

Internet Marketing 101

Toolbox Teleclass Transcription

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Professional Program

**Track 4A: Rock the Internet: Online & Social
Media Mastery**



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Introduction

Welcome to Internet Marketing 101. I am going to be talking over the next hour actually The call system is definitely not new to them.

Caller 1: It's okay.

Debra: So you hit *6. There you go. Now you're muted.

Okay, so as I was saying, I'm going to be talking over the next hour or so about internet marketing. Now this is a really big topic. So I am not claiming to be delivering everything you will ever need to know about internet marketing.

What I want to do is give you a foundation of knowledge about what it is, understanding of the different terminology, so that you can begin to expand your understanding and begin to implement this in your business.

INTERNET MARKETING ENCOMPASSES:

So first of all the term 'Internet Marketing' encompasses:

YOUR WEBSITE AS A PORT OF ENTRY INTO RELATIONSHIP WITH YOU

Your website as a port of entry into...for your clients, fans, and customers...into relationship with you.

ALL THE METHODS OF DRIVING TRAFFIC TO YOUR WEBSITE INCLUDING:

Youtube Video

And the methods of driving traffic to your website including things like YouTube videos;

Social Media and microblogging

Social media and microblogging;

Commenting on other blogs

Commenting on other people's blogs;

Articles

Getting articles posted with links back to your website;

Paid advertising (SEM and PPC, including social media marketing)

Paid advertising

IRL methods such as QR codes, apps, etc.

In Real Life (IRL) methods such as QR codes, apps, having your website printed on everything piece of promotional material;



IT'S A REALLY BIG TOPIC THAT IS CHANGING ALL THE TIME

It's a really big topic and the rules do tend to change all the time.

I am not an expert

And I'm not an expert; I don't pretend to be an expert. I have spent probably the last 4 years, seriously educating my...maybe longer than that, more like 6 years, seriously educating myself about internet marketing, but I'm not an expert, and in fact, in doing research for this class, I learned things, and it was actually pretty fun. I found some really fun and funny articles, and I'll put up some of those links for you guys when I post the recording of this class, and then you know it is always changing.

But here's the thing you have to understand, it's always changing primarily because people try to use methods to raise their profile on the internet in ways that aren't organic, ways that don't involve offering quality content, real engagement, truly, you know, presenting themselves in unethical manner, and so the search engines are constantly restructuring their algorithm to cut those people out.

So in my feeling is even though things are changing all the time, if you operate ethically on the internet, it shouldn't generally be a problem for you, okay? So I wouldn't worry too much that, "Oh my god, things are going to change and this will start becoming a mistake." I would take in terms of as long as you're really operating from an organic place of offering quality content and engagement, you're generally not going to get yourself to trouble.

DEFINING TERMS

SEM - SEARCH ENGINE MARKETING (SEM) IS A FORM OF INTERNET MARKETING THAT INVOLVES THE PROMOTION OF WEBSITES BY INCREASING THEIR VISIBILITY IN SEARCH ENGINE RESULTS PAGES (SERPs) THROUGH OPTIMIZATION (BOTH ON-PAGE AND OFF-PAGE) AS WELL AS THROUGH ADVERTISING (PAID PLACEMENTS, CONTEXTUAL ADVERTISING, AND PAID INCLUSIONS).

So I'm going to start with defining some terms. First of all, SEM and that stands for Search Engine Marketing. Search Engine Marketing is kind of an umbrella term. It's pretty much an umbrella term for internet marketing that involves the promotion of websites by increasing their visibility in search engine result pages, which also has an acronym SERPs, S-E-R-P. through optimization (both on-page and off-page), as well as through advertising which includes paid placements, contextual advertising, and paid inclusions, and I'm going to get into a bit more detail on all of these as we go through

SEO - SEARCH ENGINE OPTIMIZATION IS THE PROCESS OF IMPROVING THE VISIBILITY OF A WEBSITE OR A WEB PAGE IN SEARCH ENGINES' "NATURAL," OR UN-PAID ("ORGANIC"



OR "ALGORITHMIC"), SEARCH RESULTS. IN GENERAL, THE EARLIER (OR HIGHER RANKED ON THE SEARCH RESULTS PAGE), AND MORE FREQUENTLY A SITE APPEARS IN THE SEARCH RESULTS LIST, THE MORE VISITORS IT WILL RECEIVE FROM THE SEARCH ENGINE'S USERS.

The second term is SEO which stands for Search Engine Optimization, and search engine optimization is the process of improving the visibility of a website or a webpage in search engines. This is organic or natural or also called unpaid. It's also called algorithmic search result. In general, the earlier or higher ranked on the search result page and more frequently the site appears in the search result list, the more visitors it will receive from the search engine users. So, we're always, as website owners, seeking to be ranked on the first page of Google or Yahoo or Bing or whatever search engine you're using and doing that without paying money, okay?

Now here's the other thing to know about search engine optimization, there is...it's one thing to show up on the first page if someone searches for your name or your business' name.

So if you search Debra Russell or you search Artist's EDGE, I'm going to be right at the top. Where the challenge comes in is showing up high up in when your target market is typing in keyword that don't personally involve you, and I'm going to talk a bit more about that in a minute.

PPC – PAY PER CLICK – ADVERTISING THAT ONLY CHARGES YOU WHEN SOMEONE CLICKS ON YOUR LINK.

The next term is PPC or PayPerClick and that's literally advertising that only charges you when someone clicks on your link. So, you can go to Google AdSense and run an ad based on a certain keyword, and what that means is that if someone searches that keyword and you show up, because you paid or you're offering to pay to show up, and then, they click on your link. Then you pay Google X number of cents or X number of dollar depending on how high the competition is for that keyword.

You can also do PayPerClick ads on Facebook. You can do PayPerClick ads on things like YouTube and other people's site. There's a lot of ways to do PayPerClick advertising. And I will tell you that it can be very effective, but it can also run into some serious cash. So, you want to really kind of know what you're doing with PayPerClick advertising.

KEYWORDS – VERY SIMPLY – THE WORDS THAT YOUR CUSTOMERS, CLIENTS AND FANS ARE SEARCHING.

The next term is keywords, and I've already used that term once, and I know for me when I first started on this journey of learning about how to get my website ranked on Google, I didn't get what they meant by keywords, like you know, I had all these web designers saying, "What are your keywords?" and I was like "Huh? What? What's a keyword?"



Well, very simply, keywords are the words that your customers, clients, and fans, or even more importantly, your prospective customers, clients, and fans are actively searching. So you know, for me, I'm a business coach for the arts and entertainment industry, and if someone searches "music business coach," I want to come up.

When I was started researching this, I was ranking pretty high for "selling your music," but the truth is people weren't searching for "selling your music," they were searching for "music promotion." I didn't know that that was their keyword until I did a bit more research and found out that "music promotion" was the word that my target market was searching.

So a keyword, the thing that really traps people is they think about keywords in terms of themselves, and you need to think about keywords, not in terms of yourself, but in terms of your niche. What are they looking for? And that's actually how niche marketing can be really advantageous, because if you're saying, "Well, I want all women 35-45," well, how do you pick keywords for them? How do you know what they're looking for? It's just too big. You need to segment much more specifically to be able to pick keywords that are really going to be useful.

BLACK HAT VS. WHITE HAT - SEO TECHNIQUES CAN BE CLASSIFIED INTO TWO BROAD CATEGORIES: TECHNIQUES THAT SEARCH ENGINES RECOMMEND AS PART OF GOOD DESIGN, AND THOSE TECHNIQUES OF WHICH SEARCH ENGINES DO NOT APPROVE. THE SEARCH ENGINES ATTEMPT TO MINIMIZE THE EFFECT OF THE LATTER. WHITE HATS TEND TO PRODUCE RESULTS THAT LAST A LONG TIME, WHEREAS BLACK HATS ANTICIPATE THAT THEIR SITES MAY EVENTUALLY BE BANNED EITHER TEMPORARILY OR PERMANENTLY ONCE THE SEARCH ENGINES DISCOVER WHAT THEY ARE DOING.

And finally, the terms. You will hear these terms a lot in reference to SEO techniques and that is Black Hat vs. White Hat. So these are SEO techniques that can be classified into these broad categories, techniques that search engines recommend as part of good design, which is White Hat, and those techniques of which search engines do not approve and that's Black Hat.

The search engines attempt to minimize the effectiveness of the latter, the Black Hat, White Hat tend to produce results that last a long time, whereas Black Hat techniques, you know, honestly they anticipate that these techniques are going to get blown up by Google soon anyway. They might eventually ban their sites either temporarily or permanently once the search engines discover what they're doing.

The problem is that a lot of people come into this internet marketing game and think that these techniques might work for them without realizing they could get their website blacklisted from Google, which will be a bad thing.



So obviously I recommend White Hat over Black Hat, and I'm going to talk about that a bit more in a moment.

Okay, any questions about these keyword concepts...not keyword, these (sorry) terms, these defining terms or concepts, and if you have a question, just hit *6 to pull yourself back off mute. I'm going to take a sip of water.

BASIC CONCEPT #1 YOUR WEBSITE

So the first basic concept that I want to talk about is your website. Now, internet marketing. Frankly the whole concept of internet marketing is moot if you don't have a website, and I just published an article on my newsletter, which is...and I'll put a link out for it.

The bottom line is you can't or not that you can't, but you shouldn't be using your Facebook page, your ReverbNation page, your MySpace page, your About.me page, any of these kinds of...like your blog or your Stumble...not your...StumbleUpon, like your StumbleUpon, your Tumblr, any of these kind of public, free slob of a website, offering, you know, profile pages. They're not websites, and I explain really why what the problem with using that as your primary website is in the article. I'm not going to repeat that here, but surprising to say that I'm going to assume that you are serious enough about your business that you're willing to lay out you know 200-300 bucks to even just get a basic website up.

Honestly with Wordpress, that's all it costs, and if you really, really have to use like a template site, like a Bandzoogle or one of these, you know, kind of template sites. I don't think it's a good way to build a website, but you know, if you just need to get something up quick and dirty, go ahead and do that, but as soon as you can, move to your own hosted website. And again, I talked about that in much more detail in the article.

And there's more detail also in various interviews on the Artist, Marketing and Business Academy professional level.

DESIGN

So when you're designing your website, you need to know who you're talking to, you need to know who are they, what are they looking for, what are they interested in. You know, what is their kind of general age bracket, you want, to know what their age bracket is, because that's going to tell you how are they accessing your website. Are they primarily mobile followers or are they going to be accessing it from a computer?

If you tend to be focusing on a niche that is older, over the age of 40, you're going to want to go for larger fonts. You want to go for high contrast fonts, you know, these kinds of things. So you need to know who you're talking to.



You also need to know what you want them to do. You want to give people a clear call-to-action on your website. Excuse me. I want to mute myself while I cough.

REFERENCE THE ARTICLE AND INTERVIEWS

YOU NEED TO KNOW WHO YOU'RE TALKING TO

You want them to know when land on your website, what it is you want them to focus on, and there are ways to do that. There are a lot of articles about this, and I'm going to touch on this a little bit, but frankly, you know, if you hire a good web designer, they're going to know this stuff, but part of your interview should be finding out if they know this stuff.

YOU NEED TO KNOW WHAT YOU WANT THEM TO DO – CLEAR CALL TO ACTION

A clear call-to-action for an initial visit from a new person to your website would be signing up for your mailing list to get a free gift or free taste of what you do. It could be subscribing to your blog. It could be, you know doing the kinds of thing that begin to engage them and build relationship with them.

YOU NEED TO MAKE IT CLEARLY OBVIOUS AND SIMPLE TO DO WHAT YOU WANT THEM TO DO.

You need to make a clearly obvious and simple to do what you want them to do so that navigation needs to be clear and obvious, and I actually recommend using fairly standardized navigation.

Don't try to get clever or fancy with your navigation. It is more likely to turn people off than to impress them. You want website usability to be stupid and simple. I mean SIMPLE. You want your website to load fast, which means the less flash the better. You just want it to be easy and simple.

USABILITY TOOLS - THERE ARE SOME GREAT TOOLS TO TEST THE EFFECTIVENESS OF YOUR WEBSITE

GOOGLE ANALYTICS

So there are some tools to help to test the effectiveness of your website. First and most important tool is Google Analytics.

Now talking about how to use Google Analytics is, you know, really its own class, and I probably will create a video class at some point for the professional level on Google Analytics, because it's fairly complex, and it involves being able to read their graph and how to find what you're looking for on their sites, but you want to make sure that your website has the code for Google Analytics, and Wordpress makes it easy, because there are a lot of plugins to get Google Analytics onto your website.



You'll have to actually go in and sign up. Register for Google Analytics. It's free. Thank you, Google, but it's a really, really important tool to find out who's landing on your website, how long were they staying, what pages are they landing on. From there, what pages do they go to? If people are bouncing off your site, at what point do they bounce off your site? You know these kinds of information are all living inside Google Analytics, and it's really usable.

USABILITY TESTING TOOLS SUCH AS CLICKTALE

<http://www.usefulusability.com/24-usability-testing-tools/#Chalkmark>

There are also usability testing tools, and I'm going to put a link up that will take you to a blog post that lists 24 usability testing tools, but what a usability testing tool does is that it enables you to put up a full website, send the people who you're already engaged with a link to that website, and say to them something like, "if you want to sign up for my email newsletter, what would you click on?" and what that tells you is how they're reading your website and whether or not your design is working for your market. Are they finding what you think they should be finding? And so these are like Clicktale. There's a whole...Chalkmark. There's a whole bunch of different usability sites.

A lot of them are free or give you a free test, and you basically set up a test, and you could set up, you know, three different forms of your website if you want to kind of figure out what is the best place for me to put my newsletter sign up on my website. It should be on the top-right, the top-left, down at the bottom, you know where is it going to get the most action, and then you set up a test. You send it to the people who are a good representative example of your target market and ask them to answer the question.

THE F PATTERN:

The next thing I want to talk about in this initial design concept of your website is the F pattern. Now in reading written material, all of the studies stood by what was called the Z pattern, which meant that when reading an article or like a magazine article or a white paper that kind of thing, people would read in a Z pattern. Their eyes would go across the top, kind of drift diagonally from right to left through the body and then down along the bottom and which showed a couple of things.

First of all, people tend to not read word for word, and they scan, not necessarily just reading the first sentence of each paragraph, but in that kind of the pattern. Well, that's not what people do on web pages, and this was news to me when I did this research.

THE F PATTERN'S IMPLICATIONS FOR WEB DESIGN ARE CLEAR AND SHOW THE IMPORTANCE OF FOLLOWING THE [GUIDELINES FOR WRITING FOR THE WEB](#) INSTEAD OF REPURPOSING PRINT CONTENT:

The F pattern's implications for web designers show the importance of following guidelines for writing for the web, instead of just repurposing print content. In other words, you don't want to just take an article and slap it up there. You want to design the reading format to fit the F pattern, which means that people kind of go across the top, and then they drop down along the left and then across the middle, and then they drop down along the left.



Now this pattern is somewhat influenced about by the content on your website and you'll noticed that actually having a widgets and navigation along the top, which wasn't the original, most popular format, has become much more popular. Kind of focused calls-to-action tend to either be along the top, the top-right corner or right smack in the middle, so that you get this second level of the F, the second cross-hatch of the F—that's becoming much more frequent in layout.

But the most important thing to know is that people skimmed. They look for bullet points. They look for bolding. They look for your headlines, which is good to know because Google also looks for your headlines. So using in your HTML code, your H1 for the main headline, and then H2 and H3 and H4 for sub headers, not only calls attention to your most important content for the Google spiders, but also for your readers, because in most formatting schemes, the headers are bolded. They're brighter. They're bigger. They're centered. They just catch the eye more.

USERS WON'T READ YOUR TEXT THOROUGHLY IN A WORD-BY-WORD MANNER. EXHAUSTIVE READING IS RARE, ESPECIALLY WHEN PROSPECTIVE CUSTOMERS ARE CONDUCTING THEIR INITIAL RESEARCH TO COMPILE A SHORTLIST OF VENDORS. YES, SOME PEOPLE WILL READ MORE, BUT MOST WON'T.

Users generally will not read your text thoroughly in a word-by-word manner. Exhaustive reading is rare, especially when perspective customers are conducting their initial research to compile a shortlist of vendors.

Yes, some people will read more, but most won't, and even the people who will read more will generally skim first to decide if they're interested enough to stick around.

THE FIRST TWO PARAGRAPHS MUST STATE THE MOST IMPORTANT INFORMATION. THERE'S SOME HOPE THAT USERS WILL ACTUALLY READ THIS MATERIAL, THOUGH THEY'LL PROBABLY READ MORE OF THE FIRST PARAGRAPH THAN THE SECOND.

The first two paragraphs must state the most important information. There's some hope that users will actually read this material, though they'll probably read more of the first paragraph than the second.

And if someone is really actually interested in your article, they're just as likely to print it out. So if they're reading it online, generally they're skimming it looking for the bullet point.

START SUBHEADS, PARAGRAPHS, AND BULLET POINTS WITH INFORMATION-CARRYING WORDS THAT USERS WILL NOTICE WHEN SCANNING DOWN THE LEFT SIDE OF YOUR CONTENT IN THE FINAL STEM OF THEIR F-BEHAVIOR. THEY'LL READ THE THIRD WORD ON A LINE MUCH LESS OFTEN THAN THE FIRST TWO WORDS.

So you want to start subheads, paragraphs, and bullet points with information-carrying words, and by the way, keywords that users will notice when scanning down the left side of your content in the final stem of their F-behavior.



They'll going to read the third word on a line much less often than the first two words, which means you don't necessarily need to write in full sentences, and if your first two words are things like, "And furthermore," you've already lost them. So be really aware as your writing that you catch their attention right away. If you haven't, then you've already lost them. Okay, that's the first concept.

BASIC CONCEPT #2 – ATTRACTING TRAFFIC

Now the second basic concept and the third basic concept are really about getting people to your website. So now that you've got a website, and you designed a website that will keep and hold the attention of the people who land on it, you need to get people to land on it, because as I explained in the last month's newsletter article about Internet Marketing, the internet has billions of website, billions. So, in order for you to get people on your website who don't already know of you...

In other words, I'm not talking about the people who hear of you and then they go check out your website, I'm talking about a complete total stranger who finds you because they're hanging out on Google or they're hanging out somewhere else and they discover you and check out your website.

So the first concept is Attracting Traffic.

THERE IS ONSITE SEO AND OFFSITE SEO – ATTRACTING TRAFFIC IS ABOUT DRAWING PEOPLE TO YOU BY THE THINGS YOU ARE DOING ONSITE

So this is your website, drawing traffic in. There is onsite SEO and offsite SEO. So, I'm talking first here about onsite SEO. This is about drawing people to you by the things that you were doing on your site.

KEYWORDS

The first most important concept is keywords.

WHEN IDENTIFYING KEYWORDS, SELECT WORDS AND PHRASES IN THE CONTENT OF YOUR WEBSITE THAT SOMEONE IS MOST LIKELY TO USE WHEN SEARCHING FOR YOUR ONLINE BUSINESS OR WEBSITE.

When identifying keywords, you want to select words and phrases that are actually in the content of your website, that someone is most likely to use when searching for what you do for your online business or website. In other words, not for you by name, but for what you do, and in order to do that you need to know your niche, you need to know what they're searching for.

Now you also want to take advantage of accidental discovery. So let's take, for example, this is the example I used on the Multiple Streams of Music Income Self-Study program,



let's say for example you love bird-watching. You're fascinated by birds, and so you decided that your niche market for what you do is going to be bird watchers.

Well, you need to know what are the bird watchers searching for and then include those keywords in your content.

SEARCH ENGINES USE KEYWORDS WHEN THEY INCLUDE YOUR WEBSITE IN THEIR SEARCH RESULTS. KEYWORDS CAN MAKE OR BREAK YOUR SEARCH ENGINE RANKING.

Search engines use these keywords when they include your website in search results and these keywords can make or break your search engine ranking.

EACH OF YOUR WEB PAGES SHOULD HAVE KEYWORDS THAT INCLUDE PHRASES FOUND THROUGHOUT THE PAGE CONTENT, TITLE TAG, HEADINGS, ATTRIBUTES, AND LINK TEXT.

The keywords should be unique to each page/post

So each of your web pages, each and every page and post, should have keywords that include phrases that are actually found through the content in the page: the title tag, the heading, attributes, and the link text in the page, and then you put...you add these keywords into the meta tags for each of these pages.

Now how do you do that on HTML, I don't know. But I know how to do it on Wordpress. You generally use an SEO plugin on your Wordpress or depending on your theme, the more sophisticated paid themes generally have some SEO format already built in.

So like I use Genesis and when I build a page or a post, there's a little form at the bottom where I put in the title tag for the page or the post, you know, 160 character descriptions that Google then will use when pointing to that page or post, and then the keywords. So that builds into the theme that I used.

So you want to use that aggressively, but you don't want to stuff keywords that are not relevant to the content, and I'll talk to you about that in a minute. And actually I talked about that quite a lot in the articles for this month.

CONTENT

So let's talk about content.

GETTING SOMEONE TO LAND YOUR PAGE IS ONE THING. BUT USELESS IF THEY DON'T STAY AND TAKE ACTION.

Getting someone to land on your page is one thing, but it's useless if they don't stay and they don't take action.

THEY SAY THAT CONTENT IS KING AND ENGAGEMENT IS QUEEN

In the world of internet marketing, they say that content is king and engagement is queen. So your content needs to be interesting, entertaining, appealing to your niche market.



So let's say you're a musician and you're targeting bird lovers because you're a bird lover. So what do you want to do? You want to have images of birds in your frame, in your design. Perhaps you write blog posts about your bird-watching adventures or you know, "Okay, I was driving. I had a 4-hour drive to my gig in upstate New York, and on the right, I saw a red-tailed hawk, 3 red-winged black birds, and the most amazing thing up way high up in the skies, the white flash of head and tail of a bald eagle," whatever it is right, because that's the content that's going to draw and hold their attention.

GOOGLE LOVES NEW CONTENT. IF IT'S SPIDERS CHECK BACK AND FIND A COBWEB, THEY WILL JUST MOVE ON TO THE NEXT SITE – THAT'S WHY BLOGGING WORKS

So here's the thing, Google loves NEW content. So if you throw up an HTML front page design, quick and dirty website that you then don't touch again for 9 months, you may show up high right away, but you won't stay there because if there's not new content. Google will basically say, "Well, there's more current information on these keywords," and they will always, always, always prioritize new content that is relevant to a keyword over old content that is relevant to a keyword.

Google spiders check back periodically, and if they find what we call a cobweb, meaning a website that hasn't changed in a long time, they'll just move on to the next site. See, that's why blogging is so important; that's why blogging works, okay?

AT THE END OF EACH BLOG, INVITE COMMENTS, ASK QUESTIONS, MAKE A BOLD OUTRAGEOUS STATEMENT AND INVITE CONTROVERSY. THEN, WHEN PEOPLE COMMENT, YOU COMMENT BACK – ENGAGEMENT.

You also want to at the end of each blog post, invite comments, ask questions, make a bold outrageous provocative statement and invite a little controversy, so that people then comment and you do want to activate comments on your blog.

Most people don't activate comments on their pages. It's entirely up to you, but you can. I don't generally, but I do activate comments on my blog. I recommend against moderating the comments. If you use a plugin like a Kismet, it will clean up spam. If you use a comment plugin like Disqus which is spelled D-I-S-Q-U-S, Disqus or there are others, which I am completely blanking on at the moment, but if you use, you know, a commenting plugin to manage your comments, most of them have some spam filters and you can always go back and delete comments that are spam.

But you want...it's really frustrating as a blog commenter to not know if my comment makes the cut, so I recommend against moderating your comment. Let people comment on your blog, and even if they disagree, like I said invite controversy even if they disagree. What you want to do is engage in polite and open conversation.

So in other words, if someone disagrees in a comment, you don't block them unless they're really offensive, but what you do is you say, "You know that's an interesting point of yours and this is how I think about it." So you use it as an opportunity for engagement, not only



will it draw them deeper in, but it will be very attractive to other people and every comment raises your priority for Google.

Google likes a website that is interactive. This is Web 2.0, the more interactive you are on your website, the more attention you're going to get from the search engine. And this is all really organic. This is not paid. This is just kind of that magic stuff that raises your profile.

Okay. Before I move on to the next concept, I do want to give you an opportunity to ask questions. If you're on mute, just go ahead and hit *6 to come off mute.

Okay. Hey there!

Caller: Hi Debra. It's (unintelligible) in Hawaii.

Debra: Hi. Do you have a question?

Caller: Yes, I do. I was wondering if you're going to talk a little bit about using Google AdWords to identify your keywords.

Debra: I will very, very briefly...that is actually I would consider a more advanced concept, so I will probably be doing more advanced classes on that, but you can use AdSense to search. and I'll just do that right now. You can use AdSense, so in other words you can sign up for AdSense for free and not actually run ads, but they have a wonderful keyword tool that allows you to search for keywords.

And here's the way you want to be thinking in that search because that search is going to give you a lot of information.

The first bit of information is going to tell you how much would it cost you to buy that keyword per click and it's kind of a little bit like in an auction concept and in an auction approach where people bid on keywords and the more popular keyword is the more people are bidding on it therefore the more expensive it's going to be.

So you want to choose keywords that are kind of under the dollar per click even if you're not going to be advertising because if it's over a dollar per click it means it's the highly traffic keyword and you're less likely to place highly on it.

You want a keyword...another piece of information it's going to give you is how many people are actively searching for that keyword, and I forget how they do it...if it's per month or per week or per day, but you basically want to hit somewhere in the mid-range.

So if a keyword you're thinking about using is getting a hundred thousand searches, again too much competition, too much traffic. You're probably not going to rank very high on it.

On the other hand, if there's only 3 people a month searching for it, it's not worth your time and energy. So I would stick somewhere in the 1,000 to 10,000 range. If you're really, really marketing in a very niche way, somewhere between 500 and 1,000 is fine, but you want to make sure that your content is really interesting and attractive to those people.



If it's really interesting and attractive to those people but you only get, you know, 50-100 unique visitors to your page per week, but then a lot of those visitors signed up for your email list. I mean that's awesome, right?

So you have to kind of keep in mind that conversion process as well. So you want to kind of...it's a bit of a Goldilocks process, where you want it popular enough but not too popular, okay?

The cool thing that the AdSense will do also is if you plug in a word, a single word, it's going to offer you other words that you might also be interested in. Look for 2-3 word phrases because very often those couple word phrases are (a.) going to be easier for you to use organically in your content, (b.) it will be more specific and less overrun, and I just think they tend to work better.

The other thing to remember is if you weren't use a three-word keyword phrase a lot in an article, the individual words within that phrase also count as keywords. So you get a bit more bang for the buck on that. So hopefully that answered your question.

BASIC CONCEPT #3 – DRIVING TRAFFIC

So the next concept is that of driving traffic. So we've so far all been talking about what you're doing on your website to pull people in, but there are so many free or very inexpensive ways to push people to your website and a lot of people focus more on this.

I think that's a mistake. I think you need to do driving traffic as well, but if once they'll land on your site there's nothing interesting for them there, they're not going to stick around. So you always want to make sure that the attraction principle is addressed first, and then you start driving traffic.

THIS IS OFFSITE SEO AND IS BASICALLY EVERYTHING YOU DO ON THE INTERNET ON OTHER PEOPLE'S SITES AND IN THE WORLD:

So this is considered offsite SEO and it's basically everything that you do on the internet on other people's or other companies' sites, as well as in the real world that drives people to your website.

BLOG COMMENTING

So that would include blog commenting and let me talk a little bit about that. So that means you go to other people's blogs and you comment on them. Now here's the thing, the mistake that a lot of people make is that they go to the blogs that they're interested in and comment, which is all well and good, but if your target market looking at that blog and if the answer to that question is no, then it's not doing much for you.

So again using that bird-watching concept, if you start frequenting blogs about bird-watching and commenting on those articles, on those blog posts, and commenting in a way that adds value to the conversation so just saying, "Hey, great article!" I mean, that's useless. It's



actually considered spam by most bloggers and they will delete those comments because it doesn't add anything to the conversation.

But if you go in there and you say, "You know, the point that you made in the second paragraph da-da-da-da..." and you add, you know, add information, add resources, disagree with the point of view, further develop a concept that they touched on, relate a story. "Oh you know, I saw that bird over here, and it just blew my mind because you know where I live is so out of his territory. Blah-blah-blah." Whatever. You need to add quality content.

But here's the thing, most blogs that allow commenting allow you to put in your website address, so that when someone clicks on your name in the blog comment, it takes them to your website. So this is a killer for a couple of things.

First of all, if someone reads your post and says, "Oh wow. This is interesting. Who is this person?" Click. "Oh wow. This person is an artist. Look at this beautiful art on birds" or "Wow, this person is a musician and they like birds, like me! Let me listen to their music" or "Wow, and this person wrote a book about birds. Hey how cool is that!"

That really highly qualified traffic, they're already interested in you. So they're going to click on that link and go to your website, and they're more likely to stick around and take some action.

Another reason this is killer is because Google looks at that as a valid inbound link. It is a vote in favor of your website. So every inbound link, every time someone links to your website, in a legitimate way, it is considered a vote. It isn't considered credibility points for your website from the search engine optimization.

Here's the mistake people make. Way, way back in the wild west in the late 90's, when people were first discovering this website stuff, when Google first came into existence, people did a lot of "You link to my page; I'll link to your page"—link trades, to the point where the search engines started discounting those reciprocal links. It's what they called them.

But here's how you get around it, if your reciprocal links are contextually relevant, they don't mind, okay? So if you find a blog post that you think your readers will be interested in, and then, you go on to your blog and you write a blog post that includes a link back to that blog post, and then you go to that blog post and then you comment, and that has a link back to your website or even better that blogger then points a link back to your post because they're happy that you talked about their blog post.

That's considered contextually relevant. That's true engagement and that gives multiple credibility points, okay? So blog commenting where it represents, you know, actual engagement is what you want.



ARTICLE MARKETING

Article marketing; Articles that will be of interest to your niche market that then show up on e-zines site is a great way to drive traffic to your website. But this is not the same as PR (Press Release) because the press release is just "Me, me, look at me. Hey, aren't you so excited about me?" No.

What you want to do is write an article that actually is of interest and of service to your target market, and then at the bottom, you know, "Jane Doe is an avid bird watcher who is also an award-winner singer/songwriter. Check her out at..." (With your website) okay?

SOCIAL MEDIA

The third way to drive traffic is social media and social media is huge. And links that are from social media site like YouTube, like Twitter, like Facebook is going to, you know, that really does drive traffic and raises your profile from a search engine optimization stand point.

However, social media is about being social; it is about engaging in conversation with people. It is not appropriate to do promotion and only promotion on social media. It is appropriate to occasionally do promotion.

And the numbers that I've heard is, you know, 7-3, so for every 7 engagements informative, interrupting, re-tweets, posting about other people's blog post whatever, you can also have 3 promotional articles or statements.

Each engine has their own rules and breaks those rules at your peril. Facebook will aggressively shut you down. Twitter is less aggressive, but if they get enough spam reports, they will shut you down. YouTube no doubt will take your video and strip your video off the web. So just be aware of the culture and the rules and live by them, okay?

PUTTING YOUR WEBSITE ON ALL PRINTED MATERIAL AND AS THE @DOMAIN.COM ON YOUR EMAIL.

You also want to be putting your website on all printed materials, QR codes are great way to get mobile folks to go to your website. You want to use your @domain.com on your email. So for example, my email is debra@artist-edge.com, so that anytime anyone sees an email from me, they know my website's address. They don't have to guess about it. They don't have to search it. It's right there, okay?

BLACK HAT VS. WHITE HAT

And finally, I want to talk a bit about White Hat vs. Black Hat. What some of these kind of techniques are. Both so that you cannot do the Black Hat stuff and so that you know what are White Hat things and do more of those, and a lot of them I've already talked about.



BASICALLY ANYTHING YOU DO THAT SERVES NO PURPOSE OTHER THAN SEO WOULD BE CONSIDERED BLACK HAT

Black Hat is basically anything that you do that serves no purpose other than search optimization. That's considered Black Hat. It's doing things that have nothing, that has no relevancy to your content, that have nothing to do with what you're doing in the body in the content of your website.

WEBPAGE FLOODING - USE A SCRIPT THAT INSTANTLY CREATES 100'S AND 1000'S OF PAGES WITH KEYWORD STUFFED CONTENT.

So for example, there's an old technique called webpage flooding, which used a script that instantly create hundreds or even thousands of pages with keywords stuffed content. It's a bot. You basically plug in a bunch of keywords, and it build pages on your website and those pages are stuffed with keywords.

The ideas that you can do it over and over and over again, which means you're creating new content, but I will tell you that Google will not only drop, they go in and they see that there's no actual content, that it's just gibberish of a bunch of keywords. They will not only drop your ranking, they may even blacklist you. So don't do it.

INVISIBLE TEXT - PLACE A WHITE TEXT (WITH KEYWORDS) ON A WHITE BACKGROUND.

SPIDERS ARE COLORBLIND

The next one is invisible text. This is all through a really old technique where you use white font on a white background and the text is just all keywords. So that people who land on your site don't actually see those keyword, but here's the thing. Spiders are colorblind, and they're going to see it as gibberish and downgrade you because of it.

CLOAKING - TECHNIQUE THAT SHOWS ONE PAGE TO GOOGLEBOT (THE SEARCH ENGINE SPIDER) AND ANOTHER TO THE VISITOR.

Cloaking is technique that shows one page to Googlebot, which are the search engine spider programs, and a different page to the visitors. Don't do it. People's sites have been blacklisted because of it. It's really frowned upon.

KEYWORD STUFFING - GOOGLE WANTS TO READ A NATURAL PAGE THAT MAKES SENSE TO HUMAN VISITORS AND RANK IT ACCORDING TO ITS OWN MERITS.

Keyword stuffing. Have you ever typed a keyword into a page, into Google, and then gone to a link and all it does is list line after line after line after line of keywords with links? That's called keyword stuffing.

DOORWAY PAGES- A DOORWAY PAGE IS A SPECIALLY BUILT WEBPAGE THAT IS ONLY DESIGNED TO ATTRACT A RANKING WITH THE SEARCH ENGINES. IT THEN REDIRECTS AUTOMATICALLY TO THE 'REAL PAGE'.



Another Black Hat thing to do is these doorway pages, and doorway pages are similar to cloaking. It's a specially built webpage that is only designed to attract a ranking with a search engine. It then immediately redirects automatically to the real page.

People do that sometimes with the URL, putting keywords in the URL, but then there's no page. You can get into a bit of trouble if you do that a lot. If you have 40 URLs that are like stuffed with keywords, then just redirect to your website, you're better off just creating single page content, you know, content-dense pages for those URLs than doing redirect, as long as the content is different enough that it doesn't become webpage flooding.

BLOG COMMENTING WITHOUT ADDING ANY ACTUAL VALUE TO THE ARTICLE

And finally blog commenting without adding any actual value to the article. We've all seen these gibberish blog comments or blog comments that promote something that has absolutely nothing to do with the content of the blog post. There's a lot of foreign nationals doing this out in India or whatever. People who are getting hired to just spam comment, spam blogs. Don't do it. Don't encourage your people to do it. It's bad form, okay?

WHITE HAT INCLUDES

White Hat methods include:

USING KEYWORDS ORGANICALLY IN BLOG POSTS

Using keywords organically in the language in blog posts. Now I'm still learning how to do that, and you're going to see...I'm hoping actually that you've seen...an improvement in that in my more recent posts, but I'm still working on that as a technique.

It's really thinking in terms of not only what are your keywords, but kind of what are the people who are searching those keywords, what kind of information are they actually looking for, because if you then do blog posts about that actual information, then the keywords are going to just organically and naturally appear, you know, in the language, in the content of the post.

ADDING KEYWORDS THAT CORRESPOND TO THE CONTENT TO YOUR META KEYWORD FIELD FOR A PAGE OR POST

Another White Hat method includes adding keywords that correspond to the content to your Meta keyword field (as I described earlier in the call) for each page or post. And again as I said, every single page or post on your website should have a unique listing of keywords that are appropriate for the content in that page.

USING KEYWORDS IN THE NAME AND ALTTEXT FOR IMAGES – BUT AGAIN KEEPING IT RELEVANT

The next method is using keywords in the name and alt-text for images, but again making sure that that naming convention and that all text is relevant to the content, okay?



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So for example, I saw this article about Black Hat methods of SEO, like what to avoid doing, and the images were all these images of these like burglars in all black with a face mask, and I would say it was pretty funny and they were like sneaking around and whatever.

But the alt-text had all to do with Black Hat SEO, internet marketing techniques. Well, those tags were consistent with the content of the blog post, and so even though they weren't descriptive of the image, which was sound like burglar guy in a full-black outfit, it was descriptive of the content of the post and that's good.

BLOG COMMENTING THAT ASKS QUESTIONS, ADDS CONTENT, ENGAGES WITH THE WRITER, OTHER COMMENTERS IN A RELEVANT WAY.

And finally, when you do blog commenting that asks questions, adds content, engages with the writer or engages with other commentators in a relevant and useful way, I mean finally the overall concept in all of this is if you act ethically in your internet interaction and if you come from a perspective of being of service, of use, being a giver and a contributor to the internet conversation, then you will not have to worry about tramping on any of these rules, okay?

And the more you do it, the more actively you do it, the more consistently you do it, the higher your ranking is going to be on the internet, okay?

So that's the content of Internet Marketing 101, and again, any final questions or comments? And by the way, for those of you who are listening to the recording, do feel free to ask questions and comments both as comments on this blog post as well as submitting questions to the *Ask Coach Debra Call*.

So if you want to take yourself off mute. *6 and ask any final questions.

Okay, you may not be with us any longer that's fine. Oh, you are there. Good!

Caller: No, I'm here and I'm good. I've got all of my questions answered. Thank you.

Debra: Oh you did! Awesome. I love when that happens and great! So thanks for joining me live, and I hope you found it valuable.

So alright guys, we'll all be announcing next month's call class—call time and class events shortly.

Stay tuned! Thank very much.