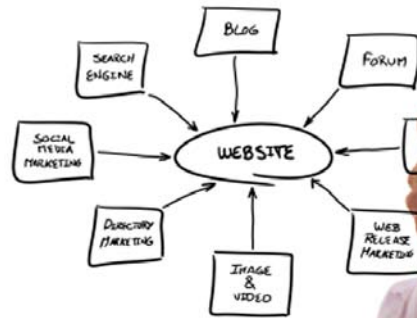




Idea Bank™



INTERNET MARKETING MASTERY

WORKBOOK

WRITTEN BY
NICK JERRAT
TONY GATTARI



Welcome to the

Internet Marketing Mastery Program

*An initiative of **IdeaBank and Achievers Group***

About the Authors

Nick Jerrat

Since 2006 Nick has been blazing a trail across the Internet, working with over 50 clients to build and market their websites online. Nick is a qualified engineer, with a bachelor and master degree in computer systems engineering from Curtin University of Technology. Nick is the managing director of IdeaBank, an integrated website design and Internet marketing firm.

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Tony Gattari

Tony was General Manager for Harvey Norman Computer and Communications Division where he oversaw the growth of the division from \$12 million to \$565 million in 9 years. Tony has been the Managing Director of a public listed company and also been CEO of a successful technology company. Tony is also the co-author of the Pillars of Business Success, Marketing Success, Business Success and is a contributor to Secrets of Top Sales Professionals Exposed and Secrets of Marketing Experts Exposed.

Achievers Group: www.achieversgroup.com.au



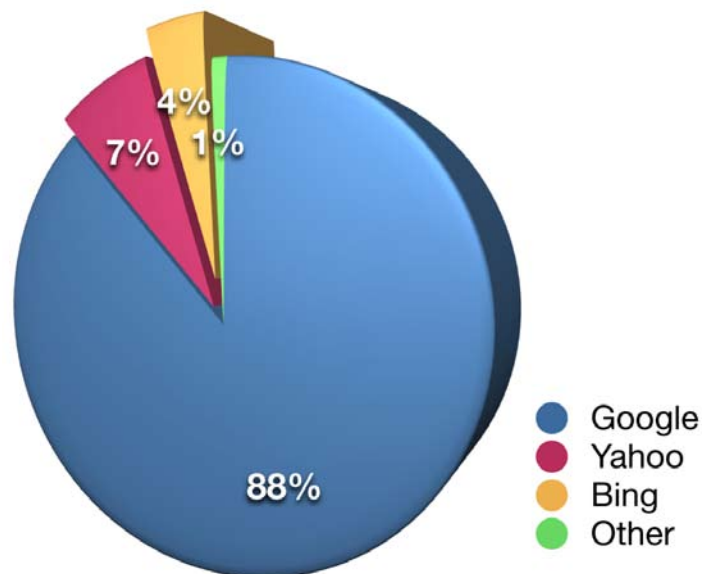
Online Health Check

Requirement	Yes	No
Does your business have a website?		
Do you generate leads and enquiries from your website?		
Have you updated your website this year?		
Can you clearly define your website marketing plan?		
Do you have a list of keywords your website is optimised for?		
Do you actively and regularly add content to your website?		
Have you checked the ranking of your website in Google or Yahoo for your keywords?		
Do you distribute content for display on other websites?		
Do you actively build links from other websites to your website to boost your search ranking?		
Do you measure the number of visits to your website?		
Do you measure the conversion rate of your website?		
Can customers sign-up to any offers / newsletters / subscriptions at your website?		
Do you have a system in place for seamlessly integrating online enquiries into your existing sales process?		
Do you use social networking in your business? LinkedIn, YouTube, Facebook, MySpace?		
Do you use pay per click advertising (i.e. Google Adwords)?		

Search Engine Usage in Australia

“These results highlight Google’s continued market dominance that looks set to continue as no substantial challengers have emerged in the past year.”

Alan Long, Hitwise, March 2010



Source: Hitwise, March 2010

“If you are concerned about ranking for Google then you are going to rank on Bing anyway, because the fundamentals are pretty much the same.”

Jim Stewart, Stewart Media

Tactic 1

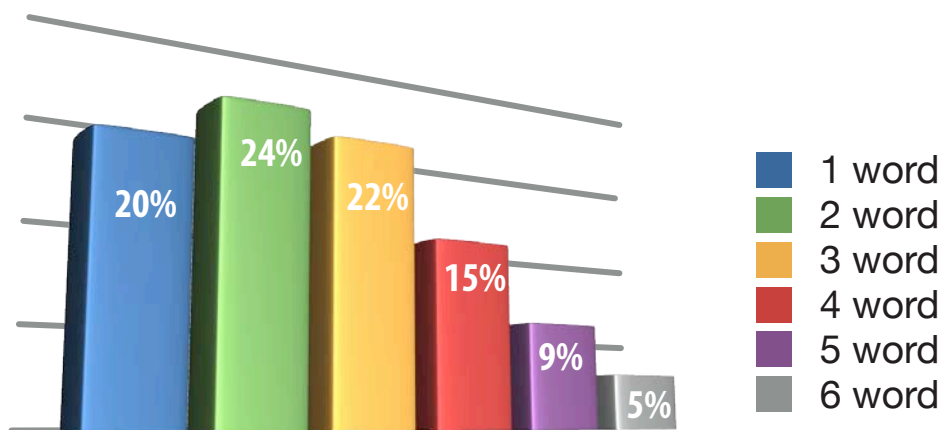
Focus on ranking in the Google search engine, the others will follow.

Keyword Selection

Keywords or **search terms** are entered into a search engine. Results are displayed on a Search Engine Results Page (SERP).

Fundamental to any website marketing campaign is the selection of keywords to target.

The general trend is towards longer and more specific search terms.



Average search term length

(Hitwise, 2009, global statistics)

Tactic 2

We recommend the selection of search terms of two or three words.

Notes

Keyword Selection

Step 3: Perform a Google search for each keyword on the short list. Are your competitors ranking highly for these keywords? Are there any double meanings for your keywords that will make them more difficult to rank for? e.g. iris = the flower, iris = the band.







Based on this experience revise your **short keyword list**.

Step 4 – Measure Keyword Popularity

We use a free tool called the **Google Adwords Keyword Tool** available at: <https://adwords.google.com.au/select/KeywordToolExternal>

This tool provides data for Australian searches on a month to month basis. This tool also provides excellent keyword suggestions.

A Keyword search for “wagga hotel”, “wagga motel” and “astor inn”.

Keywords	Advertiser Competition [?]	Local Search Volume: March [?]	Global Monthly Search Volume [?]
Keywords related to term(s) entered - sorted by relevance [?]			
motel wagga		3,600	3,600
hotel wagga		3,600	4,400
astor inn wagga		Not enough data	320
burringa motel wagga		Not enough data	110
wagga motels		1,900	1,900
astor inn		880	6,600

Measuring Keyword Popularity

- Remove keywords that have “low” search volume.
- Divide keyword volume by 1000 to obtain guestimate of the conversion rate.
- Real world conversion rates can be measured later.

Technical bit: Why divide by 1000?

Click through rate (CTR) estimate = 5% (could be 0.1% up to 50%)
Visit to conversion rate estimate = 2% (could be 0.1% up to 50%)
2% of 5% is 1 in 1000.

Example calculation of estimated revenue:

Keyword: motel wagga
Australian searches in March: 3,600

Assumption: Conversion Rate = Searches / 1000

Number of conversions per month = $3600 / 1000 = 3.6$

Assumption: Revenue from one conversion = \$200

Revenue per month from this keyword = \$720

Notes

Measuring the Competition

Step 5 – Measuring the Competition

To measure competition, we use a free tool called **SEO for Firefox**. It can be downloaded from: <http://tools.seobook.com/firefox/seo-for-firefox.html>

Once SEO for Firefox is installed, whenever you perform a Google search, under each result, a number of measures of website popularity are displayed, as shown below. Look at the Y! Page Links measure.

[Keynote Speaker - Business Speaker - Sydney, Australia](#)
 Tony is a **business** educator and professional **keynote speaker**. His passionate practical, real life and enthusiastic style makes him an ideal **keynote speaker** ...
www.achieversgroup.com.au/keynote_speaking.html - [Cached](#) - [Similar](#)
 #1 | PR: 3 | Age: 03-2004 | Digg: 0 | Y! .edu Links: 0 | Y! .gov Links: 0 | **Y! Page Links: 820** | Y! .edu Page Links: 0 | Alexa: 2,825,630 |
[Compete.com Uniques: ?](#) | [Bloglines: 0](#) | [Page blog links: 5](#) | [Whois](#) | [Google position: 18](#) | [Yahoo position: 9](#) | [Majestic SEO linkdomain: 305](#)

[Saxton Business Speakers Bureau in Australia](#)
 The **keynote speaker** sets the theme and provides the structure and ... Saxton Speakers Bureau is one of the foremost **Business Speakers** bureaux in the world ...
www.saxton.com.au/ - [Cached](#) - [Similar](#)
 #2 | PR: 5 | Age: 01-1997 | Digg: 0 | Y! .edu Links: 3 | Y! .gov Links: 0 | **Y! Page Links: 353** | Y! .edu Page Links: 0 | Alexa: 386,531 |
[Compete.com Uniques: ?](#) | [Bloglines: 0](#) | [Page blog links: 86](#) | [Whois](#) | [Google position: -](#) | [Yahoo position: -](#) | [Majestic SEO linkdomain: 3,659](#)

Why use the Y! page links measure?

The Y! page links measure the number of links to the listed webpage from other web-pages.

For each of your keywords, record the Y! page links of your Number 1 competitor in Google.

If appropriate select “Australian Only” search in Google.

Keyword	Y! Page Links	Keyword	Y! Page Links

Yahoo Page links over 500 represents a significant number of links that will take time to build.

Measuring the Competition

Step 6 – Google Adwords Test

The easiest way to test out your keywords is to run a Google Adwords campaign.

- 1. Setup a Google Adwords campaign for your keywords with a budget of \$50 per day. Set the budget for each keyword high enough so the adwords advert appears as the first advert on the given results page.**
- 2. Measure the results until your budget runs out (try to get at least a week of results).**

Adwords provides comprehensive statistics on keywords. From these results you will have a clearer picture of the keywords that provide the most visitors to your website.

Tactic 3

A simple Adwords test is a very powerful tool for market research. Spend \$200 and get fast, real world feedback on the popularity of your keywords, products and services online.

Keyword Selection

Search Term Variations and Traps

- **Word order may count as separate search terms (hotel Sydney, Sydney hotel).**
- **Plurals can count as separate keywords (hotel, hotels).**
- **Words like “and” and “the” are usually dropped from search terms.**
- **Upper and lower case doesn’t matter in a search terms.**
- **Check for double meanings on your keywords.**

Keyword Optimisation

The next step is to optimise your web-pages for your short list of keywords.

Most web-pages are written in a computer language called HTML.

HTML can be used to give instructions to your browser through tags. A tag in HTML is enclosed in < > and examples include <HTML>, <P>, <A>.

We now discuss the tags you absolutely need to know for effective keyword optimisation.

The Title Tag

The content of the title tag is displayed in the bar across the top of your web-browser. An example is given below:

<TITLE>Achievers Group: Business Keynote Speaker Tony Gattari</TITLE>

The title is within two tags, the opening title tag <TITLE> and the closing title tag </TITLE>.

Your title tag should include your important keywords and also give a clear indication of what the page is about. The title should be no longer than around 100 characters. Each of your web-page titles should be different and relevant to the page content.

Write a great title for the home-page of your website that includes some of your keywords.

<TITLE>
</TITLE>

Notes

An example of writing keyword rich text

Current Text – Not optimised for the keywords “Sydney hotels”

Welcome to our Website

In a city renowned for its **hotels**, The Astor Inn has been preferred by locals and visitors alike for over half a century.

Optimised Text for the Keywords “Sydney hotels”

Astor Inn – Sydney Hotel

In a city renowned for its **hotels**, The Astor Inn **Sydney hotel** has been preferred by locals and visitors to **Sydney** as a preferred **hotel** for now over half a century.

Example of over doing optimisation

Astor Inn Sydney Hotel – The best Sydney hotel ever!!

Sydney is renowned for its **Sydney hotels**, and the Astor inn **Sydney hotel** has been preferred by Sydney locals and visitors to **Sydney** as a preferred **hotel** in **Sydney** for now over half a century.

Why does the last example over do it? Apart from being difficult to read, the search engines may pick this up as **keyword stuffing**.

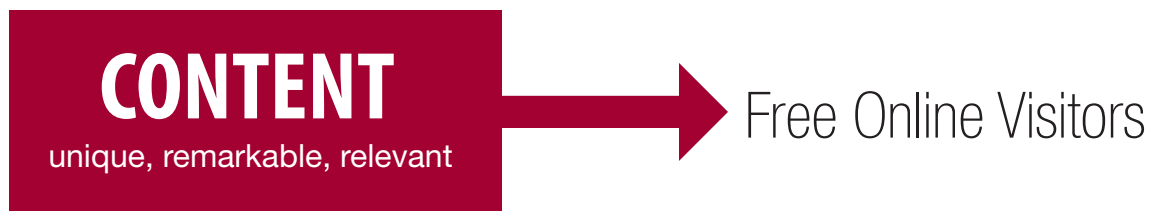
Select a keyword. Write a few sentences about your product or service that include this keyword. Try and use your keyword often, but without sacrificing readability.

Creating a Remarkable Online Business

Examples of Remarkable Business Strategies

- Offer **free** products, services, experiences, content.
- Offer truly **unique** and relevant products, services, experiences, content.
- **Push boundaries** (bigger, faster, cheaper).
- **Entertain** your customers.
- Offer world leading content as an **authority** in your industry.
- Give back to the community through philanthropic donations and services.
- Profoundly solve customer problems.

Communicate your remarkable strategy using online content.



Content Mediums: written text, audio, graphics, video, software, ebooks, press release, web application.

How does remarkable content help my search engine rankings?

- The more remarkable your content, the more web-users that become interested in your content and link to it.
- The search engines pick up on links to your content, boosting your search engine ranking. As a result more users find your content and the process multiplies.

Tactic 4

Every online business needs a remarkable business strategy to attract attention, links and the search engines to its products and services.

Creating a Remarkable Online Business

We now examine strategies and examples of remarkable online businesses.

Free

The Internet is based on the free exchange of digital information, content and ideas.

Offering free products, services or content online can be an amazing approach to increase the number of leads and links into your business.

Great Examples of Free

- **The New York Times, available online completely for free.**
- **Hotmail giving away email addresses for free.**
- **RSVP dating site - list your profile for free, other members pay to contact you.**
- **Googlemaps, yellow pages, white pages, facebook, youtube, all social networking sites.**
- **Skype PC to PC calls.**

Free Business Models (adapted from the book *Free* by Chris Anderson).

Direct Cross Subsidies – Give away something, sell something else.
e.g. Give away products, sell services. Give away services, sell products.
e.g. Give away mobile phones, sell talk time.
e.g. Free shipping for orders over \$25 (amazon.com).

Two Sided Markets – One customer class subsidises another.
e.g. Give away content, charge authors to publish (many scholarly journals).
e.g. Charge suppliers, customers get it free (ebay listings of products).
e.g. Apply for jobs for free, charge advertisers (seek.com.au).

Freemium – Some customers subsidise others.
e.g. Give away generic advice, sell custom advice.
e.g. Give away computer to computer calls, sell computer to phone calls (skype).
e.g. Give away web content, sell printed content (NY times).

What could you offer for free in your online business?

Creating a Remarkable Online Business

- **Unique and Relevant Products, Services, Experiences**
Apple's iPad – tablet computer just released.
- **Entertain your customers**
YouTube – hundreds of millions of videos watched per day.
eonline.com – hugely popular celebrity gossip website.
- **Push boundaries (bigger, faster, cheaper)**
amazon.com – the largest collection of books online
dealsdirect.com.au – biggest Australian online store with 7,500 bargains.
- **Give back to the community through philanthropic donations and services**
toms.com – Every pair of shoes sold, one pair given to a child in developing world.
- **Offer world leading content and advice**
howstuffworks.com - easy-to-understand explanations of how the world actually works
farnell.com.au - datasheets of every item they sell
- **Profoundly solve customer problems**
myob.com.au - MYOB accounting software.

Small Business Case Study – Hero's Pizza

Business: Hero Pizzas, Como, Western Australia.
Catchphrase: Fresher, Healthier, Tastier Pizza (and they guarantee it)
Website: www.herospizza.com.au
Social Media Use: youtube, facebook

Remarkable Online & Offline!

Your meal for free, spin the hero and pay zero! They have given away 43k! Online website voucher for free discount pizza up to \$53.

FREE! Slushies & Arcade Games While You Wait!

www.herospizza.com.au

INTRODUCING MUNDIES EVERY MONDAY
A celebration so outrageous it should be **ILLEGAL**.
Come in real **SUPERHERO** style with your **Undies** on the **OUTSIDE** for **\$5 OFF** Every Pizza you buy.

HERO'S PIZZA
NORTH PERTH

Fresher, Healthier, Tastier Pizza GUARANTEED or its FREE!
Get Your Meal for FREE

Creating a Remarkable Online Business

Step 1 - Pick a niche

Trying to appeal to everyone is almost sure to fail, for the simple reason that everyone wants something different!

If something is average, it's boring!

What niche will your online business target?

(demographic, a specific target market)

Are your customers limited to living in a specific location?

(city, state, country, global)

Step 2 - What remarkable strategies can you use to promote your business, products and services? (consider the ideas given in the previous pages)

Creating a Remarkable Online Business

“In order to move, an idea has to be encapsulated in a medium.”

Seth Godin

Step 3 - What content can you produce from your remarkable business?

Online content use different mediums like: text, audio, graphics, video, software, games, online services, ebooks, press releases, social networking, forums.

e.g. - Video of how to use your products effectively.

e.g. - A custom software calculator to help customers use your product / service.

e.g. - Press release about your remarkable guarantee and offers.

Step 4 - Make your content easy to spread

How can your users easily pass your content to other users? Make sure you have lots of methods for users to very easily and freely pass on your content.

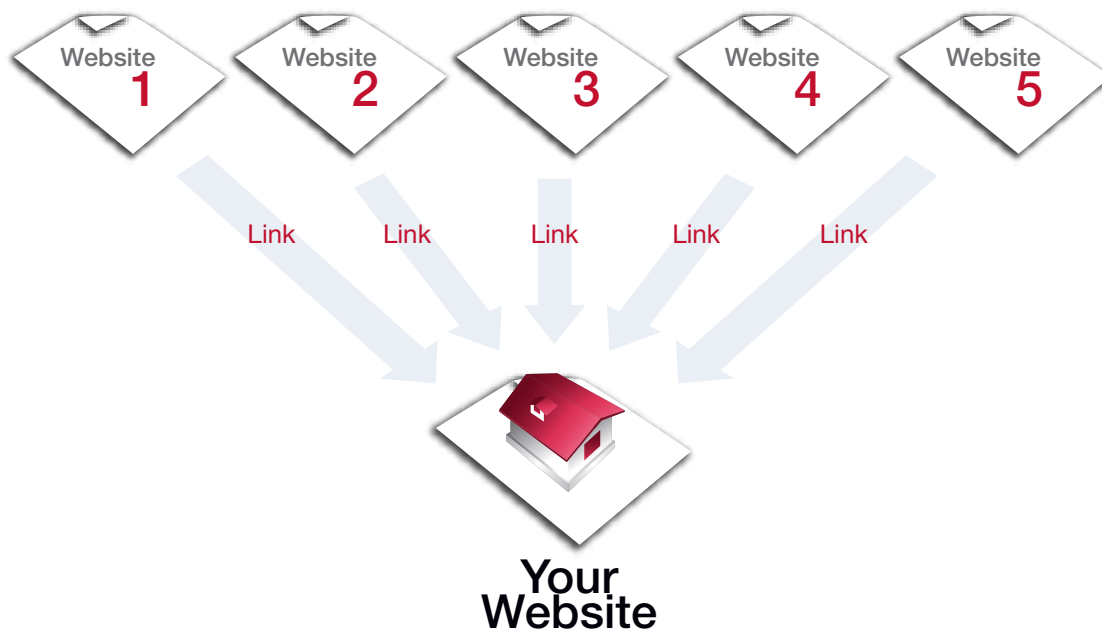
Examples - Email this page to a friend, link to a video page or youtube page, a free printable coupon for referring a friend, a music download, email newsletter.

Leverage human and digital networks!

What techniques can you use to spread your content?

Understanding the Search Engines

Modern search engines determine the ranking of your website by measuring the number and quality of links to your website from other websites.



Google uses over 200 weighting factors to determine the ranking of a website for a given keyword.

On-Page and Off-Page Factors

On-page factors: Factors that can be adjusted on your actual website. For example your web-page content, keywords, page-names, titles, headings.

Off-page factors: Factors that cannot be adjusted on your website, such as links to your website from other websites, the age of your domain name, server up-time, social media profile.

“The ranking of your website depends 85% on off-page factors.”

From seomoz.org statistics, the leaders in SEO.

Tactic 5

Ensure a major focus is placed on what occurs off your website as it accounts for 85% of your website’s search engine ranking.

Understanding the Search Engines

Modern search engines rank each web-page by measuring **popularity**, **trust** and **relevance**. Additional factors such as **usage statistics**, **uniqueness**, **freshness** and **geo-targetting** are also used.

A **quality link** can be defined as one from a web-page with high popularity, trust and relevance to your web-page. **1 quality link is worth 100 weak links.**

Popularity

Factors influencing the popularity of a given page on your website include:

- **Links from external web-pages to your web-page.**
- **Links from external web-pages to your domain.**
- **Natural growth of links over time.**
- **Links from restricted top level domains (.edu, .gov).**
- **Links from other pages of your website (internal links).**

Trust (or Authority)

Factors that influence the trust of a web-page include:

- **Does the web-page have links from trusted websites?**
- **Does the web-page link to trustworthy websites?**
- **The domain name registration history (domain age).**
- **Detection of artificial linking patterns designed to influence search rankings.**

Notes

Understanding the Search Engines

How important are Trust, Popularity and Relevance to website rankings?

The leading experts at SEOMoz.org provide the following estimate of the importance of each factor in the ranking of a website page.

- 24% **Trust** / Authority of the Host Domain
- 22% Link **Popularity** of the specific page
- 20% Anchor text of external links (a measure of **off-page relevance**)
- 15% On-page keyword usage (a measure of **on-page relevance**)
- 7% Traffic and click-through data
- 12% Other

Geo-Targetting Factors (Ranking in a country specific search ie Google Australia)

Several factors can influence your ranking to visitors searching for you locally / or in the same country. These include:

Factor	Importance
Domain country code (.au)	very high
Language used on the site	very high
Links from other domains in the targeted country	very high
Geographic location of the host IP address of the domain	high
Business address in web-page content	low

Source: SEOMoz.org

Notes

Understanding the Search Engines

Positive Ranking Factors

For a more complete list visit:

<http://www.seomoz.org/article/search-ranking-factors#ranking-factors>

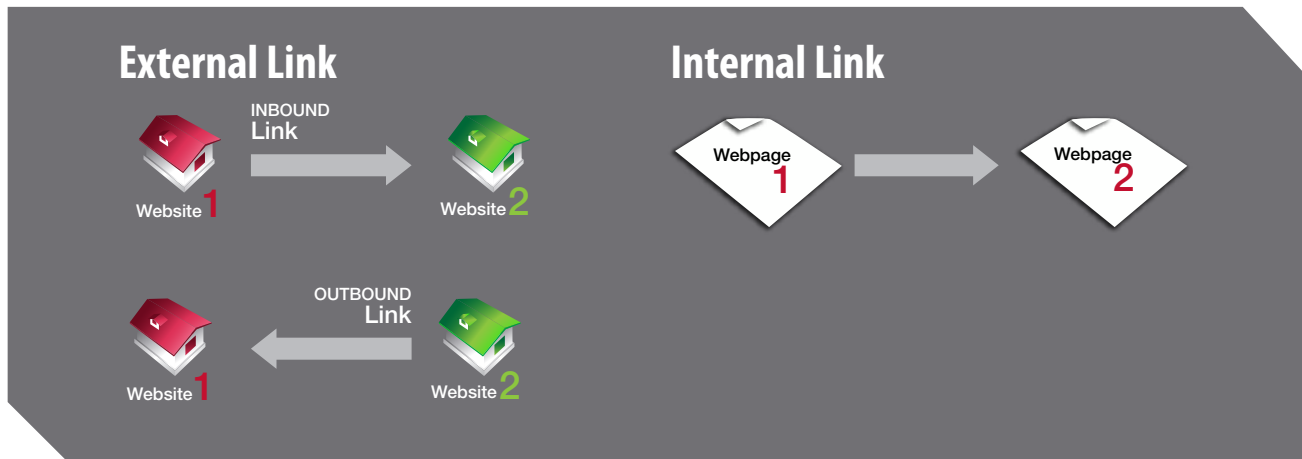
Factor	Importance
Incoming links are embedded in relevant keywords	extremely high
Unique content on the page	very high
Diversity of incoming link sources	very high
Quantity and quality of incoming links	very high
Has the page earned links from trusted sources	very high
Links from authorities in a given topic specific neighbourhood	high
Internal links embedded in keywords	high
Keyword use in the domain name	medium
Keyword use in the headline tag <h1>	medium
Keyword use in links to other pages or websites	medium
Keyword use in the first 50 to 100 words of the webpage	medium
Keyword use in the page name URL	medium
Keyword use in the description metatag	medium
Freshness of page content	medium
Growth of links over time (as opposed to all at once)	medium
Links from restricted top level domains (ie edu, gov)	medium
Keyword use – high number of repetitions per page	low
Keyword use in the keyword metatag	low
How often the page is updated	low
Links to trustworthy sites	low
Length of the domain name	low
Domain name registration history	low
Historical click-through rate from search results to web-page	low

Negative Ranking Factors

Factor	Importance
Buying links from known sources	high
Cloaking content with malicious intent	high
Links from website to known spam sites	high
Server downtime and website inaccessibility	high
Hiding text with same/similar background	high
Excessive repetition of same anchor text in incoming links	medium
Use of low quality paid directories	medium
Linking to a domain banned from Google's index	medium

Link Building

Link building is a process of manually building links to your website from other websites. This is done to increase search engine rankings and traffic. It is crucial to success online!



Quality of an External Link

Some rules to follow when obtaining links to your website from other websites:

- The link should contain keyword anchor text (explained on the following page).
- The linking page and website should be relevant, popular and trusted.
- The less outgoing links on the linking page the stronger the link to your website.
- A link embedded in keyword rich content is better than a link on its own in a footer or sidebar.
- The overall relevance of the website, the linking web-page and the surrounding text is considered.

Tactic 6

Obtain links from popular, trusted and relevant websites. Links to your website should be embedded in relevant keywords that link to relevant landing pages on your website.

Notes

Link Building

Keyword Anchor Text

Consider a link from a website to one of your web-site pages. A link could be an actual website address, such as:

http://www.achieversgroup.com.au/keynote_speaking.html

However, most links are embedded in text, such that

[Keynote Speaking](http://www.achieversgroup.com.au/keynote_speaking.html)

links to the address http://www.achieversgroup.com.au/keynote_speaking.html

In the above example [Keynote Speaking](http://www.achieversgroup.com.au/keynote_speaking.html) is the **anchor text**.

For the purposes of effective link building, your **keywords** should appear in your **anchor text**. As opposed to a weak link, with anchor text such as “click here”.

The words surrounding anchor text are also very important for determining relevance.

Here is a good example.

*Tony is a business educator and professional **keynote speaker**. His passionate, real life and enthusiastic presentations make him the ideal keynote speaker for your next event. Tony provides inspirational keynote speeches on sales, marketing, negotiation and retail.*

In the sentences above, there are many business related and speaking related keywords, making the keyword context of the link very strong.

Write a sentence about your business. Underline the anchor text. What page on your website would the anchor text link to?

Link Building Tactics

There are many tactics for building links from other websites to your website. They have been ranked by SEOMoz.org and some are given in the table below.

Factor	Effectiveness
linkbait + viral content creation	very high
create valuable content	high
blogging and engagement with blogosphere	high
direct link purchases from individual sites	moderate
providing free widgets and embeddable content for other sites to use	moderate
high trust / authority directories (DMOZ, yahoo, lii, etc)	moderate
niche social media communities	moderate
local link building (links from websites in the same city/town)	moderate
social bookmarking services (stumbleupon, delicious, dig)	moderate
contributing to charities, non-profits to earn links	moderate
generic directory links	moderate
contacting webmasters or sites with non-paid direct link requests	moderate
offline advertising branding and media	moderate
press releases	moderate
social networking services (facebook, myspace, linkedin)	moderate
purchasing links from link brokers	moderate
buying old domains and placing links on them	moderate
reciprocal linking	moderate
dofollow comments on blogs	moderate
web advertising (banners, PPC)	moderate
forum link building (signatures, automated link drops)	very minimal
automated blog, guestbook and open form comment spam links	very minimal

“Really good content, no matter what its creator’s intent was, draws links in the old fashioned “web democracy” way, and it’s certainly the best long-term strategy, because it’s not about getting links; it’s about serving and expanding your audience.”

Bob Gladstein

LinkBait

Achievers Group Ranking - 5 out of 5

Once you have posted remarkable content on your website, link-baiting is a process you can use to promote your remarkable content online. The goal is to “bait” visitors to link back to your website from their website.

Promote each new piece of online content through:

- **Online media releases.**
- **Notifying web-users and bloggers through social networking channels like twitter, stumbleupon.com, digg.com.**
- **Email out to a newsletter mailing list.**
- **Directly contacting bloggers or web-masters who may be interested in your content.**
- **Use the techniques given in the following pages.**

Target Connectors – journalists, bloggers and web-masters.

Some examples of hooks used to capture attention include (adapted from wikipedia):

- **Informational hooks** – highly useful information or unique content.
- **News hooks** – provide fresh information.
- **Humour hooks** – An amusing story, video or cartoon.
- **Tool hooks** – create an online tool that others will link to.
- **Widget hooks** – a badge or logo that can be placed on other sites, such as an award, membership badge or quality standard (e.g. paypal, web-award, embedded tool).
- **Bloggers love to link to top 10 lists, tutorials, interesting stories, controversial opinions, quirky distractions.**

How can you bait visitors to link to your content?

Engagement with the Blogosphere

Achievers Group Ranking - 4 out of 5

- **Get links from high profile bloggers.**
- **These links are high quality as they are editorial in nature.**
- **Apply the same principles to journalists on news sites.**

Finding Relevant Blogs

Use one of the many available blog search engines. For example,

- **Australian Blog Search Engine - blogs.com.au**
- **Google Blog Search - blogsearch.google.com**
- **technorati.com - is a real-time search engine dedicated to the blogosphere.**

You can obtain links from blogs in several ways:

- **Directly contact relevant blogs and offer a sneak preview.**
- **Make comments on blogs, the blogger may reference you.**
- **Advertise on blogs.**
- **Offer free content to bloggers in exchange for an editorial link.**
- **Bookmark your content on social bookmarking sites - see next page.**

Notes

Social Bookmarking

Achievers Group Ranking - 2 out of 5

Social Bookmarking – Sites that link to content and allow members to rank it.

Some of the most popular social bookmarking sites are listed below. The benefit of listing on nofollow sites is to gain new traffic and new links from bloggers.

Social Bookmarking Sites (These sites are all nofollow)

- blogmarks.net
- propeller.com
- del.icio.us
- reddit.com
- stumbleupon.com
- buzz.yahoo.com
- sumbleupon.com
- technorati.com
- mixx.com
- digg.com
- slashdot.org - technology news links

Tactic 7

List a link to your content on social bookmarking sites and add tags for your keywords. Don't forget to vote for your content!

Notes

Article Publishing & Syndication

Achievers Group Ranking - 4 out of 5

Goal – publish articles to article directories and syndicate them widely.

In exchange for your content, article directories provide you with links and traffic back to your website. We recommend the following article directories:

- **isnare.com** – For a fee will syndicate your article to many other directories.
- **goarticles.com** – high ranking article directory.
- **ezinearticles.com** – highest ranking article directory. Strict author policies.
- **articedashboard.com** – high ranking article directory.
- **On any relevant site, ask to be a guest author in exchange for a link back to your website.**

Title – Include your keywords in the article title. Make the title as catchy as possible, and include words like top 10, tutorial, how-to, what not to do, mistakes made, how to win at:, etc.

Keywords – ensure your keywords appear through out the article. If permitted, link back through out your article to your website via your keywords.

Author Resource Box

Ideally, you will be able to place links in the article content back to your website. However, many article directories do not allow this, only allowing links in a HTML box at the end of the article, used for a description of the author. In this HTML box you should include your business keywords.

Tactic 8

Repurpose your article content on your website, blogs, newsletters, mail-outs, in books, manuals, magazine articles.

Notes

Directory Listings

Achievers Group Ranking - 3 out of 5

Authoritative Global Directories

- dir.yahoo.com - Yahoo Directory
- dmoz.org – the open directory project. The largest manually audited listing online.

Best of Australian Directories

- yellowpages.com.au – Get your web address listed on your entry for around \$150, regardless of whether you have a paid advert in the print directory.
- au.dir.yahoo.com – Australia Yahoo directory
- shopseek.com.au
- businesssearch.com.au
- hotfrog.com.au
- searchguide.com.au
- truelocal.com.au
- aussiedirectory.com.au
- directoryaustralia.com
- startlocal.com.au
- aussienow.com.au
- aussielocal.com.au
- ferret.com.au
- communityguide.com.au
- dlook.com.au
- aussiepages.com.au

Notes

Additional Link Building Strategies

Social Networking

Achievers Group Ranking - 3 out of 5

nofollow sites – facebook, twitter, youtube, myspace, linkedin, flickr.com, wordpress.

dofollow sites

squidoo.com - create a lens for your product

List on social networking sites to:

- build traffic.
- get secondary links from dofollow sources.

Niche Social Media Communities

Achievers Group Ranking - 3 out of 5

There are now many social networking sites that cater to specific areas of interest. A link from such a website is considered to be of high quality, as it will be link from a relevant context. Also, many of these smaller communities do not use **nofollow** links. A comprehensive list, divided into categories, can be found here:

<http://socialmediaanswers.com/niche-social-networking-sites/>

Video Directories

Achievers Group Ranking - 3 out of 5

There are hundreds of video directories. Unlike youtube, many of these do not use **nofollow** links. Every business should have a youtube account, but in terms of link building, upload your videos to the following sites. In the description, link back to your website or relevant product/service page.

These video directories use **dofollow** links (as of April 2010).

<http://www.atom.com>

<http://www.bgvip.tv>

<http://www.dailymotion.com>

<http://www.tangle.com>

<http://www.kewego.com>

<http://channel.pandora.tv>

<http://en.sevenload.com>

<http://www.trooptube.tv>

<http://www.truveo.com>

Additional Link Building Strategies

Press Releases

Achievers Group Ranking - 4 out of 5

Business Wire businesswire.com
PR Newswire prnewswire.com
PRWeb prweb.com
24-7 Press Release 24-7pressrelease.com
PR Zoom przoom.com
PR Leap prleap.com
Webwire webwire.com
ClickPress clickpress.com
PR.com pr.com
PR Log prlog.org

Affiliate Marketing

Achievers Group Ranking - 3 out of 5

By creating an affiliate marketing program for your products, other websites can refer customers to you over the web for a commission on sales. As part of this, all referring websites link back to your website and product pages.

Relevant Forums & Blog Comments

Achievers Group Ranking - 3 out of 5

Participating in forums across the web can be an effective way of generating links back to your site. If the information provided on your site is relevant to the topic of the post on the forum, a link is often welcome and is relevant to the context of the discussion, making a high quality link. Of less value, are links that appear in your forum signature. Note that many forums have nofollow links only.

Strategic Partnerships & Industry Bodies

Achievers Group Ranking - 4 out of 5

Develop partnerships with relevant businesses that provide complementary services and link between your websites. Request a dedicated page or section on your partner's website, so you are able to add significant content to the linking website. This approach gives you the flexibility to embed links within anchor text and relevant content. Allow your partner to do the same on your website.

Additional Link Building Strategies

Local Link Building

Achievers Group Ranking - 4 out of 5

Request inclusion on websites located in the same geographic area as you (suburb, town, city, country).

Tools & Embeddable Content

Achievers Group Ranking - 4 out of 5

The creation of a useful online tool, service or award can be an effective way to gain lots of links back to your website. Provide this for free and other websites will use your tool and as result link back to your website.

Podcasts and RSS Feeds

Achievers Group Ranking - 3 out of 5

When creating audio, video and article content, ensure your website developer offers a RSS feed on this content. Syndicate the RSS feeds to content aggregators to build links.

Reciprocal Linking - Exchange Links – Triangulation Links

Achievers Group Ranking - 1 out of 5

A widely used method that now has little value. Essentially it is a process of emailing websites that may be willing to swap a link with you. The response rate to these requests is usually extremely low, and the email sent may infringe the spam act. Links between websites that have little geographic or relevance to each other, typically from a generic links page, are of little value to search engine ranking. Various schemes, such as triangulation links (A links to B, B links to C, C links to A) are also used.

Ebooks

Achievers Group Ranking - 3 out of 5

Convert your content to ebooks and add to free ebook directories like:

changethis.com

ebookjunke.com

getfreeebooks.com

ebook88.com

docstoc.com

Linking – What not to do

Avoid:

- **Purchasing links.**
- **Any form of automated link building.**
- **Signing up to generic link building services (get 100 links for \$10!)**
- **Buying old domains and placing links on them.**
- **Linking to non-relevant or spam sites.**

Your Competitor's Links

How to tell what websites link to your website (or your competitor's website!)

- **Type the address of your website (or competitor's website) into google.**
- **Using SEO for firefox, see the number of Y! page links.**
- **Click on Y! page links, and the links to this website are displayed.**

Tactic 9

The way the search engines decide rankings is constantly changing. As such, rely on several link building approaches.

Notes

Social Networking for Business

Use social networks to build trust, brand awareness and loyalty.

Why setup a presence on social networking sites?

1. Search Engine Ranking

- No direct SEO benefit as nofollow links are used.
- Benefit from traffic and secondary links from dofollow sources.

2. Find New Leads without the Search Engines

3. Interact with Current Customers

One of the real strengths of social networking, it allows your business to interact with existing customers. The goal is to build trust, brand awareness and loyalty.

"I think each business needs to look at social media and how it could help, because it really ranges from business to business. For instance, some may use it as community support, others may use it just to play and get certain incentives out there. We try things that don't work, don't get a response or whatever, and we've also done things that work extremely well. The important thing is to just start building a community, because everyday you don't you are missing out."

Paul Marshall,
Founder of digital catalogue service lasoo.com.au
5000 facebook followers, 1000 twitter followers.

Tactic 10

Don't use social media for SEO. Use it to build traffic, customer trust, brand awareness and loyalty.



Leverage and expand your existing business network.

Rated 5 out of 5 by Achievers Group

The important steps to take are:

- Sign-up to linked in and make your profile as complete as possible, with a good professional business photo. Ensure your public profile has sufficient content on it and links to your business website.
- Connect to people that are part of your existing real-world business networks.
- Get close contacts, clients and partners to recommend you on the site.
- Create a business listing for your company. Encourage company employees and customers to join this group and start communicating.
- Include this listing in the LinkedIn business directory so it is available for business and people search.
- Join and interact in groups, answer questions and participate in industry groups.
- Create your own group for the benefit of the community. Do not use this group simply to promote your business. Focus it on an important and relevant topic to your target market. Your business, as originator of the group, will soon reap the benefits.
- Add links to your website’s remarkable content on your profile.
- Post LinkedIn events.
- Use LinkedIn to research and connect to potential new clients.

What topics could you start a business group discussion on?

YouTube

Entertain and Educate!

Rated 5 out of 5 by Achievers Group



- **Use YouTube to host video content for free and embed it in your own website.**
- **Setup a channel for your business.**
- **Produce videos of your product and services e.g. how-to information or attempt to go viral with an entertaining video.**

How to get views on youtube:

- Interesting, keyword rich title.
- Eye-catching image in youtube search results.
- Excellent description of the video.
- Add tags for your keywords.
- Have multiple videos so users can keep watching.
- Place a call to action in the video and in the description.
- Use viral strategies to multiply your video hits.

What videos could you create on your remarkable content, business, products and services?

Facebook

Rated 4 out of 5 by Achievers Group



The biggest tool for this interaction is market leader Facebook, with 75% of Australian users reporting to have visited the site. About 59% have a Facebook profile, with the average time spent on the site within any given month 8:19 hours – seven hours above rival YouTube.

Statistics from Nielsen (2010)

We recommend that businesses do the following:

- Setup a facebook fan page or facebook group.
- Create a reason for users to visit your facebook fan page, such as remarkable content, competitions, free offers, getting involved in group discussion with the members, asking members for feedback on your products and services. Get them involved!
- Facebook Advertising.

What social topic could you create a facebook group on?

What special offer or competition could you offer to members of this group?

Twitter

Rated 1 out of 5 by Achievers Group



Twitter is a **microblogging** service that enables users to send and read messages called tweets. A tweet is a maximum of 140 characters in length. Tweets are displayed on the homepage of a user. Originally created as an Internet version of text messaging. Users are able to sign up as followers of other users.

In our opinion, twitter is more useful to those already with a substantial online presence. It also has some benefit in emergencies, campaigning, protesting, use amongst friends, dissent, public relations, and events. We are yet to see an effective business benefit to use of the site that actually drives profits. It is report that twitter only has a user retention rate of 40%, with growth of only 0.15% in December 2009, down from a high in April 2009 of 20% growth.

Twitter rolled out advertising for the first time on April 13, 2010 in an attempt to make Twitter profitable. They are allowing users to pay for higher rankings in twitter search on the site.

Our current recommendation is to sign up to secure a business related twitter name. Then wait and see how twitter evolves.

“Using Twitter for literate communication is about as likely as firing up a CB radio and hearing some guy recite the Iliad”

Bruce Sterling

“Twitter reaches 50 million messages per day, but where is the big revenue idea?”

Patrick Stafford

What could you use twitter for in your business?

e.g. real-time updates of event or business activity

e.g. following the CEO

Additional Social Networking Sites

MySpace

Rated 2 out of 5 by Achievers Group

Originally one of the most popular social networking sites, MySpace has fallen to youtube and facebook. It is possible to setup a good myspace page, but we personally recommend focusing on the other social networking sites at this time. MySpace is useful for show-casing creatives, such as bands, DJs, artists.

Flickr

Rated 2 out of 5 by Achievers Group

A very popular image sharing website. Flickr allows you to upload, store, categorise and manage your photo and photo albums. Useful for photographers. Flickr now uses nofollow external links giving no SEO benefit to listing.

Wikipedia

Rated 3 out of 5 by Achievers Group

One of the most popular websites on the Internet, it is a encyclopedia created from user submitted and edited content. Wikipedia uses nofollow links, but a link or entry on wikipedia can be very effective at generating traffic on popular subjects. Links from wikipedia to external websites must be relevant and informational (i.e. not overtly commercial). If you or your business are relatively well known adding a factual or historical listing to wikipedia is worthwhile. Wikipedia ranks extremely well in google and is almost always in the first 5 results on a general topic.

EBay

Rated 5 out of 5 by Achievers Group

If you are selling products, list them on ebay. This is already an established market and can bypass the need to create and search engine optimise your own shopping website. Ebay can be a very effective way of testing the market for a new product. We often recommend clients try new product lines on ebay first, prior to investing in an online store or SEO campaign.

Niche Social Networking

Rated 4 out of 5 by Achievers Group

Get involved with social sites that fit your niche and geography. For example, two extremely popular sites in Australia are:

whirlpool.com.au – forums on broadband Internet access and comments on providers.

vogue.com.au – fashion and beauty.

Blogs

A blog may sit on one of the free blog services (wordpress.com, blogger.com) with an address like:

yourbusinessname.wordpress.com (uses nofollow links)

or your web designer can setup a blog for you at a sub-domain like:

blog.yourbusinessname.com (use this approach)

The useful features of blogs:

1. **Add new content without a designer's help.**
2. **Users can make approved comments on content.**
3. **Syndication of content via RSS.**
4. **Notification to followers of content updates via email.**

Tactic 11

Rather than creating a separate blog, integrate the best features of blogging into your main website.

What remarkable content could be added to a blog on your website?

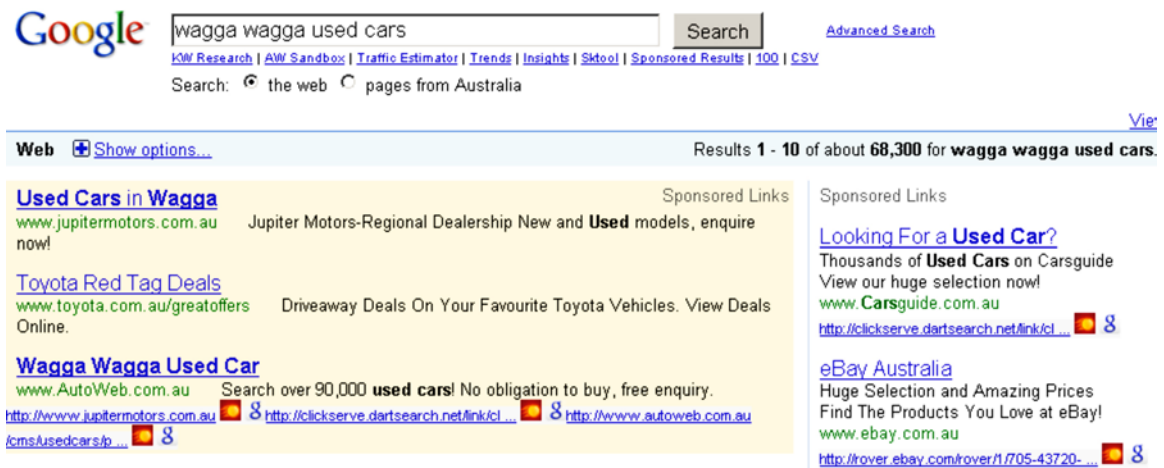
Contextual Advertising

Adwords – adverts are displayed based on search terms.

Facebook – adverts are displayed based on the user profile, preferences and interests.

Adwords

- **Pay Per Click (PPC)** – only pay when user clicks on your advert.
- Adverts can be selected to appear for a large number of keywords.
- Advert ranking determined by your *maximum bid* and a *quality score*.



Notes

Adwords

An in English explanation of Adwords data

<input type="checkbox"/>	● Ad group	Status <small>?</small>	Default Max. CPC	Content Max. CPC <small>?</small>	Clicks	Impr.	CTR <small>?</small>	Avg. CPC <small>?</small>	Cost	Avg. Pos.	Conv. (1-per-click) <small>?</small>	Cost / conv. (1-per-click) <small>?</small>	Conv. rate (1-per-click) <small>?</small>
<input type="checkbox"/>	●	Eligible	\$0.50	auto	4,440	288,682	1.54%	\$0.36	\$1,586.05	1.9	128	\$12.39	2.88%

Above the statistics for one of our clients in adwords is shown. This shows that ads on this campaign have been shown 288,682 times, resulting in 4,440 clicks on the advert, giving a click through rate (CPC) of 1.54%. The average cost per click has been 36c, resulting in a total cost of \$1,586.05. Of the clicks, 128 have resulted in a conversion (in this case, a sale), giving a conversion rate of clicks to sales of 2.88%. The average cost of a sale is \$12.89c. Adverts appear on average in position 1.9 (mostly 2nd position).

Measuring Keyword Conversions

The number of clicks through to your site, although indicative, does not give you a good measure of your return on investment of your campaign.

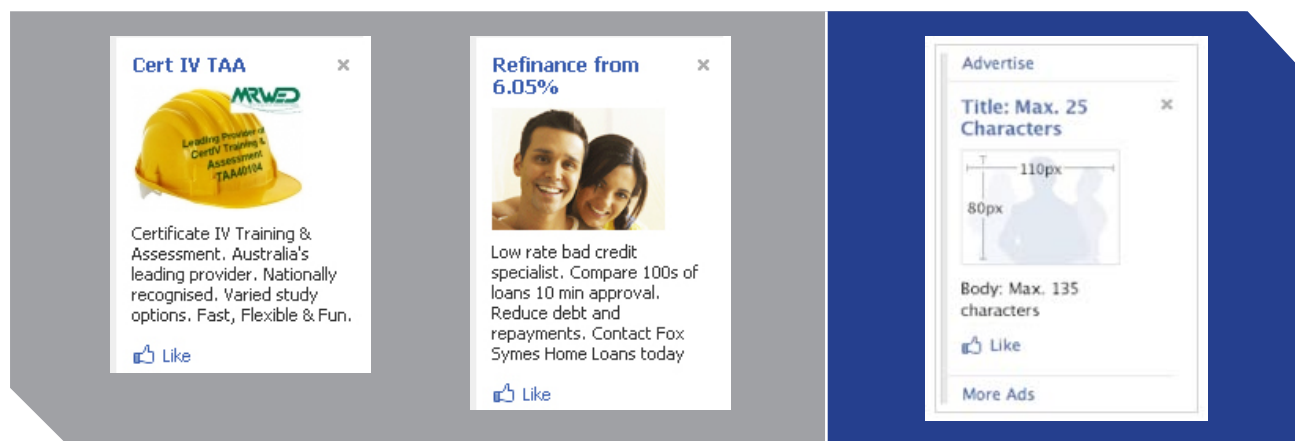
- **It is essential to setup conversion monitoring on adwords.**
- **Define a conversion** e.g. reaching a page after a sale, a subscription form completed.
- **Delete keywords that have a high conversion cost. The number of clicks is not relevant.**
- **Continue to test and measure forever!**

Tactic 12

Many adwords management services only provide click data and do not measure conversions. Make sure your website designer is involved in your adwords campaign so conversions can be recorded.

Facebook Advertising

Facebook allows incredibly targeted contextual adverts, visible while users browse the site.



Facebook Targetting

Adverts can be targetted using combinations of the following options:

- **sex, age and birthday.**
- **Geographic targeting - country, state, city.**
- **Likes & interests listed on the user profile.**
- **Education & workplace.**
- **Connections – Target those that are a fan of your page, member of your group, authorised your application or RSVP'ed to your event.**
- **Friends of connections.**
- **Relationship status, interest in men/women.**

So for example, it is possible to target female users in NSW between the age of 18 to 24 that have an interest in fashion and travelling. The targetting is likely to get more sophisticated over time, offering niche businesses a fantastic opportunity to convert.

In terms of demographics, the Australian Facebook population is made of 55.6% of female and 44% of Male. In terms age, Facebook remains a generation Y social network. The biggest segment is the 25-34 years old with 29.3% followed by the 18-24 with 28.8%.

checkfacebook.com – August 2009

Website Profit Equation

The Five (5) Variables	Example	A 10% Increase
1. Leads	4,000	4,400
X	X	X
2. Conversion Rate	25%	27.5%
=	=	=
Number of Customers	1,000	1,210 (a 21% increase)
X	X	X
3. Number of Transactions	2	2.2
X	X	X
4. Average Dollar Sale	\$100	\$110
=	=	=
Turnover	\$200,000	\$292,820 (a 46.4% increase)
X	X	X
5. Margin	30%	33%
=	=	=
Profit	\$60,000	\$96,630

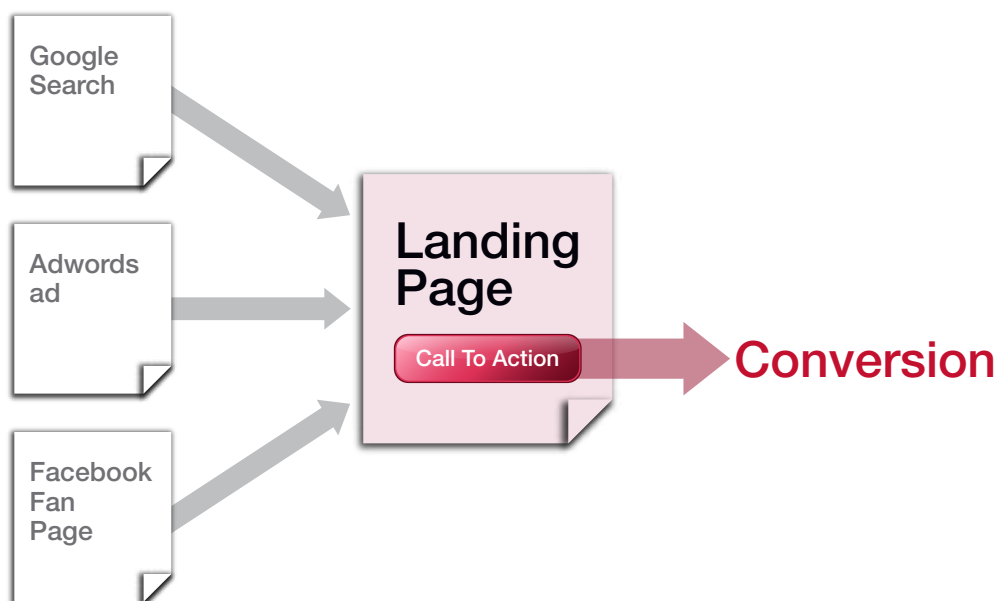
Credit: Brad Sugars Business Chassis Framework - Instant Cashflow

Website Conversions

From your website you need to know:

- What web-page did your visitor come from?
- The keyword they were searching for / clicked on.
- The page on your website they landed on.
- Was the visitor converted to a customer?
- The call to action completed – a sale, enquiry, form submission, contact us page?
- Their path through the site.
- The sale amount.
- Repeat customer? Number of transactions in this period?
- The margin on each of your products and services.

You can use this data to calculate profit and optimise your website!



How do you get this information?

- Analytics software – Use Google Analytics (Free).
- Sales & customer databases (customer logs in during sale process).
- Pay for more comprehensive analytics software.

Landing Pages

Landing Page – the first page a user arrives on when visiting your website (eg. from a search result, from adwords, from a link on a partner website).

Tips for landing pages

- **Strong, multiple calls to action on the page.**
- **Include special offers.**
- **Answer objections.**
- **Appeal to emotions and feelings.**
- **Amplify customer pain.**
- **Important content near the top.**
- **Use varied content – text, video, images.**
- **Optimise the page for keywords.**
- **Include *at least* 300 words of keyword rich content per page. Search engines need enough content to determine relevancy.**
- **Create a sense of urgency.**
- **Use good size product photos from different angles.**
- **Make the page easy to understand with a clean but catchy design.**
- **Use benefits instead of features.**
- **Put on the customer hat: “what’s in it for me?”**
- **Include case studies, links to technical fact sheets.**
- **Use text and video customer testimonials.**
- **Give the price, make it easy to buy and finalise the transaction.**
- **Make it easy to contact you – email, forms, phone, live-chat with details up the top of every page.**

Squeeze Page

Squeeze Page – a highly focused landing page with powerful calls to action and no exit hyperlinks. Includes detailed information, videos, testimonials and offers.

1. Amplify Dissatisfaction
2. Show Great Vision
3. Offer First Steps



[Click Here](#)
Yes, I Want To Register For Cash Injection Conference

If you attend this FREE event you'll discover how a 36 year old serial entrepreneur sold his business for \$109 million...

...How an Australian Small Business Champion makes over one million dollars per year working only 2 hours per week...

...The money secret of a business maverick who worked hand in hand with billionaire Gerry Harvey to oversee the growth of a business from \$12 million to \$565 million in 9 years...

...And finally together they can show YOU secrets to making cash windfalls of over \$10,000... \$20,000... \$50,000 and more

Boost Conversion Rates

Strategy	Yes!
1. Add remarkable keyword rich content to all your web-pages.	
2. Create powerful landing pages for each of your targetted keywords.	
3. Link to relevant landing pages rather than the home-page of your website.	
4. Add multiple, strong calls to action to each web-page.	
5. Add customer testimonials all over your website. Make it easy to give testimonials via a website form.	
6. Add video customer testimonials.	
7. Create case-studies using video, audio and text.	
8. Provide detailed service information.	
9. Offer multiple payment options and logos (visa, paypal).	
10. For real-world services, transition to contact with a real person ASAP.	
11. Offer free shipping or free shipping after spending \$X.	
12. Place important information near the top of the page.	
13. Buying is emotional – amplify customer pain in your content.	
14. Acknowledge objections online using a FAQ and ask a question form.	
15. Incentise your offers using free trials, buy-one-get-one-free, extended warranty, pay in installments, buy now, pay later.	
16. Optimise your pages using A/B split testing and Multivariate Testing.	
17. Make your website very easy to use with good navigation and clean design.	
18. Reduce the number of clicks needed to make a purchase.	
19. Include buy now or add to cart buttons in multiple locations on each page.	

Boost Conversion Rates

Strategy	Yes!
20. Professional, high quality graphic design and consistent branding.	
21. Include about us section, with your business purpose, vision, mission, values and guarantees. Include images of your staff and biographies.	
22. Include guarantees through out your website.	
23. Include product prices on your website. Commoditise your services so prices can be shown on the website	
24. High quality and large professional product photos from different angles.	
25. Include 250-300 words of keyword relevant text for each product.	
26. Include well known logos of brand products sold on your site.	
27. Ensure your website has been tested on multiple browsers and platforms (PC, Mac on Internet Explorer, Mozilla Firefox, Safari).	
28. Ensure the search engines can crawl your website (e.g. limit flash use, text links between all pages).	
29. Add a XML sitemap to your website from xml-sitemaps.com .	
30. Provide a first time buyer incentive.	
31. Include your phone number and contact details at the top of each page.	
32. Add something for free in their shopping cart.	
33. Include product reviews and customer product ratings.	
34. Promptly reply to customer emails!	
35. Use analytics data to check why customers are abandoning their shopping cart prior to purchase (this is notoriously high online).	
36. Make your website scream “trust” and “credibility”.	

Boost Average Dollar Sale

Strategy	Yes!
1. Offer products at different price points: standard, premium and deluxe.	
2. Promote popular products to the front-page (manual or automated).	
3. Create package deals and product bundles.	
4. Offer extras like insurance, warranty, express delivery, support.	
5. Educate customers on value, not price through your remarkable content.	
6. On each product page, link to similar products and accessories.	
7. On the completed purchase page, keep customers on the site as long as possible. Make a new offer, show remarkable content relating to the purchased product and link to support pages.	
8. In categories and search results, list deluxe products first.	
9. Give free shipping on purchases above \$X amount.	
10. Customer incentive for bigger purchases – 3 for 2 deals, buy in bulk savings, savings for purchasing services for 12 months rather than 1 month.	
11. In online quotes, use required and optional items.	
12. Just prior to purchase make a non-intrusive complementary offer.	
13. Use intuitive shopping cart software.	
14. Cross Sell: include “Customers Who Bought This Item Also Bought”.	
15. Include a wide product and service range of products in your niche.	
16. Identify high spend customers and target them with email offers.	
17. Inform customers of your entire product and service list.	
18. Have a minimum online order amount.	
19. Charge online consulting fees, with consults conducted over email.	

Boost Repeat Customers

Winning repeat customers is about establishing trust and loyalty!

Strategy	Yes!
1. Deliver consistently over email and phone every time!	
2. If there are problems keep the customer very well informed.	
3. Online Competitions.	
4. Online surveys and polls.	
5. Regular free offers with urgency built in.	
6. Loyal programs – e.g. frequent buyer program, refer a friend and save.	
7. Subscription options for visitors – newsletters, offer alerts, updates.	
8. Subscription options during purchases - opt-out , rather than opt-in.	
9. Ongoing timed delivery of email offers based on purchases and logins.	
10. After sign-up, automate email response welcoming them with an offer.	
11. Ask for permission during sign-up to contact customer via phone and mail.	
12. Send out print newsletters to web sign-ups.	
13. Prompt shipment of products and arrangement of services.	
14. Free offer to incentise sign-up to newsletter or alerts.	
15. Offer remarkable content on your site to keep customers coming back.	
16. Provide update alerts and RSS feed options on your remarkable content.	
17. Allow customers to login so details do not need to re-entered on return.	
18. Allow customers to interact on your website with commenting on blogs, provide feedback and ratings, surveys and polls, customer forums.	
19. Ensure your website has reliable up-time – 99.9% is standard.	

Boost Repeat Customers

Strategy	Yes!
20. Measure your repeat customer rate through website analytics.	
21. Follow the spam act of 2001 with all emails sent out.	
22. Use an easy to remember domain name.	
23. Contact customers on their birthday with a free offer.	
24. Display details of previous purchases.	
25. Greet the customer visiting the website by name on their return.	
26. Extensive product & service information on the website on best practice.	
27. Extensive support database online for products.	
28. Live, web-chat support.	
29. Allow customers to add products to a wish-list or bookmark list.	
30. Offer discounts to customers that refer others and get them to signup.	
31. Setup a forum where customers can interact and discuss products and their use.	
32. Interact with your customers through social networking sites like linkedin, facebook, industry forums, and through providing expert articles and content.	
33. Develop online brand awareness. If your website is well known, customers will think of you first!	
34. Link to social networking sites from your website.	
35. Provide special offers on social networking sites like your facebook fan page or linkedin page.	
36. Ask customers for feedback on your products, content and services via a website survey.	

Boost Margins

Strategy	Yes!
1. Drop keywords that have a high cost per conversion.	
2. While sales are still building - use paypal and BSB/Account number rather than paying monthly fees for merchant services.	
3. For a new store – test product lines in ebay and using adwords before launching SEO campaign.	
4. Work with your web designer to automate all online and sales processes.	
5. Increase prices in line with online market research.	
6. Drop or replace products with a low profit margin.	
7. Switch from paid advertising to natural SEO approach over the long term.	
8. Drop unprofitable customers from your email database.	
9. Reduce paper, switch to online quotes, brochures, invoices.	
10. Use a customer relationship management system to track customers.	
11. Use AusPost server to calculate accurate shipping costs on weight and size.	
12. Implement advanced conversion monitoring across your website.	
13. Constantly experiment with your pay per click advertising to reduce the cost per conversion.	
14. Buy a supplier database.	
15. Use drop-shipping for your products.	
16. Outsource online service delivery and remote support to countries with cheap labour.	
17. Target your products and services online to different countries where your business has a competitive advantage.	
18. Implement a web-based system to manage, control and balance your inventory.	

Recommended Reading

1. **Business Success** – Tony Gattari
2. **Unleashing the Idea Virus** – Seth Godin
3. **Purple Cow** – Seth Godin
4. **The Long Tail** – Chris Anderson
5. **Free** – Chris Anderson
6. **Why People Buy Things They Don't Need** - Pamela Danziger
7. **Click** – Bill Tancer
8. **Instant Cashflow** – Brad Sugars
9. **Web Design in Easy Steps** – Richard Quick
10. **Understanding Digital Marketing** – Damian Ryan et al

Internet Marketing Success

Strategy	By Whom	Date
1.		
2.		
3.		
4.		
5.		

Internet Marketing Success

Strategy	By Whom	Date
6.		
7.		
8.		
9.		
10.		