Streamlined Internet Marketing

Save Time While Making More Money

Click Here For the graphics

Get This - Recommended

TABLE OF CONTENTS

Get This - Recommended

[Get This - Recommended](#)

Get This - Recommended

Chapter 1 – Getting Press

Now, that we've simplified the concept of arbitrage for you, let's start with the first part of the system; attracting traffic to your sites. Although there are other methods, we're going to focus on press releases for the purpose of this chapter.

A press release is something a company or individual sends out to notify others that there is something new or news worthy going on. Generally, news media's are hungry for new content and press releases are one way for them to focus on timely information that might be of interest to their readers. So, press releases aren't just like articles you put into an archive directory. They have great potential to land in mainstream news media stories and to be passed along as current events.

Many people spend tons of money and countless hours trying to work out Search engine optimization, however we all know that certain search engines prefer certain 'content' against any other websites. Amongst the preferred content of top search engines is Press Releases.

We will delve into the issue of how we can easily tap into this resource and drive tons of traffic to your websites.

Examples Of My Press Releases That Reached Number One Position In Google.com

I will immediately start with some real life press releases I made recently and for which I received rave reviews from Warrior Forum members because of the fantastic results I managed to achieve.

Get This - Recommended

Soon I will be explaining and guaranteeing a way that you can get Number 1 positions on Google.com/news. And herein you will also find examples of Press Releases that managed to get to NUMBER 1 position on Google.com for highly competitive keywords and high competition for these same keywords and these press releases have stood the test of time.

So it's just not temporary traffic I'm talking about here. In just a couple of hours you can manage to achieve this same result with the tricks I will show you in this guide and you will also get tons of traffic to your website through what else? The press release of course.

First let us clear something up. you may ask how do I know that these press release were submitted by me. Well you don't. And it wouldn't be fare to you for me to reference examples of my work considering my experience in the field.

So in fairness, I will be using examples of one of our students so you can see these techniques actually work for marketers other than myself. You'll see who the press release is by when you open the press release itself and you will find their contact details as Student: Alyona Frendo

Press release URL : http://www.webwire.com/ViewPressRel.asp?aId=60807

This press release managed to get on TOP Position in Google.com/news for 2008 in a couple of hours. But more IMPORTANTLY, it is NUMBER 1 position in Google.com out of 5 Million competitors.

She got these kinds of rewards for just 1 hour's WORK!!!!

You could never achieve this with standard Search Engine Optimization tricks etc.

Get This - Recommended

Example 2

Another Example is an impressive FIRST Position out of 7 Million results!!!

The URL you can check for yourself is :
http://www.webwire.com/ViewPressRel.asp?aId=61264

The press release: Learn social media marketing

This press release was #1 on Google.com/news for 2008 and Achieved and has held #2 position on Google.com

The examples we are showing here can be verified yourself by clicking on the links above in a couple of seconds, or by entering the search item in your Google.com or the Google News search engines and see that these press releases are still ranking as high. In a couple of minutes you will learn how to reproduce these results over and over again.

What These Examples Have In Common

Both of these examples had several things in common. They used the power of the Google search engine to build exposure for her sites. They were carefully crafted and planned to help take advantage of how Google ranks their search results pages, understanding that press releases are the preferred content that ranks higher automatically.

However, that alone would not have been sufficient to get these press releases into the number one position. They would also require some previous research on what topics are of interest to Google and to the millions of people searching on Google. So, as you can see, one press release was about online home businesses, and the other was on social media. Both of these niches remain highly competitive because there are millions of people interested in these topics.

Get This - Recommended

What you don't see in the final results pages is the type of concerted effort that went into choosing those particular niches and then getting a press release to bring that traffic back to her site. Ultimately, the traffic is great, but if it is low-paying traffic or traffic that doesn't convert well to click thru's or sales, then it's not worth as much as traffic that has a higher potential for return.

Your niche has to be one that demographically is considered to have enough disposable income to have interest in what you're selling. That pertains whether your talking about their interest being in higher dollar items and are therefore compelled to click through to things they are interested in because money is not an issue for them like it is with people that have less disposable income.

Using SEO With Press Releases

So, now we come back to why you still need to know a little SEO to get these techniques to work. If you look at both examples, you'll see that the search engine is queried with the same title as the Webwire press release. Both of these titles are heavily dependent on keyword phrases that are very popular in Google and in a popular niche. So, is it coincidence that they landed in the top spot with these keywords? Absolutely not!

No matter what vehicle you use to create exposure to traffic for your sites, you will want to include keyword phrases to help the search engines rank the site for the niche traffic you want. And, in any of these third party submission archives, you should be asked for keyword phrases, whether they refer to them as tags, categories, or titles. What you want to do is weight (Or give more weight to), the content so that the search engine finds it easy to understand and rank for your particular topic.

Get This - Recommended

Of course, you shouldn't seek to overdo this practice as it can count against you too. Using the same keywords over and over again is considered keyword spamming by the search engines and can actually cost you position ranking in your SERPs. But, generally, you can add a keyword in the title, some in the tags or indexes, categories, and some within the content too. It generally depends on how large your articles and or press releases are as to the number of instances a keyword can be inserted without triggering a Google penalty to your positioning.

Keyword Density

If you have less than 2% of the content as keywords in the body of your content, you are typically safe. For that, there should be less than 2 keyword phrases per 100 words written, counting the title, headings, and subheadings.

You can find a Keyword Density Checker, tool here to save yourself some time. Obviously you will have to through your content into a temporary web page and pop it up on your server to use this service: http://www.googlerankings.com/ultimate_seo_tool.php

Why Use Press Release Services

The time intensive way to submit a press release is to go to different third party people who publish this type of content and submit the article individually to each one. This can take quite a bit of time on your part, and it could be time you could be using to monetize your site or increase the perceived value of your product offerings. Needless to say, it's also mind-numbing and very tedious repetitive work. So, why not get someone else to do it for you?

That's were press release services help not only to reach more news outlets, but it keeps you from burning out submitting press release after

Get This - Recommended

press release. A good press release service will also help you to optimize your submission so that when it is sent out, it will have the most impact on the search engines, by giving you keyword fields to add that information. And, they will often have so many publishers lined up to publish your press release that it would take you considerably more time to get as many on your own.

So, using someone who is knowledgeable about how to submit and publish press releases simplifies the process for you and garners much more media attention down the line. This increases the traffic potential of your press release while keeping you free to pay attention to more money-making opportunities.

Some additional reasons to use a press or news release service are:

- You reach many different Internet readers that you normally wouldn't reach,
- You will end up submitting it through a process that helps you to write better releases,
- You get indexed by Google News, MSN News, and more by submitting to only one press release service,
- They are available to numerous RSS readers who rely on this format to scan tons of news items daily,
- It drives tons of traffic to your site for minimal effort,
- It can help you defend the branding of your web site,
- It generates publicity from mainstream news sources.

What A Press Release Service Costs

Many press release services are upwards of $400, so it is something that requires some upfront capital to implement. However, it all depends on what services you get: news release or full web wire release. The news

Get This - Recommended

release services will still get you published within Google and MSN News, and more, but they won't go to a list of targeted reports, broadcast producers, editors, and trade journals.

So, if you are mostly interested in cheap services that give you some bang for your buck, you can just choose a news service. If you choose a web wire service then you will have access to specific reporters and trade publications that might prove really fruitful if that's relevant to your press release. We'll discuss more of the costs of using Webwire.com in the next chapter. At least this service is much less expensive, with the lowest package for news release submissions costing $19.95 per release.

How To Write A Good Press or News Release

You do have to know some fundamentals on writing good press or news releases. They are very similar, although the press release will tend to have more information about your business, but both will have your personal message and contact information.

Neither are very lengthy. Press releases are typically less than 500 words total. News releases are even less, with the ones that are most effective being 250 words or less. They should not focus on hard selling any product or service as this will limit the amount of attention it subsequently generates. It doesn't mean you can't mention the product or service, but it should be done in a way that is more of a soft sell with an interesting storyline.

Press releases and news releases should follow good writing standards. Check your submission for typos or improper grammar. Use the third person narrative instead of the first person. Capitalize the first letter of every word in a title. Other than that, use standard case and don't put things in all caps as it can make you appear to be shouting over the

Get This - Recommended

Internet. Try to take on the style of a reporter who is issuing a news story, not a marketer who is trying to grab attention however they can. That means avoid excessive exclamation marks, clichés, and hype about products and services.

The actual writing of a press release does follow a formula. Typically, you will see a headline, several paragraphs, and contact information. For press releases, you will also see additional information. Don't forget that whatever submission service you use should also have an area to add keyword phrases.

To go over the basic components you will see in either a press release or a news release, read below:

Headline Or Title

This should include a keyword if possible, but it should only be one sentence long. Try to make it as interesting to people as you want it to be to the search engines. Use buzz words that attract attention to help the headline stand out amongst other press or news releases.

First Paragraph

This is your introductory paragraph and it should start by identifying the physical location where the story originates, and the calendar date. After that, you are going to try to give a brief synopsis of the five W's common in reporting stories: Who, What, When, Where, Why. Of course, you may not have all that information, but do the best that you can. The reason you want to be as thorough as you can here is that many online readers read only the first paragraph and from there decide whether it's worth it to read the rest of the story or not. So, make it count.

Get This - Recommended

Following Paragraphs

Here is where you can weave the story that engages your reader. You can add detail and help to include any other relevant information that can help you connect with your reader. You don't even have to attempt to give a full view because you may want to do the story in snippets across multiple press and news releases. Just give enough information that will hook the reader into reading more and wanting to read future press releases that come from you or your company.

Contact Information

You want to include a brief description of your company and the URL to go to before you get to the contact area, so that's not required here. Once readers are at the contact area, they will want to have a name of a person, business name or title, an email address, and telephone number so they can contact someone if they have questions about the news or press release.

Additional Information

Press releases will let you add several more options like linking to demos or online downloads. In addition, you get to put in links that can count towards the backlink value of your website. You can also put in any trademark or background information on the company.

Using The Pound Signs

These characters are always used to close out a press release.

Always have more than one paragraph in your news or press releases. Also try not to make the paragraphs any longer than 2 or 3 sentences. This is important to provide a sense of space on the page that helps

[Get This - Recommended](#)

people reading to visually comprehend easier. So, white space is just as important as what you decide to write on the page.

I can keep going on and on showing you examples of what can be achieved, but we are pretty sure that what you want is to achieve these same results and get to know the secrets that are used, so without further delay, I present the next chapter.

Get This - Recommended

Chapter 2 – The Wire Of The Web

The Secret Method I Use To Get To NUMBER 1 Position On Google.com/News
In Less Than An HOUR!!= GUARANTEED

As you might already have noticed my preferred submission service is
Webwire.com. Other services might cost and charge up to $400 for a
press release submission wire service, that is not as half as good as what
Webwire.com offers for a fraction of the price.

In fact I suggest that you go for the lowest service they offer if you ever
decide to use the paid service submission of Webwire.com. Otherwise
please refer at the end of this ebook for a list of good press release
submission services that offer their services for free.

However for the sake of the example to get as fast as possible on TOP
position for Google.com/news I will be using the Webwire.com service as
it offers, in our opinion, the best service around.

So after you register, which should only take a couple of minutes, and
select the "Submit a release" option you will get the submit a release
menu like hereunder:

Have a look at the registration form, and later read my explanation of the
terms in red which will help design a press release that will achieve
notorious status in the search engines, even Google.com which is known
to be the most difficult search engine to crack.

Choosing The Perfect Headline To Attract Traffic

Get This - Recommended

I talked about the importance of the headline or title of the press or news release in the previous chapter. Now, we're going to get into the meaty details of how to create a headline that attracts instant attention, even when it is embedded in a listing of multiple headlines, all from other Internet marketers trying to get some traffic.

This is the most important part you should take care of when creating a killer press release is the heading. Experience has shown me that FOUR (4) word headlines are the best.

So let's take the example of the headline I used above which reads "Learn social media marketing"

At a first glance the headline is dull; right? Ok I agree with you, but just imagine someone searching for the highly competitive keyword phrase, "Learn social media marketing", which is a highly sought after text search, and the person searching gets sees the number one position the result that shows a headline of what they're searching for, the user searching for this subject has no other option other than to click on this result from the Google.com search engine. Doing so will result in a highly profitable press release for the person that submitted the press release, because people will follow the links in his press release, (later I will outline how to do this as well), to his website and thus achieve the traffic boost he needs.

Also with the methods you will use in the subsequent paragraphs will also make sure that your press release will stand high in Google.com/news for more sought after shorter-length keyword phrases, such as "social media marketing" "social marketing" etc.

….. but before you start splashing out 4 keyword headlines and expecting to get number one position you have also got to do the following:

Get This - Recommended

A Must Do In The SEO Optimization Tracks

At the end of the form you should find the SEO optimization keywords, many people don't use these, but you have to make sure that you use these to your advantage to guarantee top positions in Google.

Always write the 4 letter headline keywords in the first related keyword and then extract one or two word keywords from the same headline keywords you used.

Thus for our example you will have the following:

1.   Learn social media marketing
2.   Social media
3.   media marketing

There are 5 keywords but only use 3 or 4 or otherwise you will confuse the search engines.

The Event box:

Many people would write some stupid things here, do not do that, you should write a two letter keyword from your heading. So to continue with our example you would write social media or media marketing. This is guaranteed to boost results for these two keywords in Google.com/news

Related Links:

Get your website address in the url and use the 4 keyword headline to link to your press release.

So in this case I am outlining I used "learn social media marketing" to link to the website of the client.

Get This - Recommended

In your case you want also your website, which may be relatively new, to rank high also for this keyword on Google.com so that anyone searching for your keywords will either go to the press release or to your own website.

When Can I Expect Results?

After you submit the press release expect to rank NUMBER 1 position in Google.com/news for the terms you listed in the headline and in the seo optimization tracks. Most probably this should happen within only 15 minutes after you submit your press release. (Remember this is the Internet and it could take a little longer.)

You can later expect to start ranking the press release high for the 4 keyword you selected in a couple of hours and sometimes days, however this is long-term and since the main Webwire.com website is a huge page rank 7 website, your press release will get a good page rank and transfer this to the links in your press release back to your website which will immensely help your website rank higher too.

Get This - Recommended

Chapter 3 – Writing A Release

Even if you know nothing about how to write your press release effectively with the method and tips that I will outline to you, you will be writing effective press releases in less than half an hour. A good press release should be between 250 and 300 words for our purposes and the search engines will rank such a press release much higher than the other I wrote in the past with a length of more than 300 words.

Most Important Tips About Writing Your Press Release

It is not as much about how the press release is written that matters but the style.

So first you should start your press release announcing your website and adding a link to your website a www.yourwebsite.com should be sufficient.

IMPORTANT TO NOTE: Write your press release as if the reader will be reading a news item in a newspaper. Also keep the following important TIPS in mind:

1. Press Releases should be written in the "third person" and are written like a news story.

2. NEVER in your press release try to include "advertising" or "hard sell" language such as "Opportunity of a lifetime".

3. NEVER in your press release speak to the reader by including phrases such as "By doing this you will get that . . . " or "Are you in need of . . .". (Your press release is not a sales pitch.)

Get This - Recommended

4. Include at least one quote. (More about this below)

5. Write in proper English (No slang), and always spell check your press release before submitting.

   Proofread / Proofread / Proofread / Proofread / Proofread

Examples Of Press Release Intros I've Used

Feel free to copy and paste and change to your heart's content.

Example 1:

A new blog is promising Internet marketers help in finding their way through all the useless hype that is today invading the INTERNET. In a no nonsense writing style http://www.blogrepreneur.com is experiencing great success. For the vast majority of sites, good Internet Marketing can increase visitors many fold and is very often the difference between those sites that are considered hugely successful and the many otherwise excellent sites that languish around the web unloved and never to realize their full potential.

Example 2:

Online Car Insurance Quotes are now easier to get in a one-stop-shop directly from http://www.insurancequotemarket.com Requesting a quote online typically results in savings of up to $500 per year and it will only take a couple of minutes before you can receive quotes and results.

Example 3:

Get This - Recommended

Cynthia Minnaar is an experienced Internet Marketer, she set up cyns-home-biz.com two years ago and has since had great success with this new internet marketing website. For the vast majority of sites, good Internet Marketing can increase visitors many fold and is very often the difference between those sites that are considered hugely successful and the many otherwise excellent sites that languish around the web unloved and never to realize their full potential.

Example 4:

Subliminal messaging technology has been helping millions of people worldwide to reprogram their mind. Charge audio has just launched a membership called "Subliminal OnDemand" whereby clients can benefit from subliminal technology on their computer desktop 24/7 which can be found at: http://www.chargedaudio.com/ondemand/ This exciting new technology will allow you to regain control of your life now, you can be whatever you want to using this easily configurable software

Example 5:

For the first time ever, a top Reverse Funnel System affiliate is revealing the secrets that he used to create a high six-figure income in less than two months with the Reverse Funnel System. He has compiled these secrets into a report entitled "Reverse Funnel Secrets" which you can learn more about at:

http://www.whoisanthonyruggiero.com/adtrackz/go.php?c=rfs_wso_pr

Example 6:

Learn Guitar lessons online - it is now possible thanks to a new website which makes it extremely easy to learn guitar online. A quick look at this

Get This - Recommended

website shows that you will be learning How to tune a guitar to 'standard' tuning, How to locate all the notes across the fret board fast, How to "warm up" with your guitar, What the "fan", "palm" and "forearm" stretches are and many more, but most importantly you will learn Basic music theory which is EASY to understand. http://www.GuitarGuide.com has been launched with sole purpose of teaching Guitar fans worldwide a quick way to start playing the guitar rather than just learning the theory this guide will show guitar enthusiasts how to start with a hands down guide to entertain themselves and their friends with hours of guitar playing.

These examples have all been taken from press releases I wrote and that achieved high success rates for my clients.

The Second Paragraph Of Press Release

After the introduction always include a quote either by you or by some member of your organization, I also like to include a link to your website in the second paragraph.

Example 1:

"As adware and spyware developers are finding more and more ways of how to sneak in your computer, everyone should pay more attention to what he downloads from the internet, but most importantly one should use an adware and spyware protection program. There is no need to use a high priced adware protection software, in fact www.free-adware-protection.com outlines many tips you can use to make sure that you computer remains spyware and adware free" said a spokesperson for this website in a comment.

Get This - Recommended

Example 2 :

The Website owner when interviewed stated that "Overall http://www.toysforrichboys.com is a fresh idea for a website it is targeting a particular niche of the internet users since not everyone can afford a Ferrari, but everyone can dream of having one, and with this site anyone can try to find a second hand well kept Ferrari that is within his budget so this makes the website not just for the rich, but also for Ferrari lovers all over the world."

Example 3 :

In an online interview the creator of guitar guide said that "Even if you are a complete new beginner and you never even touched a guitar in your hand, you should read this ebook and you will remain amazed by how fast you can pick up a guitar and get confidence in playing tunes after you read this simple step by step guide, you will get the needed self-assurance in playing in front of an audience in no time"

Example 4 :

In an online interview, Dean states "To set up a profitable business, you just have to do 3 things; attract highly targeted prospects to your website, convert these prospects into buyers and convert these buyers into repeat buyers. While this sounds really simple, the fact is it isn't! The words you choose to display on your website can literally make or break your business. Such is their importance! Business owners are only now starting to realize how important sales copy is."

In the second paragraph you can 'talk' directly to your readers with the excuse of a mini interview taking place, but in reality your aim should be

Get This - Recommended

to include another link in the press release so that people will click it and visit your website and as we all know More Traffic = More Sales!!!

Ending The Press Releases:

If you are lucky enough your reader would have no need to read through to the end of the press release because you already provided two links back to your website, but just in case you didn't manage to convince him enough you should do the following,

Outline the major advantages of whatever website / product / service you are providing in easy to read sentences and later at the end of the press release include the following.

For more information please visit: www.mywebsite.com

Example 1:

Amongst some of the topics you will read about on the blog you will find, debunked myths about internet marketing, strategies and techniques that work and a detailed analysis of products that may help any internet marketer.

In this ground-breaking blog, internet marketers will finally learn how to leverage the marketing expertise of others and instantly drive highly-targeted traffic to your website that results in sales. The website will not just coach you in the right direction but will provide educational material that will motivate and teach you how to start earning from your online business.

For more information please visit : www.YourWebSite.com

Get This - Recommended

Example 2:

Auto insurance today is compulsory in most states. After all, a car is probably one of the most valuable assets that one purchase in a lifetime and it makes a lot of sense that anyone would insure it, especially since costs and damages after a car accident may sometimes even run into hundreds of thousands of dollars. However, it makes a difference where and how you buy your policy. Online policies typically cost 20 to 30 percent less.

When thinking about car insurance you need to insure you'll want enough coverage so you can buy another car in case of theft or in case of an accident. The website itself helps potential insurers to estimate the actual cost of buying a similar car by providing online licensed insurance tools. On the website one may find tips to reduce your auto insurance premium before you start shopping around and comparing different premiums.

For more information please visit: www.autoinsurance.com

Example 3:

….. Reverse Funnel Secrets report, reveals how you can leverage the marketing expertise of others and instantly drive highly-targeted traffic to your Reverse Funnel System affiliate site that results in sales.

If you want to learn more about the Reverse Funnel Secrets report, please visit: http://www.whoisanthonyruggiero.com

Example 4:

Get This - Recommended

The ebook contains the answer to such questions as, How to Get Indexed by Google in under a week, How to Optimize your website for the search engines, how to Get backlinks from .edu sites, Creating Viral linking schemes and getting the most from traffic exchanges.

Top Web2.0 traffic generation techniques are also discussed in the ebook, with techniques on how to get Squidoo traffic and to top the cherry on the cake the ebook also includes 3 Powerful Ways to Get Quality One Way Links to Your Website which as a stand alone report might be sold for a hundred dollars, but Nick decided it's better to let everyone know about these traffic generation secrets!

For more information please visit: www.ebookforsales.com

Tip : when previewing your website make sure the links to your website work well before you press "Submit"!
The three key points you should keep in mind to effective press release writing.

1. Always make the press release writing short and compacted. Do not go overly lengthy with your press release material as we already discussed just less than 300 words is far from enough, because of the diversity in medium used.

2. The body of the press release writing can contain the detailed description of the endorsed product. You can go by enumerating all the distinct characteristics, in detailed format, the product has. You can also include some testimonial statements of those who have had actual encounter with the product. These will make a good catch to potential buyers.

3. Make use of your concluding statement to finally make an up-sell. This is the chance that you need to call for an action from the

Get This - Recommended

prospective clients. Make sure that you end your press release as equally powerful as the beginning section of the material.

FREE Press Release Wire Services

The Open Press

The Open Press is a very professional website that offers the distribution of press releases for free. The free press releases will only show the release with plain text and it will only be on The Open Press for six months. In addition, they reject about thirty percent of the press releases and do not allow you to fix your mistakes and repost. However, they do have another option, press release with stars, which puts your press release on The Open Press' PRO PR section. This ranks it higher on other websites, allowing for more viewers. The minimum price for this option is ten dollars and if you would like more stars, which gives you more options, then it is around fifty dollars. Another perk is that your press release will stay on the website for a year rather than six months. The Open Press also provides you with email alerts about your press release, making it easier to track.

Newswire Today

There is no fee to make an account with Newswire Today, and also no fee to send out a press release. They offer the basic options for free press release distribution. For example, your submission is published in the order it was received, with third party advertisements. However, they do have a Premium option in which your press release is published the same day, with a company logo, statistics, and no third party advertisements. The Premium option can range from ninety-five dollars to four hundred dollars.

Get This - Recommended

My Free PR

My Free PR offers free distribution of press releases. Its layout and navigation of this website is a little more complicated than the other sites. Every link that you click has another one that comes up, and then another one, and eventually you lose track of where you wanted to go. In addition, there is very little information about the actual website and what it can offer.

Other Ways To Attract Traffic

Attracting traffic, as you are probably now suspecting, is a science and an art. You have to know enough to be able to use the search engines preferred biases to make your strategies pay off big time and you want to use arbitrage to make buying that traffic pay off in sales later. That's the science of it. But, there is also an art to it, in that, the content you write is totally up to you. If you don't have a flair for writing, you can also hire this activity out, and pick a more creative, but disciplined, soul to help you fill the gap.

Odds are, you will be writing more and more, if you want to attract traffic on the web, Even though it may not be just press releases, many of the other ways to attract traffic also hinge on quality content or carefully placed feedback on blogs, forums, and more. That's because content is what the search engines weight heavily for the purposes of ranking. So, here are a few other ways you can attract traffic that you can use to supplement the press and news releases. While the press releases are the best way, it doesn't mean you can't check into other ways to attract traffic to your online business ventures.

Article Directories

Get This - Recommended

Article directories like ezinearticles.com are a great way to generate interest and exposure for you or your web sites. There are some limitations to this method as you can't send people directly to a sales page, as it will violate most of the article directories policies, but you can send people to an intermediate blog or web site.

Use what you learned about SEO to write up articles that attract attention from the right market niche. Then, add a link of information from the resource box back to your web site. This is a proven way to increase traffic and get good backlinks back to your site. And, if you have enough informative articles about your particular niche accepted for publication, you begin to look like an expert and people trust you enough to do more business with you.

Use Blogs

Blogs are web logs and they are highly popular on the WWW. What's more, search engines love blogs because content is updated far more frequently than conventional websites, sometimes even daily. So if your website is not a blog or has no blog consider adding a blog, or more, to get this type of attention from the search engines.

If you use a product like Wordpress.org and host it on your own Internet provider, you can have access to many plug-ins that simplify the process of adding keywords to your post and generating attention for your blog. And, if you are networking on social networking sites, a blog is an excellent way to drive traffic from these sites as an intermediary step towards your website, where the more promotional offers are found.

Join A Social Networking Site, Or Two

Get This - Recommended

There are many social networking sites out there that can lend a boost to the traffic coming to your site. And, the advantage is that if you put up a profile targeted to your particular market niche, the "friends" that connect to you will be more likely to convert to customers later on. That's because they wouldn't bother to connect as a friend if your profile didn't appeal to them.

So, that way you get to find people who are keenly interested in your particular niche. You network with other people who may know more people who also have that interest, and pretty soon you can build a huge contact list for marketing. It will also generate traffic if you use the news feeds to regularly publicize the activities you want to promote, much like press releases do for you outside a social networking site.

Learn About Social Bookmarking

Digg.com and StumbleUpon.com are great examples of social bookmarking sites. If you haven't bookmarked the pages on your blog, your websites, and even areas where your press releases appear, you are missing a big chance to capitalize on free traffic. It's fairly easy to bookmark your pages, and once done, they will be available to all the other people who frequent these sites for their news. If you end up getting comments or ratings on the pages, articles, or news stories you submit, it can quickly go viral and generate massive interest from others. This leads to the potential for large amounts of traffic from these sites.

Many, Many More Ways

These are just some of the notable examples of ways to generate traffic from other areas on the Internet. Press releases are a great way to start, but don't just stop there. When you have more time to dwell on building

Get This - Recommended

your business using other techniques, be sure to check out the many and varied ways of increasing the traffic to your site. Since this is important for generating income, it is something that is worthwhile no matter what online business you decide to start.

Get This - Recommended

Chapter 4 – Making Money

Now I come to the section of this guide that deals with generating income from all that traffic you've managed to attract. There are numerous ways to do this, from selling items to flipping websites.

What I'm interested in conveying the most in this guide is developing your revenue from advertising. This is the "Sit back and let the money flow in" model, to generate income that is passive and residual. It does take some startup effort and, again, an understanding of SEO, but again that's not rocket science and can easily be learned.

The biggest advertising program online by far is probably Google. But, it's not the only one. In fact, Google is so competitive, you might have better luck using different advertising programs that aren't as highly competitive. That's why we're teaching you the system established by Bidvertiser.com. To help you get started monetizing your site without competing with the wole world.

However, we don't want to overlook Google AdSense programs either. As you might decide they are worth trying too on some of your sites, and they are a notable example of monetizing your site.
We are going to basically concentrate on Bidvertiser, though, as a site who's business model is similar to Google, but less competitive for newer Internet marketers.

   Google AdSense

Google has an advertising program that allows advertisers to pay-per-click of their advertisements called AdWords. The mirror side of this program is for the publishers who agree to advertise these ads using the

Get This - Recommended

AdSense program. In the AdSense program, a publisher signs up for free and then gets paid on a pay-per-click (PPC) basis on a percentage of what the advertisers are charged. Some advertisements pay more than others based on how much the advertiser is willing to pay to get their ads out there, and are also based on the budget they set.

From a publisher's standpoint, you want to get the high-paying advertisements on your site. To do that, you need to be aware of which niche markets are the high-paying niches and how to locate high-paying keywords to add to your online content. This way, when Google scans the content of the page, the likelihood that you get an advertisement that pays higher per click is increased. I'll go over ways to find high-paying niches and locating good keywords in later chapters. For now, it's only important to know that you need to sign up for a Google AdSense account if you want to take advantage of the AdSense program. It's free to sign up for publishers.

When you sign up, you will be given a publisher ID and allowed to see the clicks that you get on the site and how much money you are making. You can set up various channels to track different websites or pages to help you see which of your efforts are paying off in more income.

Bidvertiser.com

This is another program that lets you put advertisements on your site in exchange for some of the revenues generated by those ads. There are many such programs to help you monetize your site, but Bidvertiser has various features that we like, including:

Get This - Recommended

Pay-Per-Click Every Time

If you use the Google system, you will notice that sometimes it sees a click through in one of your placed ads, but no money comes through for that click. That's not the case with Bidvertiser, which pays for every click of an ad on your site.

Lists Highest Bidders First

To get the highest bidder advertisements to show up for Google AdSense, you have to spend a bit of time learning how to tweak your content to get the search engine to serve up those ads. Bidvertiser, on the other hand, as a matter of policy, always serves up the highest bidder without any special offer on your part.

Competitive Bidding Increases Over Time

You end up getting more competitive bids over time as advertisers and visitors are exposed to your site.

Customized Ads

Both Google and Bidvertiser allow you to have different ad sizes and types on your website. Bidvertiser adds its own custom tool that has a "point-and-click" interface, making it easy to change the look and feel of the ads on your site.

Block Unwanted Ads

You do have the option to filter out ads that are either competing against you or simply not in harmony with your site's intent, both for Bidvertiser and Google ads.

Get This - Recommended

Performance Tracking

Both Google and Bidvertiser offer performance tracking of the ads on your site. This is important to figure out which ad placements are working better than others, helping you to learn how to set up ads that provide revenue more often.

Automatic Payout After Reaching $10

Unlike Google, Bidvertiser offers payouts increments of $10. Google publishers have to wait to earn $100 in their accounts to receive a payout.

More will be discussed about the Bidvertiser and Google programs in greater detail in Chapter 8.

Direct Sales

Have some product or service that's yours to sell? People sell many things online and services like PayPal make it easy to collect money using credit card orders. Direct online sales (not affiliate sales) can be a great way to monetize your site by adding a shopping cart to your website. You can sell books, info-products, cosmetics, and just about anything.

If it is a product you are creating, you can set up an online business fairly quickly by using third party online retailers or auction houses like eBay. Advertise your eBay specials on your site, and bring in money that way too.

You will have to understand more about the US postal service if you are selling physical products, instead of virtual/digital information products. But, you can pass the shipping cost onto the consumer and still make a

Get This - Recommended

profit. You will have to set up an area for shipping and try to keep track of shipping schedules so that whatever delivery date you promise the customer, they receive their order by then. So, there's a little more to sending out physical products than there is to delivering info-products.

That's why many direct sales on the Internet are using info-products. An info-product can be anything from an ebook or report in electronic format to courses or seminars in video format. These types of products sell well and they provide the customer with instant gratification because they are delivered right over the Internet! They don't have to wait for the mailperson to show up. It also saves the Internet marketer shipping and handling costs and that way it ends up being cheaper for the consumers too.

So, if you have a specialty or an expert in any field, you can write e-books, reports, generate courses, or any other type info-product and market that on the Internet fairly easily by setting up a sales page. The sales page can collect money using PayPal and then send them to a download page once the money is received. That's all you need to do to monetize big money returns through direct sales online for info-products.

Affiliate Sales

Affiliate sales programs are ways to advertise and sell your affiliate partners products or services while collecting a commission on each sale. The advantage to this, over direct sales, is that you will not have to carry an inventory. You just put up the advertising links and that's all you need to do to potentially collect a commission.

When a person visits your site, they will see the affiliate advertising on your site and might be tempted enough to click on it. You won't get a commission on the click alone, like Bidvertiser or Google, but if they buy something, you can get a much bigger commission than Bidvertiser or

[Get This - Recommended](#)

Google for that visitor. The commission structure is different depending on what the affiliate advertiser agrees to offer their affiliate partners, so it pays to check out many different offers.

Ideally, your affiliate advertisements should be in accordance with your market niche and have an added value component for your visitors. However, you don't want to pick up affiliates who may end up stealing your visitors, as that is a risk with using affiliate programs. The reason for that is that once the ad is clicked, the visitor is taken to the affiliate advertiser's site and so you don't want to lead them to any of your competitors. Ideally, the affiliate offers should complement your offers, but not directly compete against them.

To find multiple offers open to webmasters, you can check out an affiliate bank like cj.com or clickbank.com. Both of these sites offer free registration for publishers and can expose you to a variety of different affiliate offers out there without having to research one website after another. Instead, they are all located in one place, the affiliate bank, and you can sort through them by categories to find some that will work for your particular site.

To add them to your site, you simply choose the affiliate offer that interests you and copy the code offered and embed it in your site. The rest of the program that tracks who clicks on the ad and how much you are due is tracked by the affiliate and the affiliate bank. It's really very simple to become an affiliate advertising partner.

Other Sources For Monetizing Your Site

There are more and more ways coming out to monetize your site, and you should always be open to new possibilities. These programs seem to peak and then slowly degrade in quality as other competitors discover them.

Get This - Recommended

So, try to get into the ground floor of any opportunity for monetizing your site. This can also help if the site offers you referral income for recruiting others to their site.

Other ways that won't be discussed in detail, but that are important to be aware of, consist of text ad links within your content, sponsored ads, and paid reviews. All of these have their pros and cons, and search engines have become more disciplined about which strategies will provoke blacklisting and which won't. Text ad links are being targeted in a sense to reduce a site's rank in Google as well as having too many sponsored ads. If you use Bidvertiser, their policies may be different and not as strict. So, a set of good strategies that won't affect each other will put you on the right track.

Get This - Recommended

Chapter 5 – Where's The Niche?

As mentioned earlier, one of the keys to getting into an arbitrage area that is profitable is locating high paying niches. You can go about it a very scientific way, using Google keyword research or you can go about it a little more artistically, by intuition and gut instinct.

It's best to combine the two and find new niche opportunities that are starting to explode on the scene just as you decide to take advantage of them by building a website. Otherwise, these niches do tend to have life cycles of public interest that can ebb and flow like a tidal wave. Once it's gone, it's likely not going to continue to hold as much interest.

So, you have to learn to strike when the time is right, and that means when the topic or theme of the niche site is at its hottest point in the market. There are various ways to learn what might be on the top of everyone's mind simply by looking at the news. Current events really are a great source of ideas for timely high paying niches. But, you can't just take an attention-grabbing news story and create a site and call it a niche site. There's more to it than that.

You will have to do a little research to pinpoint where the high paying niches are, even when you know what's at the top of everyone's mind due to the news. That's because niche sites are set up to specifically target a demographic of people who will be highly interested in the niche enough to put money down on it. You have to know who these people are, how they are searching for information, and what products and services would most appeal to this group of people.

Brainstorming Potential Niche Markets

Get This - Recommended

We start by figuring out what you're good at. If you hold an expertise in any subject or field, it can potentially be a good source for a niche market. Obviously, you don't want to pick something completely obscure, but it can be the starting point for your research in finding some viable niche markets. From there, just start writing out a simple word list to figure out what aspects of your expertise might lead to productive niches.

So, let's say that you have some experience in beer brewing. You decide this it might be a great idea to put up a site dedicated to the home brewing enthusiast. So, you start to brainstorm this niche, by writing out a the following word list:

- home brewing
- beer brewing
- equipment for beer brewing
- home wine-making
- recipes for beer

Maybe as you're thinking about this niche, you realize that you really enjoy all manner of home preserving and canning, so you add some more word:

- canning
- preserving foods
- ball jars

That leads to the idea of books on these subjects and you add that too...

- books on home brewing
- how to brew your own beer

So, now you have some good ideas about not just one niche, but several, and some products you might want to target for direct sales (books) or

Get This - Recommended

affiliate offers (brewing equipment). But, how can you tell whether you're on the right track or not? I mean, maybe you like to brew a little beer at home but how do you know that people are actively looking for this information online? How do you know it's a good niche or not? That's where you now have to do a little research with keyword phrases.

The Google Keyword Tool

The Google keyword tool is generally used by Internet marketers to find high paying keywords or to get ideas for keywords. It can also be used to find out how popular a particular keyword phrase is because the keyword tool gives you an ideal of the monthly search volume for each term listed. The keyword tool is located at:
https://adwords.Google.com/select/KeywordToolExternal

When you first get into the keyword tool, you will be able to look up any keyword or keyword phrase, including synonyms that might be being tracked by Google in their Adwords campaigns. Once the results lists come up, you will have the option to show or hide some columns with a drop-down list that says, "Show/Hide columns." When you open that drop-down list, you will see the option to show the estimated average CPC. Choose this one to add some more depth to the list and to be able to compare the monthly search volume and popularity with the potential value of the keyword phrases.

What's nice about this tool is that you can put in one of the terms in your brainstorming list and by seeing which have a low competition with a high search volume, or a high search volume with a high CPC, you will be able to figure out which keyword phrases and associated niches will attract better advertising dollars from Google.

Get This - Recommended

We are going to go over SEO more in the next chapter, but for now, be aware that what you are trying to do is figure out which of your brainstorming ideas can be backed up as a great niche for your upcoming website. So, you put in "home brewing" into the Google keyword tool and you quickly find out that while you are quite the enthusiast, others are not as interested as the term has a low CPC value and the advertisers aren't paying much.

You'll notice down the list, however, that "beer brewing" has a CPC over a dollar and a search volume of 60,500. This is better, but not by much. So, then you search more terms and you find out that wine making, on the other hand, has a very high CPC value compared to beer making and that home canning has almost no value whatsoever. So, that means, that while you might want to focus solely on beer making, it wouldn't be a good idea. That niche is too narrow to attract the type of attention you want.

Remember that there are millions of people on the Internet and you want to get a niche that can appeal to a specific market segment. Right now, if you use beer making, you will attract some attention, but not much. And, worse, the advertising dollars don't appear to be going there as much as with wine making. So, if you choose wine making, again it's a better niche, but is this too broad a niche? Are you going to be able to target just those people who wan tot make wine at home, and not everybody who wants to drink wine on special occasions? So, you look up more keywords and find more targeted phrases like "wine supplies" that have a good CPC and search volume without being overly competitive.

Check Who Your Competitors Might Be

Next, you are going to want to check out who else is trying to get attention with the keyword phrases you're using. What you want are the

Get This - Recommended

people who are being successful in this strategy. That's fairly easy to find out as all you have to do is put that term in the query window for the Google search engine and the first few pages of results are the people you want to learn from. They're the ones smart enough to make it to the top of Google's search engine result pages.

What's nice about learning who your competitors are is that it helps you to do more niche research, except that you can just learn from strategies your competitors are using and copy them. You don't have to be original, and in fact, it's better if you don't seek to recreate the wheel once it's done. Just try to learn what you can from people who are already in the niche you are looking to plumb and try to learn what you can from them.

There are a several things you can tell right away from pulling up your competitors. You can tell how many search results Google has for this term. If it is really hefty and the competition is fierce, you know that you have to be extra careful in using the techniques I outline in this book to make it to the top spot.

The next thing you will learn is that you can actually mine even more keywords from your competitors sites. That's because the Internet has online keyword analyzers available that you can pull up in Google just by using the phrase "keyword analzyer." Many of these online services just ask you to plug in the website URL and they will tell you the keywords and frequency of use that your competitors have targeted. That makes your job really easy! You just copy them some more.

Finally, since your competitors will unlikely have been in this business far longer than you, they will have developed their niches to target a specific demographic, whereas you may not have a clue who is interested in wine making. And, this is highly important to know. Your audience determines the tone and style of your copy and your web site.

Get This - Recommended

So, finding out this information can help you to put yourself in the customers' shoes and even anticipate their needs. But, for that, you have to have some idea what the demographic is for this particular niche.

Demographics

One of the prime considerations for finding a good market niche is understanding the demographic you are trying to attract and your competitors actually have that information for you. Obviously, for wine or beer making, it probably won't be teenagers. It probably won't even be young professionals who don't have the time or interest to brew things at home. So, who are these people?

If you go to Google and find several of your competitors, then you can go to a website called Quantcast.com. Their search engine will ask for the URL you are interested in analyzing, and you will put in the URL of the competitor you chose. It will then pull up a demographic profile of the visitors to that site.

You will immediately, find out that the overwhelming majority of people who want to learn about wine making are male. They make over $30,000/year, have no children, and have a college or graduate level education. That's quite a targeted view of your demographic! Now, you not only have a niche, but you also know who is interested in that niche. You're about ready to start making money by targeting your demographic in a profitable niche.

The Goldilocks Principle Of Niche Development

Get This - Recommended

Before we go into some of the other ways you can monetize your site using SEO, it should be clear that a niche should follow a basic Goldilocks principle. It shouldn't be too narrow or too big in scope, in order to market it successfully. The Internet is so full of generic, people-pleaser, sites, that it's important to stand out from the rest. The way you are going to do that is to have a profitable niche that is narrow enough to attract a particular demographic, but not so narrow that it excludes most everyone because it's simply not a popular niche. So, balance is the key.

If you pick a niche that follows the basic research philosophy given here, you will have a much easier time down the road attracting traffic because the foundation for that has been laid from the start.

If you are trying to change a site to make it more profitable, then you will have to review the traffic you are already attracting and find ways to tweak it into a valuable niche, if it isn't already there. That may mean that you decide to narrow the focus because it was too broad, or to add more of an emphasis on other niches that you previously ignored. Remember, it shouldn't be too broad or too narrow a scope to be a good niche site.

Some Great High Paying Niche Ideas

The most high paying niches in Bidvertiser at the moment are just about anything having to do with finance, but mostly credit and credit cards, lawyers and insurance.

So I suggest you stick with one of these 3 sections at first and then you can open and explore other niches but I made money on these 3 sections mainly.

Get This - Recommended

Chapter 6 – Search Engine Optimization

When Google changed the rules for SEO to make it harder for black hat
Internet marketers to game the search engine, many people felt that SEO
was dead. However, there is still a place for SEO techniques, not just to
attract traffic, but also to monetize your site. The problem comes in when
people start following formulas that don't change and adapt with the
market.

SEO is time-sensitive. What may be a brilliant strategy in one time-frame
can end up being panned by Google in another. That's what happened
with all those people who took such great care to stuff their meta tags
with keywords. Now, they're basically ignored. If that was their entire
SEO strategy, it would have left them with a rapidly declining page rank
and virtual anonymity in the search engine result pages. So, try to follow
good, time-tested, rules of practice that can keep your site active and
ranking near the top of the search engine pages.

These strategies may sound like common sense, and they are. You should
try to keep up with changes as Google changes their algorithm so that
you don't end up being affected negatively by a change in their policies.
But, using straightforward common sense can also help to keep you doing
fine when others are scrambling to implement new strategies to make up
for poorly thought out choices earlier. So, let's review some ways to make
the SEO in your articles and press releases have a timeless quality to
them.

Choose Familiar Words

Don't try to get too fancy or hog all the trendy words coming out for SEO
keyword phrases. While they are great for a short time, they'll eventually

Get This - Recommended

fall out of favor and so will your traffic. Try to stick to keyword phrases with familiar words in them that also have been checked for low competition, high CPC and search volume. You may not get everything you want from those criteria, but try to get whatever you can.

Choose Words That Follow The Goldilocks Rule

The keywords you want to focus on shouldn't be too narrow or too broad in scope, just like your website niche. That's to help you target the demographic in a way that generates the most traffic that you can from it.

Start Small

If you don't have a whole lot of time to devote to SEO, don't worry about it. What's most important is to get a start on it. You can start with just developing a niche from SEO research or using it to add value to your advertising campaigns. Don't feel like you have to go whole hog and flood every press release with tons of keywords. Don't think you're not doing it right if you don't have time to join a social network or write for article directories. Do what you can and learn as you go.

Geography Helps

SEO does pay attention to geography. It's also helpful if you pay attention to geography if you have a particular region for a niche in mind or if you want Google to be aware there is a local area that has an interest in your sites. It's much easier to get noticed in a particular region if you use keywords with the name of the city in them. So, maybe you have a business that is selling to writers (a publisher or self-publishing company), and most of the writers are located in New York. Then, you

Get This - Recommended

would want to do keyword research on writing as well as New York as that can help you sell your services.

Overlap Keywords

You saw this strategy used in some of the examples I listed at the start of this ebook. For example, the title "Learn Social Media Marketing" can be used to find the website by using typing into the search engine "learn social media" or "social media marketing." This is a way of overlapping two great keyword phrases to get more bang for the buck, so to speak. If you have the opportunity to do this, go for it.

Don't Focus Too Much On Density

You don't have to be compulsive about the keyword density anymore, except to realize that it shouldn't be overdone. You can get penalized for using too many keywords in an article or web page by Google. So, stick to keyword relevance and don't focus as much on creating a high density keyword page.

Test Your SEO Results

If you do decide to use a formula for your keyword density, you should try to ascertain what works best for you, the readers, and the Google search engine. You can do this by have different pages with different densities and then seeing which generate more ad revenue or sales.

Have A Main Keyword Chosen

[Get This - Recommended](#)

While you can have more than one keyword per article or blog post, it's good to identify one main keyword and make that the meat of your SEO tactics. Then, use secondary keywords to fill in and attract more traffic. In the end, you don't want to create very complicated copy that reeks of SEO because it will tend to turn off the readers and cause you to be blacklisted by Google.

What You Need To Know About Good SEO Writing

Now that I've discussed some of the basic points to keep in mind when attempting to use SEO, there are still some other things that are even more important. One of the most important things to remember is that you aren't really writing only for a search engine. If you want to attract repeat traffic and loyal customers to your site, you also have to write for them. That means that no matter how wonderful a keyword may be, if it makes your copy sound like trash to read, you need to try and change it to make it sound more natural.

All of the copy on your website should sound like it was written by a human being for a human being. If you've ever landed on those old sites that used article generating software to create a mish-mash of keywords that had very little meaningful content, you'll realize that it's a complete turn-off to be taken to one of these sites.

It becomes fairly obvious that the creator of the site had no intention of trying to connect with a visitor, they merely are hoping that they try to click on things on the site without really reading much. Sometimes, these sites don't even have copy, just links that are set up with keywords. These "link farms" are being banned more and more from Google who realizes that they are not content sites.

One of the biggest criteria that Google uses now to rank a site highly is the quality and amount of content found on the site. If your copy reads like machine language, it may be all right for a search engine, but it's

Get This - Recommended

totally unsuitable for readers. So, you need to modify keyword phrases that make your copy sound stilted or awkward.

Along with that, you want to have interesting content that is refreshed often and brings people back to your site repeatedly. If you can't manage that yourself, you can hire writers, check out the public label rights (PLR), resell rights, or master resell rights market for content that can be used. Some of these, like the PLR can be modified significantly to add your own keywords and can help you to generate more content, much quicker. Just be careful to obtain quality PLR as much of this content can saturate the market if it is oversold.

How To Make Awkward Keywords Sound Natural

Punctuation and stop words can be used with the keyword phrases you choose to make the copy sound more natural and less search engine oriented. A stop word is a word that is ignored by the Google search engine when it is scanning the copy, so they don't have any effect on the actual keyword phrase, even if they're plopped right smack in the middle.

Google Stop Words

Stop words in Google are words like "and," "the," "for," and "a." There are actually many of these words you can use to help add a little sense to some nonsense sounding keyword phrases that you've found are highly profitable to target. To find a list, just Google; "Google stop words" and you'll get a nice list of them.

Punctuation is also ignored by the Google search engine when scanning the copy for keywords. Even capital letters are ignored. So, if you have a keyword that can end one sentence with a period and start another sentence with a capital, Google will read it as a connected keyword phrase. This type of tip is very useful for the regional keywords that might

Get This - Recommended

be something like, "New York Publishing Arts" or something odd. In that case, if you kept repeating this phrase, it wouldn't be hard for a reader to tell that you're trying to feed the search engines the same keyword phrase, and it also sounds very repetitive to the reader.

To keep that from happening, you can use stop words or punctuation. So, the keyword phrase might end up looking something like this in copy:

"The publishing world centers around New York. Publishing arts have grown and matured due to the number of quality writers attracted to this great city."

Or, if you are using stop words:

"Go to New York for publishing arts exposure. You won't regret it!"

To Spell Or Misspell, That Is The Question

As you start to go through your research, you will soon realize that some of the results from the Google keyword tool are misspelled words. You may think that's a typo, but it's not. Advertisers do try to pick up less competitive keywords by simply choosing to focus on the misspelled version that someone is likely to type into a major search engine. The question is: "Do you want to use them or not?"

It all depends on what image you want to project. If your site is about writing, it would be completely detrimental to have misspelled words on your site, even if they make good SEO sense. The reason for that is that most visitors have no idea what goes into optimizing search pages and will most likely attribute the misspelling to your lack of skill or

Get This - Recommended

professionalism. Neither of these options means you're going to cultivate many customers this way.

On the other hand, if your audience is teenagers who love to IM each other with neat little misspellings that make it easier to text, they may love it when you speak their language! If you are selling advertising geared towards this demographics than the image you want to project is of someone who is part of their "in" group and understands their culture. Then, even though the word may be misspelled, it may be appropriate and quite profitable to use those keywords.

So, it's really up to you. You can generate much traffic and money from focusing on misspelling of keywords that are within popular niches, but you don't want it to cost you your reputation. So, in the end, it's a personal choice that can work either for you or against you, depending on your niche and your audience.

Get This - Recommended