap the benefits in terms of good search rankings as well as high conversions from website visitors.

There are many other factors that need your attention in order to

improve site rankings, but all efforts should start from here. You should first and foremost try and optimize your content then worry about other factors.

30 Ways to Generate Publicity for Your Online Business

A common misconception among online business owners is that they must spend lots of money on advertising to grow their businesses. But if you're willing to put a little time into promoting your business, you can generate publicity that will be far more effective than paid advertising.

Here are 30 ways you can create publicity at little or no cost.

Build a social media presence.

Building a presence for your business on popular social media sites such as Facebook, Twitter and Google+ creates ongoing opportunities for publicity. Make frequent, relevant and interesting posts, and bloggers and members of the media will take notice.

1. Start a Facebook group.

An active Facebook group that is relevant to your niche can generate lots of publicity.

2. Make use of LinkedIn. LinkedIn is

business networking and making contact with members of the press.

3. Maintain a blog. A good business blog is a great for publicity. Keep it updated with relevant and engaging posts, and be sure to offer an RSS feed so that readers can subscribe and site owners can add your updates to their own sites.

4. Post linkworthy content on your blog. "Top 5" or "Top 10" lists tend to attract links nicely, as do

5. **Comment on other blogs.** Keep your comments on-topic and useful, and only include a link to your site in the URL field. As long as you're adding to the conversation and not blatantly promoting your business, this is a quick and easy way to gain links and exposure.

6. **Write guest posts for other blogs.** Many bloggers welcome guest authors as long as they have something worthwhile to say. Instead of shamelessly plugging your business, write a post that their readers will be interested in and save the promotion for your byline.

7. **Invite other bloggers to write guest posts for your blog.** They will pass the link on to their readers, giving your blog greater exposure.

8. **Post interviews with fellow online**

business owners on your blog or website.

Again, they will let their customers know where to find the interview, giving you traffic and publicity.

9. **Submit articles to article directories.** When bloggers and site owners post your articles on their sites, you'll gain exposure and links to your own site.

10. **Give them something free.**

Freebies are great for generating publicity. You can create reports and other information products and give them away without losing money.

11. **Give something away in a drawing.** Whether you host a giveaway on your site or donate something for someone else to give away, it's sure to attract attention.

12. **Have a contest.** Whether you

have an essay contest, a design contest or a name our new product contest, you'll get people actively involved and



generate lots of interest.

13. **Have a sale.** The bigger the savings, the more publicity you can expect.

14. **Exchange promos with other online businesses.** Ask other online business owners if they would be interested in offering their customers an exclusive discount from your business if you do the same for them. This will result in good publicity for

both parties.

15. **Do a webcast.** You could do a product demonstration, a question and answer session, or even an interactive workshop. These types of events are sure to generate buzz.



press releases on your website.

A carefully crafted press release is one of the most basic yet powerful publicity tools. Simply adding press releases to your website will attract traffic, and they could be picked up by media outlets.

17. **Submit press releases directly to media outlets.** This is what

business owners did before the internet existed, and it's still effective. Simply find online publications that might be interested in your release, search for the appropriate contact, and email it to him or her.

18. Submit press releases to press release distribution sites. Sites such as PR Web will distribute your release to major news sites and search engines, greatly increasing the chances that it will be picked up.

19. Donate money to a worthy cause. Charitable organizations are usually happy to share the news when a business makes a donation. A donation is also a good topic for a press release of your own.

20. Donate goods or services. A good alternative to a monetary

donation is a donation of supplies or services.

21. Volunteer. If you're not in a position to donate money or goods, donate your time instead.

22. Create a scholarship.

Scholarships are excellent for generating publicity and goodwill. They don't have to be expensive – every little bit helps when it comes to paying for college.

23. Make a video. YouTube is more than just a site for watching funny cat videos. It's also a powerful promotional tool. A fun or informative video about your business could easily go viral.



Select files to upload

Or drag and drop video files

24. Start a podcast. You don't have to have a lot to talk about to do a podcast. Some of the best ones are short and sweet. As long as you have something interesting to say, podcasting is a great way to reach internet users who prefer their content in audio form.

25. Participate in online forums.

Find forums that are relevant to your niche and start posting. You don't have to actively promote your site, just be interesting and helpful and add a link to your signature.

26. Start a forum of your own.

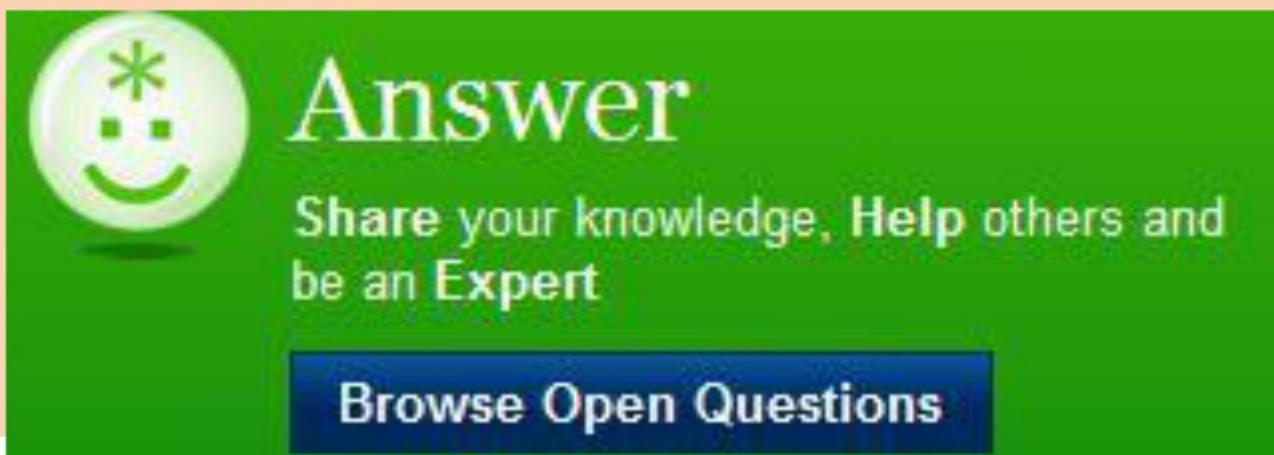
Maintaining a forum can help you establish yourself as an expert in your field and attract

traffic to your site.

27. Answer questions. Sites such as Yahoo Answers provide opportunities for you to share your expertise. Include a link to your site in your user profile, and link to pages on your site in your answers when appropriate.

28. HARO. Sign up at HelpAReporter.com to receive notice of queries from members of the media who are seeking sources. Respond to relevant queries, and you and your business could be featured in the story.

29. Pitch a story. You don't have to wait for reporters to come knocking or make a relevant query. You can think up a great

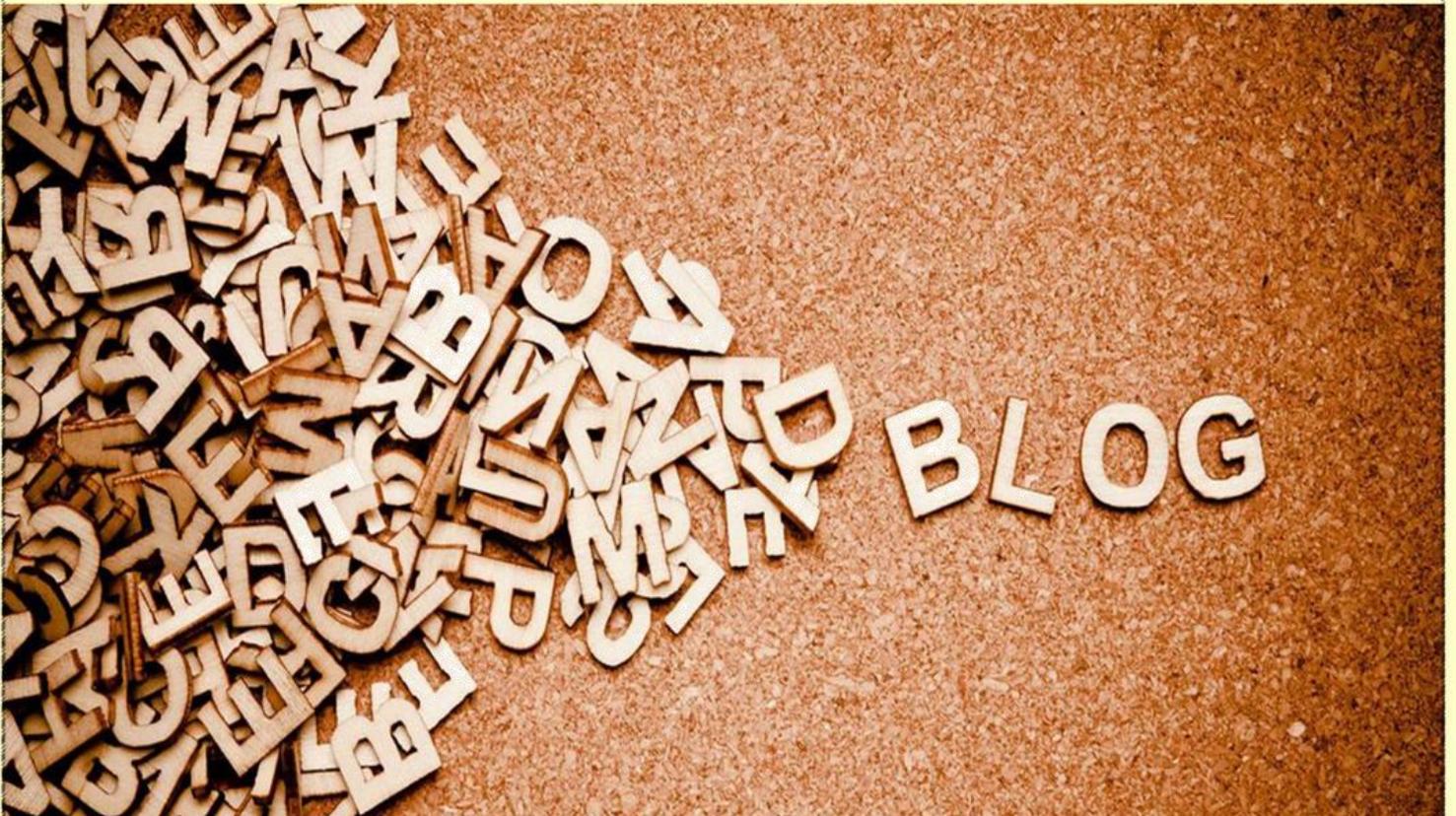


Answer
Share your knowledge, Help others and be an Expert
[Browse Open Questions](#)

story idea that ties into your business and go to them with it instead. If your first media contact is not interested, keep looking until you find one who is.

You don't need a huge advertising budget to get the word out about your business. By taking a little time each day to work on generating publicity, you can keep customers coming in without spending a dime.

How You can Establish a Community in Your Blog...



When doing your blog, you will be passing through different stages. You will be deciding what your niche will be. You will be developing contents and launch your website. After some time, you will develop a regular following of readers. Making these individuals interact by forming a community in your blog is a big fulfillment.

At first, people will be going to your blog to get the information that they need. A community will be formed when people start interacting. You will see that these readers will feel the responsibility to help each other out online. In the long run, there will be contributors of contents and your forum will be very active.

How do you link people and make them interact with each other. Here are some tips you can follow:

Encourage Comments

The first opportunity will be on your message boards. You need to encourage people to speak their minds and comment on your post. You can stir up interest when you ask questions and show interest in their opinions. When you get people to post some words you can interact with them and you will see the long term effects. You just have to be careful and monitor your posts for spammers.

Do something for Your Readers

You can develop posts that are totally about stuffs that interest them. You can answer the questions and request of your loyal followers by devoting posts for these topics. Put the spotlight to your readers from time to time and make them feel at home at

your blog. This way they will be comfortable and feel safe to talk back.

Encourage Readers to Participate

Aside from asking for their comments, you can generate reader activity by running polls and surveys about a topic relevant to your blog. You can also invite readers to generate content for the blog. There will be experts out there who will be willing to share their knowledge and skills.

Lead the Way

If you want to form a community within the blog, you, as the blogger, must lead the way. Be the fire starter, be the cheerleader, be the guide of the community in your blog.



Preparing to Open a Coaching Business

Before you actually start looking for coaching clients there are certain things that you should have in place. These are details that will help reinforce your expertise and show people why they should sign up with your coaching program.

An Online Presence

It is imperative for any business owner to have an online presence these days. Just about everyone uses some type of device to access the internet. If you can't be found online then this

won't help reinforce your position as a coach.

There are some basic ways to develop an online presence. First create your social media accounts and start using them. Post information and tips on what you will be coaching on.

Another valuable way is to set up your own website and start blogging. Again this showcases your experience and highlights your authority. If you have any type of credentials and qualifications, which will help attract clients, then make them visible on your website. It can be helpful to add these sections to your About page.

Publishing a Book

This is an excellent way to showcase your expertise and attract coaching clients. Writing and publishing a book today is very easy. You can easily self publish a book on many of the different



publishing platforms such as Kindle or the iBookstore.

If you write and publish your book first, you can always include a link in it to your proposed coaching program. You may even want to consider offering free 15 or 20 minute consultations to a set number of people.



Being Active in Your Field

To be considered an expert it is really important that you are seen being active in your particular field. This can be done by making use of forums and by leaving blog comments or even guest posting on related blogs.

The more your name is connected with your field, the more coaching clients you will attract.

Squeeze Page Guru



THIS ISSUE'S MUST-READ:

1.0 Squeeze Page Basics

2.0 What Is Required

3.0 Designing Your Theme

1.0 Squeeze Page Basic

The squeeze page scheme supplies a uniquely mighty system through which you are able to gain earnings from multiple streams.

Let's begin with the page itself: all traffic is directed to the squeeze page. From there, it will bear a quantity of choices, depending upon what you've decided. A lot of marketers advise that your page ought to always be an opt-in form. Other people will advise that it ought to merely be a sales page.

Whether it's a free of charge e-zine or a product purchasable, the squeeze page scheme you produce ought to include a "one time offer," which will command them to take action – subscribe to, purchase, and so forth.

Once they sign up or purchase, the squeeze page scheme you produce ought to then re-route them to a thank you page, which opens more

ways through which you are able to up-sell. One speedy way to up-sell is to merely include ads on your thank you page for associated affiliate products or for your own merchandise. Here, once again, you'll wish to provide them a one-time offer.



Likewise, if you haven't yet called for them to join your subscriber base, this is where you ought to do it – on your thank you page. When they opt-in to your list, you now have a totally new alternative you are able to utilize in alignment with the squeeze page scheme to render income.

One such alternative is marketing ad space in your newsletter or e-zine. The more individuals you've reading your e-zine, the more you are able to commonly charge for ad space; But, you'll wish to avoid overselling to your list to guarantee your advertisers really make money.

Your following alternative is to back a product as an affiliate. You are able to tell your subscribers how somebody has just produced a glorious product – and you are able to provide it to your subscribers by an affiliate link. You might even wish to utilize additional products you have as incentives to provide them

The final and most fruitful way in which you are able to get income through your e-zine is by producing and selling your own products to your subscribers.

It's important to mention that you don't have to utilize all of these means to yield income; all the same, the more you utilize, the more you earn as a whole.





2.0 What Is Required

Prior to you getting started constructing your squeeze page, you'll need a number of things to make your offering really have a point; and facilitate the production of your squeeze page.

One thing you utterly must get prior to you getting started is an auto responder. With no auto responder, you're pitching potential bags of income in the trash. Instead of producing a relationship with buyers and likely buyers – and giving yourself the chance to try future up-sales -- you're allowing them to go away and never come back.

As well as an auto responder, you'll have to have a real offer that individuals wish to buy. You might want to formulate a product, like an E-Book or software package.

If you do not have the talent to do either, you are able to always employ a pro to do it for you through Elance.com or Scriptlance.com.

You'll then either prefer to sell this product and try to get subscribers from your thank you page – or you'll wish to get subscribers by providing the product free of charge (which is what a lot of Internet marketers today do).

A different thing you utterly must get before you get rolling is a check out service. You might prefer to consider Paypal, Click Bank, or 2 Check Out. All of these services will let you make transactions fast.

A different thing you have to have before you get moving is a set of artwork, which commonly includes an image header, a check out button, background wallpaper, and a half-decent image of yourself. You are able to likely supply the picture of yourself, but you may want to hire a pro to do the rest.

3.0 Designing Your Theme

Maybe the most crucial part of producing a squeeze page is designing your theme.

How you pick out your theme, naturally, will all depend upon how you plan to get traffic. If you choose to get traffic through SEO, designing your squeeze page theme will mean discovering set phrases within your niche which have a elevated demand (aggregate search value) and a depressed supply (small amount of vying sites) and then producing multiple squeeze pages, each which is optimized around another set phrase.

If, on the other hand, you choose to bring forth traffic by pay per click (PPC) plans, like Adwords, designing your squeeze page idea will once again mean fine tuning a number of different pages to fit the keywords you're buying.

This is really where many individuals bomb when they produce a squeeze page: they do not fine tune it to fit a particular audience. This is a huge error.

Probabilities are, if you produce a quality product or e-zine, it may benefit a lot of individuals. So why not convey the precise Advantages they'll gain from subscribing or purchasing?

If, for example, you've an e-zine about Lego sets and miniature blocks, so you group it under the open heading of "toys," a visitor who's searching specifically for info regarding either Lego sets or miniature blocks will click off your page if they don't see the direct association to the precise subject for which they were seeking.

Rather, you'll want to assemble a page focused around Lego sets and a page focused around miniature blocks. On every page, you'll want to convey the particular Advantages to joining the list for each one of those groups of visitors.

Continuing one step more, as well as designing your squeeze page theme, if you're producing a page for a e-zine, you might likewise wish to section your list, so you are able to send out info specifically about Lego sets to those who call for it - and info about blocks to those who call for it.



Success in Managing or Running a Business

In this section, I will provide you with tips for achieving success in business. It doesn't matter whether you own a business, want to own a business, or play an important managerial role, there are certain traits and habits that you can adopt that will determine whether or not you can be successful in the long term. In this section, I will cover 75 of the tips that I think are most important.

Top 5 Principles to Run Your Business

Principle #1 – Stop Complaining

Whenever it comes to success and business, the best place to start is by committing yourself to not complaining. Of course, it is perfectly fine to raise concerns, to question dubious choices, and to remain thoughtful and analytical at all times.

However, needless and persistent complaining generally accomplishes nothing positive. To the contrary, it drags you down, reflects poorly on you, and can transform otherwise productive co-workers into cynical, whining unproductive co-workers.

In short, focus on solving problems, not complaining that they cannot be solved.



Principle #2 – Strive to Reach Your Full Potential

One of the things that prevents many people from achieving the best possible outcome is complacency. Once they begin to do well at something in business— be it advertising, inspiring employees, or

something else—they take a miniature mental vacation.

That is—instead of ratcheting things up further, they let things play out and contribute nothing additional. The usual end result of this is generally not positive.

So, instead of being complacent, push hard to reach your full potential at every turn.

Principle #3 – Limit

Your Use of Short-Cuts

Of course, some short cuts are a good thing. If you can find a way to go from point A to point B in half of the time and there is no downside to the new route, then you should of course take it.

But in many instances in business, we do face tradeoffs. For instance, we might be able to cut costs by not giving employees a raise, but as a result, they might become disgruntled and intentionally shirk their duties.

So, in general, limit your use of short cuts. But if you see one that's good and doesn't appear to have a downside, then seize it, but do so.



Principle #4 – Be a Continuous Learner

People have different learning styles. Some learn all the time; and find ways to incorporate that learning into their lives as they go. These people are continuous learners.

On the other hand, most of us learn in discrete chunks. For instance, we might find out how to use a new software program, but immediately after doing so, we will cease to learn anything new about it until it is absolutely necessary.

In general, those who learn in discrete chunks often find themselves at a serious disadvantage, as they often neglect to learn many important new things

about products, people, and tools they interact with on a daily basis.

So try to be a continuous learner. It may be difficult, but you'll be happy you made the switch.

Principle #5 – Always Have a Plan – Even if You Don't Use It

Some people serially-plan their lives. For each minute of the day, they have something scheduled. Like clockwork, their days play out with very few unforeseen events.

Initially, you might think this sounds boring and inspiring, but in business, it is the status quo among those who are most successful. And remember, even if you don't opt to use your plan, at least you will have the option to do so.

Using Testimonials To Increase Your Affiliate Commissions

Someone's good word can be incredibly powerful. As a consumer yourself, wouldn't you rather purchase a product that has been recommended to you by a friend, even if it is unfamiliar to you? Given a selection of similar products, wouldn't you rather try one that has had some glowing reviews even if you've never heard of them before? Such is the power of testimonials when used in promoting affiliate sites.



These days, testimonials are a common strategy for building credibility and generating buzz about a product or a company. The world's largest corporations spend billions of dollars in harnessing the power of a good

word alone. In affiliate marketing, testimonials are regularly utilized to promote an affiliate's site, attract new customers and recruits and compete directly with another known brand.

Why Affiliate Marketers Use Testimonials

The role of testimonials in promoting an affiliate marketing site is to try to influence consumers' buying decisions and behavior. Carefully chosen testimonials can be very effective in convincing prospects to try the affiliate product, service or membership. It has such power that many affiliate marketing sites regularly publish testimonials from satisfied customers on their home pages for visitors to view.

Many of the affiliate marketing programs in the industry today are fairly new while others have

been operating quietly under the radar. Their relative anonymity can work against them, particularly since the affiliate marketing field tends to be very competitive.

To stand out, affiliate marketing programs try to increase their credibility factor by inviting famous personalities to speak for them through testimonials. While this can be very effective particularly if the celebrity has a large fan base, it can also be quite expensive. Not every affiliate marketer can afford to

pay a celebrity just to place their name on his site.

To compete, affiliate marketers turn to their own customers and members, specifically people who have had sufficient experience in the program and

those who have experienced success. A fully satisfied customer's testimonial, if it's well-written and based on a true experience and event, can be as convincing and effective as that of any celebrity.

Using The Power Of Testimonials To Promote An Affiliate's Site

Building your credibility can be tricky, particularly since the affiliate marketing industry is constantly evolving. However, if strategies are carefully employed, there is a high likelihood that you can succeed as an affiliate. Consider the following factors:

Specifics

Testimonials exhibit much more power in promoting your affiliate's site if they are expressed in more details. If a testimonial from a customer or another affiliate states that the program is 'excellent', it should be followed by a specific description of the program's most useful features, what makes it excellent, how it has

helped the customer or affiliate, why it's reliable, etc.

Keep it real

Avoid using fake testimonials. 'Designer' testimonials are easy to write according to the specifics you require but someone will get wind of the fact and expose you. Once you're found out, you lose your

credibility. Not to mention that it is illegal, unethical and this

seemingly simple act could *haunt you for the rest of your life as a discredited affiliate marketer.*

A few good words

Try to be selective with your choice of testimonials. They can be quite powerful when used for

promoting your affiliate's site but

over use can work against you. Find the best ones, especially the well-written and detailed testimonials and use these instead. Or, you could take the best sentences and phrases and post those in place of a whole paragraph.

