

**The ShoeMoney Tools  
Official Beginner's Guide To**



**Internet Marketing**

## ShoeMoney Tools Official Guide

With the recent advances in technology, the “American dream” has transformed from thoughts of white picket fences and a well-paying nine to five job into the idea of having a lucrative, work-from-home and make-money-while-you-sleep type career. You make your own hours and have yourself as a boss! That’s the dream of today.

Most people think that just because you’re able to do it from home and at your own computer means it’s going to be easy. Unfortunately, while it’s certainly possible to earn a substantial income from home, it requires hard work, dedication and an unyielding desire to succeed... just like every other successful endeavor!

As you learn more about ShoeMoney Tools and the industry as a whole, you’ll realize that these tools are perfect for both newcomers and professionals. In fact, these are the very tools I use everyday here at ShoeMoney Media Group to develop PPC campaigns and market different businesses, brands and products across the Internet. No matter where you’re at in your Internet marketing career, it is both beneficial and necessary to not only build a solid foundation of the basics, but expound upon this as well. Without this foundation, you’ll be lost and confused.

That’s where ShoeMoney Tools comes in. This guide contains the information you need to be knowledgeable about the industry while also learning the best ways to use our tools. While you don’t need to be an expert in all of the fields we’ll talk about, you will at least become a “Jack of all trades” (so keep this in mind throughout the training and documentation).

Since the initial launch of ShoeMoney Tools, we have received multiple emails and comments from our loyal users suggesting that although our documentation and video tutorials were great, they were still a bit too advanced for someone completely new to the industry. And so, in order to make my tools truly accessible to everyone of every skill and expertise level, I have created the ShoeMoney Tools Official Guide – a series of documents that introduce you to all of the basic principles of the industry while also walking you through higher-end, more complicated actions.

Before we begin, remember to keep an open mind throughout this adventure. Be ready and willing to learn anything and everything! From time to time, certain topics may sound or seem too complicated to understand at first. But I promise, all of these pieces of knowledge will eventually come together. If you absorb the information I’m giving to you, your overall success in the crazy world of Internet marketing will be dramatically improved.

Think of this guide as a collection of small puzzle pieces. As you read section by section, the pieces will begin to connect and by the end, you will have a clear, complete picture. Does that sound promising?

Good, then let’s get started...

## Basic Necessities: HTML 101

Okay, welcome to the very first section of the rest of your Internet marketing career. I'm going to talk less about how what you're learning here equates to making money, and more about how useful this information will be for you down the road.

Before we look at what exactly HTML can do, let's first learn a little more about it – HTML the programming language itself.

HTML has been described many times as the mixture of a word processor and a programming language. Years ago this was used much more when programming languages weren't so complex. (Not that the language is incredibly complex now, but it doesn't really resemble the simplistic programming language it once was for so long). The upside to a complex language, however, means that the more "complicated" it is, the more things it will allow you to do as well as offering several different solutions to one singular problem.

A very basic HTML site could easily be comprised of nothing but text. Luckily, for pretty much everyone who has undertaken the task of learning HTML, the basics of the language are incredibly easy to understand. While you can certainly take on the task of learning the language as whole, from an Internet marketing perspective, you must be able to identify the task you need the HTML perform. With a Google or Yahoo search, you should be able to narrow it down.

In order to learn more, I have listed multiple sources for very well done, basic HTML tutorials:

- <http://www.htmltutorials.ca/>
- <http://www.echoecho.com/html.htm>
- <http://www.tizag.com/htmlT/>
- <http://www.myhtmltutorials.com/>
- <http://htmldog.com/guides/htmlbeginner/>

Although you'll have to dabble in multiple computer programming languages over the course of time, HTML is by far the easiest to learn on the fly. There isn't necessarily a must-read beginner's guide but instead many high-quality guides that can easily provide you with exactly what you're looking for or need.

The great thing about HTML is that it can be combined and embedded in a variety of other different computer programming languages. Because of this, it remains an absolute hallmark for anyone looking to design a website, whether it's an Internet marketing website or just a personal web page. While there are certainly other languages that would be beneficial for you to learn first (if you were very focused on computer programming), learning HTML is the best place to start understanding programming.

Some of you reading this may be the type of person who does better when told exactly what you need to do. If you're this type of person, then here's what you need to do. Make sure you're well versed in the following areas before moving on to the next section:

- The basic syntax and layout of HTML.
- Basic HTML commands and a general understanding of how the language works.
- General information found throughout the aforementioned HTML tutorial links
- How HTML will be incorporated into your overall Internet marketing strategy

At this point, keep your learning simple. Don't delve into the complicated aspects if you feel you aren't ready. Essentially, there's no need for you to dig deep into the more befuddling sides of HTML until much later in your Internet marketing career.



## Basic Necessities Part 2: CSS 101

CSS is a computer programming language that adds style to your site, everything from different colors, images, margins and borders. Think of CSS as make-up for your website. Sure, websites could exist without much styling or customization but then the Internet would be incredibly dull. Don't assume that CSS is something you'll never need. Trust me, there's nothing worse than having quality website content masked by a crummy, ugly layout and design.

### Colors...

Colors are represented in the CSS language through different sets of what are known as color codes. You may not have realized it, but you have probably come across these codes at some point in your Internet travels. For instance, to obtain codes for certain colors, take a look at this CSS color code finder/picker:

- [http://www.quackit.com/css/css\\_color\\_codes.cfm](http://www.quackit.com/css/css_color_codes.cfm)

### Layout...

Now that you understand the colors, let's learn a little more about the layout structure. Next to HTML, CSS is probably the next easiest language to learn and understand. In a short period of time you can learn a large portion of the language. The following sites all feature some wonderful CSS primers and introductions for beginners:

- <http://www.w3.org/MarkUp/Guide/Style>
- <http://www.w3.org/Style/Examples/011/firstcss>
- <http://htmldog.com/guides/cssbeginner/>
- <http://www.davesite.com/webstation/css/>
- <http://www.htmlprimer.com/htmlprimer/css-beginners>
- <http://themetation.com/2008/12/21/css-for-beginner/http://themetation.com/2008/12/21/css-for-beginner/>

After completing these HTML and CSS tutorials, you will have enough knowledge to create a website that looks and functions basically as you would like. In fact, if you're in a position to test out some code on a website, do so. The best way to learn both HTML and CSS is by actually doing it in day-to-day situations. Before heading into the next section, make sure you're comfortable with the following aspects of the CSS language:

- CSS color codes
- The overall CSS syntax (layout structure)
- The basics of headers and footers
- How CSS can be combined with HTML and the types of things that can be done with the combinations.

Once you have a nice, comfortable grasp on this information, you can move onto the next section.

## Basic Necessities Part 3: Programming

When it comes to programming, I advise that you soak in as much information as possible. Besides HTML and CSS, you should know that PHP is often one of the most popular and dynamic computer languages. There are certainly others that you can learn and use effectively such as Java, Perl and Python, but in the Internet marketing industry (at least on the affiliate side), you'll want to stick to the basics at first. You can learn more as you achieve goals and progress.

I've seen many people's failure to learn a new language stem directly from the fact that they just weren't open to trying very hard. It's almost as though once we hear the words 'computer' and 'programming', we imagine a nerd sitting in a dark room staring at a computer screen with MS-DOS code as he pounds away at his keyboard. This isn't true of course, but many people let their doubts, inhibitions and stereotypes keep them from really achieving their true potential.

Listed here are just a few of the many free, basic online tutorials that will help you understand programming principles, as well as the PHP language mentioned earlier:

- <http://www.developertutorials.com/tutorials/php>
- <http://www.php-mysql-tutorial.com/>

If you think of your Internet marketing knowledge as a toolbox that you carefully place tools in over time, wouldn't you want to keep that box nearby or even open most of the time? Do NOT fall into the trap of keeping that toolbox locked because you don't want to learn to use other tools you feel may be beyond your skill level. You've probably heard it a thousand times, but **nothing** – including Internet marketing - is impossible as long as you put your mind to it.

This is making money from home we're talking about people! (P.S. Nearly every person in the world's dream job!) If your efforts in this industry you ever begin to feel too tough or hard, then remind yourself how much you would love to work for yourself, or how much you hated your office gig.

You don't need to learn every programming language – but you need to understand the basics of the most popular ones. Learn the names of the best ones and then try and find out which one is the best suited for certain tasks. Once you have completed some various programming tutorials and feel as though you are beginning to grasp the basic concepts, feel free to move on to the next section.

## Basic Necessities Part 4: WordPress - Out of the Box Sites

### WordPress

While WordPress has been a major tool for Internet marketers since its inception, it has really taken off as of late with its numerous updates and wide array of plugins that allow you to customize and optimize your site. Although your marketing travels may have you trying some other services, it is highly likely that you will use the WordPress platform at some point.

WordPress, at its core, is a blogging service platform. However, it has evolved into a website plug-and-play product. Through “patch type” layouts called themes, you can browse a variety of different templates for your website’s overall look. And with a little bit of programming knowledge, you can even code your own.

When you first start out on your Internet marketing endeavors, it is highly recommended that you begin a project using WordPress, especially since this platform allows you to do so many different things. For starters, familiarize yourself with the platform so that you’re comfortable when it comes time for you to seriously use it.

Head on over to <http://WordPress.com/signup/> and think of a site – any site. It doesn’t necessarily have to be something focused on making money yet, but if you’re comfortable with an offer on one of the affiliate networks then by all means get practicing with that!

Your main goal is to get your feet wet with the ins and outs of the system and see what cool and possible useful things you can do. For instance, try getting some plug-ins to help bolster your site in one of dozens of categories. Or even brave the theme world and outfit your new WordPress blog in its own customized skin. It doesn’t matter what you do, just as long as you do it **on** WordPress. Simple enough, right?

If the aforementioned tasks seem a bit too easy, try and find something that WordPress **can’t** help you accomplish. That should be a bit more difficult!

After this section, if you’ve completed everything up until now, you should have a pretty firm understanding of HTML, CSS, what it takes to succeed in the industry (and now WordPress – the special sauce that ties everything together)!

## Basic Necessities Part 5: Other - Out of the Box Sites

Contrary to popular belief, there are some other great out-of-the-box sites available besides WordPress. We're going to be focusing on VBulletin, Drupal, PostNuke and PHP-Nuke in this section (although there are certainly many others that work just as well). The four aforementioned sites each offer a different set of tools for you to use. Let's begin with VBulletin!

### **VBulletin...**

VBulletin is an out-of-the-box site service that allows you to easily and effectively manage your very own customized message board. While there are many other message board services, VBulletin is generally regarded as one of the top – if not THE best! It simplifies the whole process of running a message board, from the customization of the site's look and layout, all the way to keeping tabs on new members and anyone you've deemed an admin. We'll get into how a message board would be an effective money making tool later on, but in the mean time, I suggest looking at some of the message boards that utilize VBulletin.

### **Drupal...**

Drupal.org is the home to an open source content management. It comes equipped with a large and powerful mixture of features and it supports a variety of different websites ranging from personal weblogs to large community-based web pages. You may be asking yourself why Drupal is even worth a look with the wonders that make up the phenomenon known as WordPress. Well, it boils down to the fact that some people simply like variety and options. At its core, Drupal is a high-quality alternative to WordPress for creating and managing content-based websites.

### **PostNuke...**

PostNuke, is also an open source content management system. For starters, these types of systems are also known as 'nukes' (which should help explain the service's unique name). PostNuke's primary goal is to constantly provide the most open development environment. This service is definitely an option you may want to pursue once you're really up and running. Don't think that because I mentioned WordPress as the premier content management system that this is the only system out there. Both PostNuke and Drupal would make worthy primary content systems for any Internet marketer any time of the year.

### **PHP-Nuke...**

PHP-Nuke is also a web-based automated news publishing service. As you may have guessed, it's based in PHP and MySQL and the system is controlled using a web-based user interface. Unless you already have previous PHP and/or MySQL experience, you might not be able to jump into PHP-Nuke right away. It should, however, be placed on your radar as it is incredibly powerful and user-friendly.

Now that you've gotten a brief primer about the other types of content and web based services available, it's up to you to try them out. At this point, simply browse the websites for these services. Sign up for an account and familiarize yourself with the layouts and available options.

The remaining sections of this guide explain exactly how you can apply everything you're learning to your Internet marketing endeavors. If you've been studying up and doing the suggested assignments, you should have no problem applying your new skills to the remaining assignments... and hopefully earning an income from home. Congrats!



## What type of site do you have?

Perhaps you already have a website and know exactly its purpose and your intentions with it. Or maybe you have a great idea but are trying to determine the best venue to drive traffic and revenue. In this section, we will discuss the different types of websites that you can develop as well as their best uses.

### Determining your site: News/Blog Websites

Perhaps the most well-known out of all the different types of sites, news and blog websites are created nearly every second by people all over the world – thanks to technology. In the “out-of-the-box section” we talked about services such as Drupal, PostNuke and WordPress who have made it easy to set up a news or blog website in the same amount of time it would take to make a sandwich.

Before creating a site, choose a niche that you want the blog to be about. Technically, you could technically have a site for just about anything and everything. However, from an Internet marketing standpoint that probably wouldn't be very successful. You have to zero in on some type of niche or topic that will allow you to compete for the attention of all the people who are looking for sites just like yours.

Thanks to aggregators (also known as RSS feeds), browsing dozens of different sites quickly is a breeze. The downside to this is that sometimes good and relevant sites and articles are overlooked. To avoid this, make sure you are writing catchy post titles and intro paragraphs. With your news or blog website – you could realistically become an authority on ANY single topic you could possibly imagine – and the demand is there! While there may not be a lot of people always searching for underwater glow in the dark watches, you can bet that they do exist – and why not become the go-to resource for them? If you wanted to, it would be possible!

Take your time when researching niches. The niche that you choose can often be the decision that makes or breaks whether you're truly successful. This doesn't mean that there are “incorrect” niches but the only person that's going to know how you'll market and mold the site is you. If you're not planning on putting a lot of work into the site and you choose an ultra-competitive niche, guess what's going to happen? That's right; you're going to get blown off the map!

Your assignment for this section of our tutorial is to start researching some niches for which you may like to create sites. In the end, you want the niche to either relate to a product you can push or have some other type of monetization value, but we'll talk about more of that later. Just focus on choosing a nice, solid, semi-specific niche that you could tailor your news or blog site around.

## Determining Your Site: Content Websites

When talking about content websites, the term “content site” describes a site that offers different types of content such as videos, songs and photos (NOT text – we’ll talk about that in the next section).

Think about how often you go to the search engines looking for different videos or songs to play on the Internet. Wow! Now, switch into Internet marketing think-mode and come up with some ideas why you would want to create a site like this. Go ahead and take a few minutes...

Come up with anything? Well, let’s see – there’s a constant supply and demand as long as you don’t laser target a specific video, song, or YouTube niche. There’s also very little work involved in putting up the content since you basically just have to link or integrate it into your site. Unlike a text/blog site, you won’t be typing up anything or hiring others to write articles. Instead, you’ll click a few times on your mouse, maybe type in a fixed width and height and boom – instant content for your website. Easy as pie!

If you go even deeper on a psychological level, the audiences of people that usually view these websites have quick attention spans and are usually more susceptible to clicking on different types of advertisements than other types of users. A media content website containing YouTube content, songs or videos is also a great first project for you to undertake because it’s so incredibly simple. The design and customization is fast so you can test all sorts of different things both quickly and easily until you discover what works.

There are plenty of ways for you to monetize these types of websites and we’ll get into that more later on. My suggestion is for you to go and look at some different types of media content. Then, brainstorm a site you could make and where you would go to get the content. Once you’ve come up with an idea for a content type website, you can move on to the next section.

## Determining Your Site: Community Websites

Community based websites consist of forum/message boards or social network styled sites that aim to get visitors to become engaged, frequently returning users. When developing a community, focus on a particular niche. The odds of getting people to join and stay at your community website are a lot higher if the niche community you have for them is not available in many other places on the Internet. This isn't to say that you need to create a community for people who like to create art by throwing paint onto a wall but you're going to need to do some type of research to ease the introductory phase of your site.

The message board admin system, VBulletin, which we talked about in the Basic Necessities section, is perfect if you want to start a forum-based community. All you need to get started is a domain name, hosting and an idea for what type of niche you want to target. Then you're ready to roll! Social networking sites are a bit harder to start than an Internet forum. But don't let that stop you. In fact, becoming the type of person who creates a social networking website because of that very reason would do wonders for your Internet marketing career. The rewards involved in finally overcoming your obstacles are incredibly rewarding – both mentally and monetarily – so don't ever let a difficult situation turn you off.

Even if you aren't planning on creating a community site any time soon, your assignment for this section is to make a site map as if you were to create one. Map out what domains you would try to buy, how you would advertise your community, your end-goals of the site and how you would go about obtaining them. In the next section, we will focus on more general "brochure" websites.

## Determining Your Website: Brochure & Service Oriented Sites

Sometimes the most simplistic yet focused approach is the best one in terms of marketing on the Internet. A brochure site is a very basic website most often used by companies and organizations to maintain an attractive online presence while providing company and/or product information. It is referred to as brochure website because essentially, it is the same type of general information found in a company brochure. Depending on the level of customized design, brochure websites can range from cheap \$100 templates to customized designs over \$8,000.

Service oriented websites, as I'm sure you've already been able to gather, help visitors with a particular service. An example of this would be if you created a website that offered a download of a program that scanned your computer for adware and viruses. You could charge for this online service if it was a quality service. Even if you offered the download for free, you could still make money by offering and incorporating other elements and features into the download and install.

As you've seen over the course of this 'Determining Your Website' section, you can develop just about any type of website to fulfill just about any type of need. The more things you can try and test, the greater your chances of achieving Internet marketing success and ultimately, your end goal of finally earning a living from home.

Congratulations on getting this far. You've certainly come a long way and introduced yourself to plenty of new material. Now that you've loaded yourself up with information about the types of languages, services and websites that you'll need to know about in order to succeed, it's time to get into the specifics of how to monetize these ventures.

## Ways To Monetize Your Website

Well, here we are. You've finally made it to the real good stuff – how to make some cash from your website. There are just as many ways to monetize your website as there are ways to build a website. Depending on what you're selling or planning to offer, you'll need to understand the different ways to make money and the best times and situations to use them. In this section we will focus on contextual advertising, affiliate programs, subscription revenue, products sales and finally, advertising.

### **Contextual Advertising...**

Contextual advertising is one of the easiest and most popular ways to monetize your website. Examples of this include AdSense, TextLinkAds and the Yahoo Publishing Network. With AdSense, ads are placed on your website and are directly related to your site's content. If your site is about fish and swimming, then you may have an advertisement for a scuba diving company for instance. With TextLinkAds, individual words that are in your website content are targeted so whoever is reading it can click if they would like more information about that particular word.

Through contextual advertising, you're paid whenever someone actually clicks the advertisement or text link. Depending on the topic of the advertisement, the exact amount you'll be paid will vary. Advertisements dealing with personally injury lawyers and the like are going to pay more per click than an ad for a chess set. So while you certainly can't do too much about what kind of ads are shown overall, you can make sure you don't focus on any unprofitable industry.

### **Affiliate Programs...**

For those who don't know, affiliate marketing at its core is defined as follows:

Affiliate marketing is an Internet-based marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts.

Affiliate marketing is also the name of the industry where a number of different types of companies and individuals are performing this form of Internet marketing, including affiliate networks, affiliate management companies, and in-house affiliate managers, specialized third party vendors, and various types of affiliates/publishers who promote the products and services of their partners.

Affiliate marketing overlaps with other Internet marketing methods to some degree, because affiliates often use regular advertising methods. Those methods include organic search engine optimization, paid search engine marketing, e-mail marketing, and in some sense display advertising. On the other hand, affiliates sometimes use less orthodox techniques, such as publishing reviews of products or services offered by a partner.

Affiliate marketing—using one website to drive traffic to another—is a form of online marketing, which is frequently overlooked by advertisers. While search engines, e-mail, and website syndication capture much of the attention of online retailers, affiliate marketing carries a much lower profile. Still, affiliates continue to play a significant role in e-retailers' marketing strategies. (Source: Wikipedia)

To begin your affiliate marketing ventures, first begin by researching affiliate companies. There are a **ton** of affiliate marketing companies, but some of the most well known and popular include: Azoogle, Affiliate.com, Market Leverage, Pepperjam, Convert2Media, Ads4Dough, NeverBlue, and Copeac. Register with the companies you feel most comfortable with. Then you can review the offers provided on each network. Depending on the company and the offer, you may get paid per lead or product purchased. What a great way for you to start generating revenue!

The types of offers on each network vary greatly and will fully put to use your creative skills. The aforementioned networks do a good job of describing each offer in detail and informing you of each advertiser's requirements. At each network, you'll also get what is called an affiliate manager who will guide you through the process, give you tips and provide special offers if you turn out to be a good affiliate.

#### **Subscription...**

Offering a subscription for your service is another way to effectively monetize your website. While early on you may have to tweak your subscription price points, eventually you'll arrive at a price that users deem acceptable (as long as your product is of high quality). Subscription sites are also a great way to get a list of e-mails for which you could send out e-mail offers.

Running a subscription type site does come with some drawbacks, however, as you'll have to be fully prepared to deal with any and all customer service inquiries from your customers – and that includes cancellations. This should definitely be a factor that you're aware of before starting a subscription-based site.

#### **Donations...**

Donations are another way to earn revenue from your site, especially if you have frequent visitors who appreciate your hard work and effort. The good thing about donations is that you never know when they'll pop up and you never know just how generous someone is going to be. Just think about it – what if a millionaire stumbled upon your site and was in a very giving mood? What's this? A thousand dollar donation!

Besides offering a donation button where people can provide you with a PayPal payment, why don't you create an Amazon Wish List? Make this available on your site, and now, people that appreciate your content and work can personalize their gift for you. Rather than a \$3 donation, you may receive a \$50 book or piece of equipment you could really use.

### **Product Sales...**

People uninformed in the industry assume this is all Internet marketers do – hawk products. While it's true that many people do sell items online, we've certainly showed you many other ways to earn an income. You could either create a product to sell on your website or strike a deal with a company like eBay to advertise their auctions. Amazon also has an affiliate program that allows you to sell practically anything you want on your site.

Like with everything else we've discussed, there's a ton of different ways to tackle the product sales way of doing things so always keep your mind open.

### **Advertising...**

If and when your website becomes popular, you can sell advertising space to other companies who want to get the exposure that your site offers. Usually the types of sites who eventually obtain the ability to do this are blogs that are updated constantly and have a large and strong readership.

You don't necessarily have to wait until you're a hugely popular website since you can put cost-per-impression advertisements on your website. However these are incredibly hard to gain a serious amount of money on and when your site gets to the point when you're earning enough money on them to satisfy yourself then you probably should be taking them down and looking for people who want to pay you to advertise. It's a vicious circle in the end but it's simple to understand how to be successful with advertising to make money online.

While focusing on one of these ways to monetize your website can net you plenty of money, the best approach is to use a constant mixture of all of them over the course of several websites and campaigns. Internet marketing is all about testing, testing and testing some more to see what works. When it does work, you gun it to 115 and let it ride until the gas runs out.

Your box of Internet marketing tools is nearly full. Congratulations on getting this far! Next up, we're going to be taking a look at how to drive traffic to your website, regardless of what kind of site it is or what you're trying to achieve monetarily.

## Ways to Get Traffic: Part 1

You could know how to create every type of website and every way to monetize it, but it wouldn't be very beneficial if you couldn't get anyone to come to the site, right? While factors like your sales approach are just as important, you could make a case that the process of driving traffic to your website is the single most important element of Internet marketing. What good is anything you've made or learned without someone to make the wheel turn?

Luckily, there are plenty of ways you can get traffic and we're going to talk about each and that's what we'll be talking about here, everything from PPC (Pay per click) traffic, SEO (Search Engine Optimization) traffic, organic traffic and social media traffic. Let's get started.

### Pay Per Click Traffic...

Pay per click marketing is one of the most popular ways to get traffic because it has quick results. In basic terms, Pay Per Click (PPC) marketing is an Internet advertising model used on search engines, advertising networks, and content sites, such as blogs, in which advertisers pay their host only when their ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market. Content sites commonly charge a fixed price per click rather than use a bidding system.

Websites that utilize PPC ads will display an advertisement when a keyword query matches an advertiser's keyword list, or when a content site displays relevant content. Such advertisements are called sponsored links or sponsored ads, and appear adjacent to or above organic results on search engine results pages, or anywhere a web developer chooses on a content site.

Although many PPC providers exist, Google AdWords, Yahoo! Search Marketing, and Microsoft adCenter are the three largest network operators, and all three operate under a bid-based model. Cost per click (CPC), varies depending on the search engine and the level of competition for a particular keyword. (Source: Wikipedia)

Let's say you sell apples. You may set your Google AdWords bid at \$.50 per click. This means that when someone goes to Google and searches for "apples", your advertisement may be shown (depending upon your bid) to the user within the sponsored results portion of the page.

And now, if a user does click on your advertisement and go to your website, you will pay up to \$.50 for that traffic. The price that you actually pay per click is dependent on the importance and/or competition of the keyword. It's the opposite of Google AdSense. Instead of getting paid when someone clicks on an ad, you'll be on the other side paying for people to come to you.

The key to PPC success is not only good ad copy, but also excellent keyword research, quality tracking and separation of keywords into different ad groups. If you don't have each element just right, PPC can get **very** expensive **very** quickly. By splitting up ad groups and using services such as Tracking and Prosper202, your results will improve as you'll be able to view in detail

**exactly** which keywords are converting. By analyzing this, your ad copy and your CTR (click thru ratio), you can laser target the ads and keywords that work best for that particular niche.

Once you have this information, you can trim the fat by running only the keywords and ads proven to be successful. By doing so, you'll also get a better quality score (all the engines have them). A higher quality score is a way of rewarding people with good ad copy and CTR percentages by lowering their CPC. Although this may sound confusing, after your first few campaigns, you will be completely comfortable. After a while it literally becomes second nature and you'll be improving upon the process with little tweaks along the way.

Since you'll be just starting out in the PPC world, most of the PPC ad networks have coupon vouchers so you can try the service without risking actual money. Look around for some of these offers so you can get your feet wet without losing your shirt – always a good thing!

### **SEO...**

Search Engine Optimization (SEO) is the opposite of PPC. You can utilize both tactics, but since they are so different, it's hard to say you don't prefer one method.

Search engine optimization is just as effective as PPC but it takes a much longer to reap its benefits. Although it may take longer to see the rewards, you must remember that all of the traffic you receive through SEO is "free" because it's organic (you're "naturally" part of the search results, not a paying advertiser). As long as you maintain the site and manage the optimization aspects, you can achieve great organic search rankings for a long period of time.

Although PPC is an easy way to receive quick results and SEO may take longer, there is still value in learning more about SEO. To do so, there are plenty of websites available for learning the tricks of the SEO trade. And if you know what you're doing, within days you can rank on the first page for certain keywords.

Usually the key to SEO is getting your site to gain an authority through links sent and received from other websites who are equally or more important authorities in the space. While you're trying to gain links, you can begin to insert the keywords you want to rank for into your website and customize the html title tags among a variety of other different things to "please the search engines". WordPress offers a mighty fine set of SEO plugins that will do most of the work behind the scenes for you. All you really need to do is write your content and keep your eye on what you name your posting titles and descriptions. These are just a few tips, but there are plenty of resources online to help you understand the art of SEO much better.

This technique can be a fairly complicated yet artfully graceful skill set at times. If you're not sure what you're going to do when the tutorial is over since you'll have so many ideas, I would suggest at least focusing one project on something dealing in SEO.

## Ways to Get Traffic: Part 2

### **Organic...**

As I mentioned before, “organic” ranking means that you naturally rank for certain keywords. Unlike SEO, **purely** organic traffic means that you are not trying AT ALL to get the traffic. For example, let’s say that for some crazy reason you bought MichaelJordan.com (had the Internet existed back when he was a freshman in college). After a while, so many people searched for information about him that your website would automatically appear in the rankings due to the domain name. Completely organic traffic right there – you didn’t really do a thing to get them to come to you but you still got the traffic. It’s certainly a great type of traffic to have but acquiring a substantial amount of organic traffic usually relies on how well you can plan out your website beforehand.

How well you research and predict topics and trends that aren’t necessarily big right now but will become big shortly is another factor. You must learn to be a real trend spotter if you want to gain organic traffic. Successfully predicting a trend or fad before it happens will have you below the radar during the buildup followed by your site getting a rush of organic content not long after. A bit difficult yes, but definitely not impossible.

### **Social Media...**

Social media has hit the road running and doesn’t appear to be slowing down anytime soon. First it was MySpace, followed not long after by Facebook (who is arguably the social media king right now). In the shadow of such big and bustling social media networks, other smaller and more targeted niche social media sites have popped up. Instead of trying to compete against a Microsoft, wouldn’t you want to instead give the 25-30 year old male demographic your undivided attention because you’d focus solely on them? That’s what most of these smaller niche social media websites are trying to do.

Regardless of which social media network you use, the important thing is that you have the ability to market to and network with hundreds of thousands of people, if not millions! While they probably won’t take too kindly to blatant spamming if they have no idea who you are, they certainly wouldn’t mind a link or two in your profile. You can even suggest one of your websites in a conversation that is close to the topic.

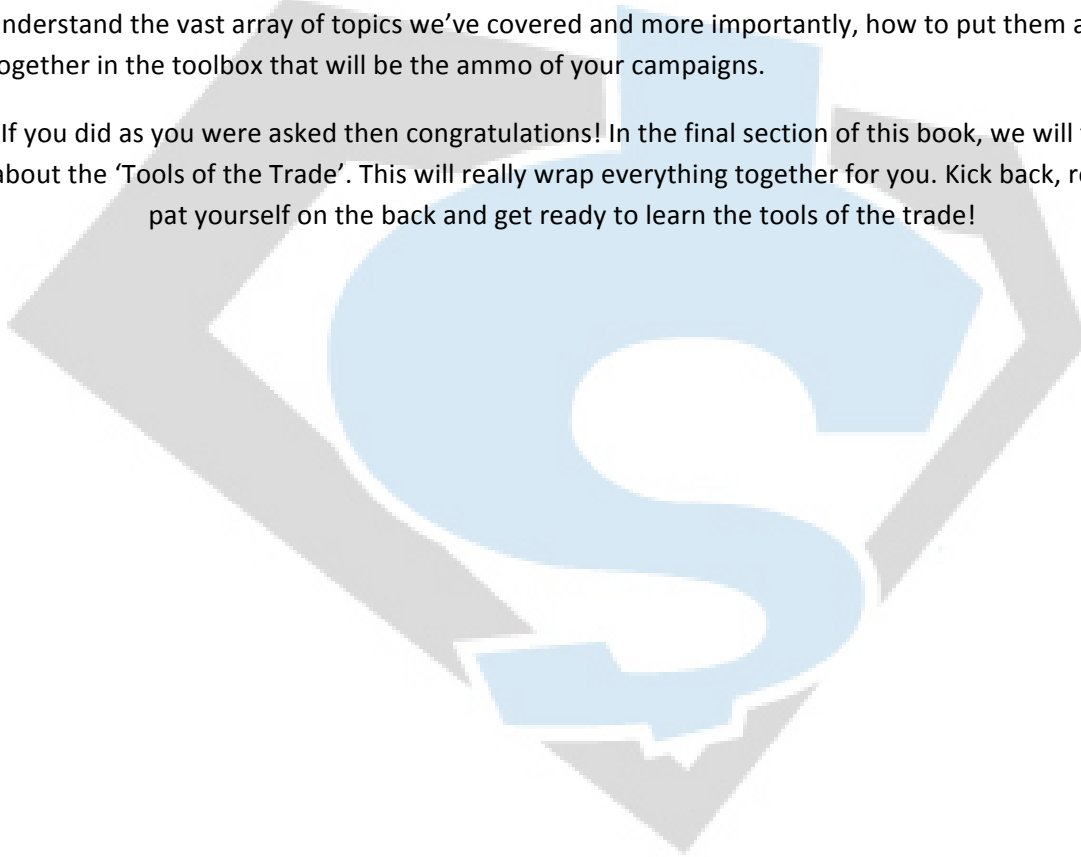
The key to getting traffic from social media isn’t really how you plaster your profile page with ads; it’s how you befriend complete strangers over the Internet to further build your list of friends and connections and thus, the amount of people who could view your ads at any given time. Thanks to the niche social media sites, you could probably find a social website tailored to what you offer.

An important thing to realize and remember is that social media is being used by just about everyone – tweens to grandparents. While it started as a social media website for college students to network with one another, Facebook has evolved into an entirely different animal,

capable of rising to near Google like heights with the many different fronts of products and services that they can offer.

Those are the most basic ways for you to drive users to your website. Hopefully you've learned a lot of new things and now have some interesting new ideas. All of this information may not have clicked yet, but it will. This is, of course, assuming you did the majority of the different assignments you were given. You've only cheated yourself if you chose not to do anything because now, there's a good chance you may be stuck at the end of this whole thing with absolutely no idea how to put it all together. If this is indeed the case, I suggest you go back, write the assignments down and do as many as you can. They aren't part of some absolutely guaranteed way to make you an Internet guru – but they will work wonders in helping you understand the vast array of topics we've covered and more importantly, how to put them all together in the toolbox that will be the ammo of your campaigns.

If you did as you were asked then congratulations! In the final section of this book, we will talk about the 'Tools of the Trade'. This will really wrap everything together for you. Kick back, relax, pat yourself on the back and get ready to learn the tools of the trade!



## Tools of the Trade

In addition to all of the things that we've talked about thus far, there are even more tools available to help you convert users, monetize your sites and achieve your goals. While there is a huge amount of tools you can use, in this final section we'll be focusing on Google Analytics, Crazy Egg, Clicktale and Google Website Optimizer.

### **Google Analytics...**

Just because you have your site up and running with a steady flow of traffic coming in doesn't mean you can't step up your game. Use Google Analytics, one of the best ways to monitor and track the actions of your users. Google Analytics is an all inclusive tool that provides you with a massive amount of information including the way people get to your website and how they interact with it once there. (Google AdWords actually goes hand-in-hand with Google Analytics so you can hyper target your PPC campaigns and keep track of what the visitor is doing **after** they click. This will eventually prove to be invaluable information!)

The best part is that Google Analytics is free and not very complicated. If you've been savvy enough to set up an Internet marketing campaign, you'll easily understand Google Analytics. Start using this tool today.

### **Crazy Egg...**

Crazy Egg is the type of tool that makes your jaw drop once you see its power. By utilizing the latest in tracking technology, Crazy Egg gives you nearly every conceivable piece of information concerning what links your web surfers are clicking, lists upon lists of raw click data and the best part – a heat map of sorts that shows you which parts of your website are “hot” in terms of mouse arrow hovering and which other parts are “cold”.

Basically, Crazy Egg is like a “big brother” program that allows you to monitor the actions of the people browsing your site. With Crazy Egg, you can also try to decode errors when they happen with multiple browsers. Talk about troubleshooting!

At first your Crazy Egg data may seem overwhelming, but once you sit down and study the stats, you'll start redesigning parts of your site to truly optimize its layout. And your user experience will improve exponentially.

### **ClickTale...**

ClickTale is very similar to the Crazy Egg analytical service... except for one incredible twist. ClickTale allows its users to record a certain amount of a web browser's browsing content so you can see EXACTLY what they were doing when they were on your site – literally!

ClickTale has a reputation for being a favorite tool for several high profile businesses. Actually, it's amazing some people don't know about it yet! The service has also been named “One of the 100 Most Promising Companies Driving the Future of Technology” by The Red Herring in Europe.

Just as its name implies, ClickTale literally tells you an actual tale, or story – with some parts of that tale actually visible to your own eyes! Not only is the service fun, but also the data you compile could mean the world for your conversions percentage.

It's simply amazing the rate at which these types of services and tools have been advancing. Because of the rate at which technology changes, it's extremely important that you keep your mind open to new tools and methodologies. You never know when something like ClickTale or Crazy Egg is going to come along, and the sooner you can find it before your competitors, the better!

### **Google Website Optimizer...**

The Google Website Optimizer factors directly into landing page optimization, or making your landing page as user friendly and profitable as possible. Essentially the Google Website Optimizer gives you the ability to test, test, test and test some more. You can find out what works, cease doing things that fail and decide with the rest of the reported information which other elements to focus on in hopes in order to gain more conversions.

In recent years, there has been a massive influx of new marketers (with varying education levels) providing various affiliate type offers, driving conversion rates down and advertisement rates up. This means you have to stay on your toes in regards to any niche changes, trend fluctuations and finding out **every** bit of information about your visitors and their actions. That's where Google Website Optimizer comes in.

The truth of the matter is, being in the Internet marketing industry certainly isn't easy work. While times are great for some people, they can be temporarily rough for others and what you need to get through those tough times is a thick skin and an unyielding desire to bust through and succeed. If you keep trying and trying and testing and testing and researching and researching and you still aren't seeing any conversions or monetary gain – what do you do?

Exactly! Fall back on the knowledge you've gained in this tutorial and then sigh in relief when you remember the 532 other ideas you had running in your head that you wanted to try but never had the time to.

### **ShoeMoney Tools...**

And finally, the most important tool of the trade – ShoeMoney Tools! With tools that will help you out in all aspects of your online marketing ventures (Link Building, Social Media Tools, PPC Tools, and SEO Tools) – you will see big results on each of your Internet sites and marketing efforts.

Congratulations on completing the tutorial! Now start using ShoeMoney Tools!