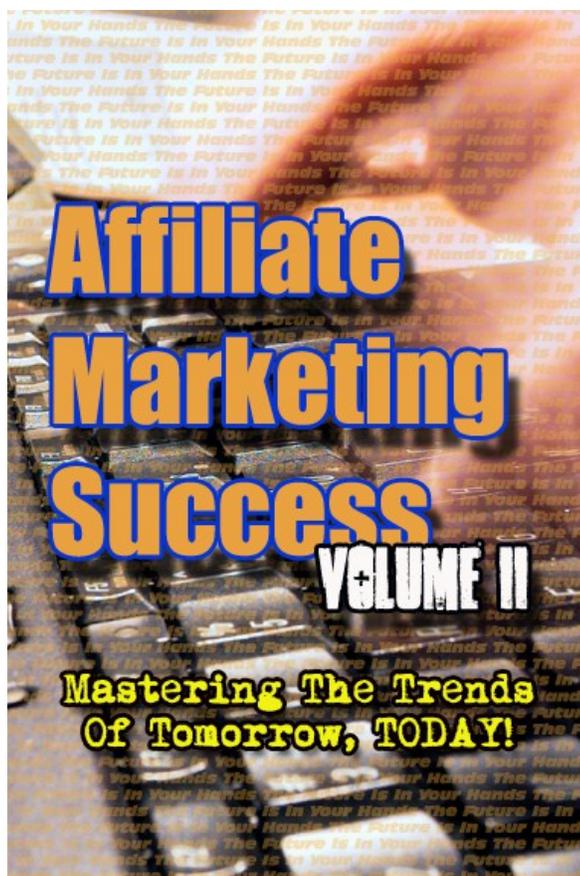


Affiliate Marketing Success

VOLUME II

**Mastering The Trends
Of Tomorrow, TODAY!**



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It may sound cliché, but that's because it's true: the only thing constant in this world is change.

The objects of fancies from the previous generation, for example, will only hold a certain amount of interest today. Surely, you would not be content listening to a serialized radio drama when you can always watch television soaps in full high definition. Surely, you would not be satisfied with 4-colored comic books when animated features abound on many channels today. Surely, you would not feel fulfilled with a car that runs at 20mph at the most when you can blaze the trail at over 80mph with the latest models of today.

Functionality is likewise a favorite subject of change.

The things that worked yesterday are not guaranteed to be as effective in this day and age.

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Take for instance typewriters. Typewriters, when they were first introduced, were considered revolutionary word processing tools. People no longer had to use print set fulfillment services. They could come up with their own formally laid out documents from the comfort of their own homes. With typewriters, people were suddenly empowered to become publishers.

But where are typewriters today?

Nowadays, people use computers as word processing engines of choice. MS Word, bundled with Microsoft's proprietary operating system, offers more tools for the would-be publisher to manipulate the documents being prepared in any way he sees fit.

The only thing constant in this world is change.

Evolution is nature's way of keeping us updated so that we can survive the changing times.

In the first installment of this series, [Affiliate Marketing Success, Vol. I](#), we had discussed the conventional ways of ensuring the sheer profitability of any affiliate marketing campaign.

These are the tried-and-tested strategies that Internet marketers have developed throughout the years.

These are the proven techniques that have catapulted many online businessmen to the highest heights of cyber success.

These are the tactics that the gurus will teach their students, that the mentors will share with their protégés, because these are the tactics that are sure to bring about a sunny outlook for any affiliate marketing endeavor.

But these strategies, they are not immortal.

The World Wide Web is changing.

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And soon enough, the strategies that work so well today, all of which have been discussed in Affiliate Marketing Success Vol. I, will be rendered obsolete.

A need for newer methods hence exists.

The Internet won't stand still. On the contrary, the Internet is that one entity that evolves at such a fast pace that people will always have a difficult time in keeping up. The only way to actually keep up is to find the newer strategies early, preferably before the whole online community begins practicing them.

In this edition of this series, we will be discussing these newer techniques, tactics that not everyone knows about.

These strategies are the recent discoveries, or inventions in certain instances.

They are at the threshold of a new era, the era that people have labeled as Internet 2.0.

Mastering these tactics will most certainly give you a distinct advantage over other affiliates. The World Wide Web is changing, and we're just about to end the old age to begin a new one.

In the next chapters, you will be given a rare opportunity to be at the forefront of the pack that will surf the next frontier of cyberspace.

You have a front row ticket to witness the dawning of a new age.

Indeed, we will be discussing the tactics of tomorrow. You will be able to learn the strategies that will click in the next few months, as evolution takes claim over the Internet.

But knowledge is just one half of the equation.

What you will do with what you will learn rests on your shoulders.

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Knowledge is useless without action, and action can only come from you. The following pages will show you the way. They will open the gates to a whole new world of fantastic resources waiting to be exploited.

There is no doubt about that.

The question is: will you be up to it? Will you be there to exploit them?

We will begin this guide, *Affiliate Marketing Success Vol. II*, with a challenge.

I am challenging you to learn the things we will be discussing by heart. I am challenging you to grab the bull by the horns and steer it. Steer your own destiny.

In the pages to come, we will be discussing the future of this industry: Web 2.0.

Your eyes will be opened to the many wondrous possibilities ahead. What you will do with these possibilities depends on you.

Will you sink or swim?

Read the information in this treasure chest of knowledge with an open mind, dear friend. The tactics you will encounter are novel. Best of all, they are efficient. They do work.

And they will only get better.

Apply what you will learn to your affiliate marketing campaign.

Supplement them with the basics you have learned in the previous volume.

And watch your success flourish!

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Previously...

Affiliate Marketing In A Nutshell

Being an online seller is the most common – and the most obvious – online business setup that people can pursue. After all, it is the most basic stereotype of business, both on the Internet and offline – that people have to sell something to earn something.

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But what if you don't have your own products to sell? What if you just want to earn without having to worry about product creation or even product procurement? Is there a business model that will suit your preferences then?

Yes, there is. It's an online business model that will require no products, no sales setups, and no actual selling... yet, you stand to earn a lot of profit!

I'm talking about affiliate marketing. People have called it the fastest way to earn a living online. And it's true. Affiliate marketing is the turbo train of online business models and I will show you why.

No Money? No Worries!

It won't cost you a single cent to start earning from affiliate marketing. All you have to do is to find an excellent affiliate program to join, and you're set to go.

People will tell you that affiliate marketing will require you to have a website. This is true. If you have your own website, things will be simpler, as you can lead your visitors to one central place where you can conduct your pre-selling (more on this later) techniques.

But even without a website, you can excel with affiliate marketing. With revolutionary tactics like affiliate marketing, pay-per-click advertising, forum marketing, blogs, podcasts, video casts and viral marketing plans, you can effectively pre-sell the affiliate merchant's products even without having web pages to call your own.

What Is Pre-Selling?

Notice how we used the word "pre-selling" and not "actual selling." There's a world of difference between the two.

Actual selling will require you to stock up on the products you wish to distribute, prepare advertising paraphernalia to attract the attention of your prospects and to convince them to make some purchases, process orders

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once they are made, deliver the goods once payment has been effectuated, and provide post sales support for any concerns your customers may have.

Pre-selling does not require any of these.

With pre-selling, all you have to do is to lead people to the affiliate merchant's sales page.

That's it!

If some of the people you have led will decide to buy the affiliate merchant's product, you stand to earn a specified commission, which is usually 50% to 80% of the selling price of the product. Not bad, eh?

Affiliate Marketing In A Nutshell

It's not difficult to understand the concept of affiliate marketing. An online business has better chances of success if it will get help in promoting its products. Hence, many enterprises establish affiliate systems to help them advertise their offerings. They open the doors for affiliates who will spread the word about their goods.

And how can affiliates be enticed to join the system? Rewards are offered in the form of handsome commission schemes for every successful referral who decides to buy the affiliate merchant's products.

It's a no-lose situation for affiliate merchants. They'll only have to pay for results, and the fee shall be taken from the selling price of the product anyway.

It's also a no-lose situation for affiliates. They won't have to invest anything but their time and effort, yet the rewards are potentially incalculable. There is no limit as to how much you can earn from affiliate marketing, and this makes this opportunity all the more lucrative.

In Volume I...

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Much has been discussed in Volume I of this work. We have covered the basics of affiliate marketing. You have learned what it takes to garner some sales for some super commissions.

Specifically, we have discussed...

- Article marketing, or the distribution of articles to the many article directories in the World Wide Web.
- Forum marketing, or the usage of online communities to drive traffic from your posts to your websites.
- PPC programs, or investing in Pay-Per-Click systems to garner quality and highly targeted visitors for your business setup.
- Blog and ping, or the usage of web logs and pinging methods to attract the attention of search engine spiders for the faster indexing of your web pages.
- Advertising in highly circulated eZines, and how to write a single text or full issue ad that will pull in results.
- Advertising in classified ads, online and offline.
- The basics of search engine optimization (SEO).
- Establishing a follow-up system to ensure repeat visitors.
- JV partnerships to increase the number of your visitors as well as the number of your signups for your mailing list.
- Link popularity and page rank, as well as their correlation and why they are important for your online business.
- Writing third party recommendations, more popularly called testimonials, to steal some traffic from a friendly website.

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- Using search engine backdoors to gain the traffic you need quickly
- Writing and submitting press releases to secure visitors from the virtual as well as the real world.

All of these tactics work. They are all anchored on pleasing the search engine spiders. Here is another excellent supplementary material for the first volume: [Tools Of The Web Trade](#)

But as we have mentioned, the World Wide Web is changing.

With the advent of Web 2.0, a review of newer strategies is in order. And this is what this volume is all about.



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As we have mentioned in the introduction to this volume, we are at that point when the old age is giving way to the dawn of a new age... a new age which experts have dubbed as Web 2.0.

Web 2.0 was a term coined by O'Reilly Media way back in 2004. It refers to the new generation of online methodologies that are focused on online collaboration and sharing between Internet users. In Tim O'Reilly's own words:

"Web 2.0 is the business revolution in the computer industry caused by the move to the Internet as platform, and an attempt to understand the rules for success on that new platform. Chief among those rules is this: Build applications that harness network effects to get better the more people use them. (This is what I've elsewhere called 'harnessing collective intelligence.')"

Currently, we can safely say that Web 2.0 is in full swing. Basing on the definition above, online trends have shifted from automated algorithmic systems to user-driven methods of classification and usage.

The Knight Rider Analogy

When I was younger, the rave of my generation was David Hasselhoff's hit TV series, Knight Rider. It was a fascinating show, for its time at least. It featured a really cool car, the Trans Am Kit Knight 2000, which included a slew of amazing features. For starters, the car (which was named "KITT" based on its model name) could actually talk, quite intelligently at that. It could communicate with David Hasselhoff's character with so much wit and eloquence that it could have put many standup comics to shame.

KITT could also perform a variety of fabulous stunts. Its "turbo boost" enabled it to jump across wide expanses of terrain. Its automatic eject function saved David Hasselhoff so many times and it expelled many

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intruders from gaining control of its system. Its wheels even had spinning steel spikes that pummeled adjacent vehicles that came near the car.

But KITT's coolest feature was its ability to drive itself, with no human intervention at all.

Imagine David Hasselhoff, hanging on a ledge and about to lose his grip... in danger of fatally plummeting down to the ground. And who is there to rescue him?

That's right! The Trans Am Kit Knight 2000!

It's not really hard to think why Knight Rider was one of the coolest – if not THE coolest – show of its era.

No, it's not that everyone wanted to be like David Hasselhoff.

It's because everyone wanted to own a Trans Am Kit Knight 2000.

Having a car that drives by itself was a fantasy for many people back then. Girls would dig them. Life would be so much more convenient. And they would be the envy of everyone they knew.

But a car on auto-pilot also has its drawbacks.

What if the computer malfunctions? Would you be able to trust your life on something so mechanical, devoid of human discernment and reason?

What if the computer encountered a situation that it was not programmed to handle? Would it be able to adapt accordingly? Or would it continue in the only way it knew how to do things, despite how inappropriate such a course of action could be?

Such is the problem of search engines...

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The End Of The Age Of Search Engines?

In Affiliate Marketing Success Volume 1, we'd discussed techniques that were focused on search engines. As we mentioned in its pages – a fact which is still true to this very day – 80% of the traffic that you will generate for your website will come from the search engines.

Hence, it is vital that your web pages appear prominently in search engine results.

Let's put it this way: nowadays, when the casual Internet user wants a particular piece of information, what will he do?

That's right!

He will use search engines to find the resources that he needs. If your website is offering the information he needs and if your website appears prominently in the results that are fetched, then you'd have great chances of winning a visitor.

This is the way things are today. And this is why, as part of the basic training you have read in Affiliate Marketing Success Volume 1, you have been conditioned to focus on on-page and off-page search engine optimization (SEO.)

But the Internet, as we have discussed, is changing.

Web 2.0 is upon us, and this means that emerging systems are veering away from the mechanical search engines to the more personal user-driven setups.

There are many reasons for this:

- User-driven systems are more in touch with human needs and expectations. After all, behind these setups are living, breathing, thinking human beings, not mechanical spiders that merely crawl through millions of web pages based on an algorithmic command.

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- User-driven systems can boast of human discernment. There are instances when mechanical systems will prove wanting. Not everything can be programmed within such systems. But user-driven setups always have human judgment by their side. Before something is categorized or used, a living, breathing, thinking human being has invested much thought on the matter.
- Participants of user-driven systems experience more fulfillment for being a part of something worthwhile. This ensures constant fuel for such setups as people will always want to extend any help they can give.
- User-driven systems are easier to trust, as they are facilitated by actual people with actual thoughts feeling actual emotions.
- In many instances, user-driven systems become communities of their own, a fact that adds another layer of involvement for such setups. This makes user-driven systems even more engaging.

The Changing Times Commence

Are you familiar with www.wikipedia.com ?

This is an excellent example of Web 2.0 at work. Wikipedia, you see, is a comprehensive online encyclopedia that anyone can access. The difference from other encyclopedias? Wikipedia is not prepared by some professional researchers and writers paid by some big company.

No.

Wikipedia is actually a collaborative effort by anyone – yes, ANYONE – who has something to say about a particular entry.

Do you know something about a particular topic? You are free to add it up anytime you want. The same goes for anyone who has something to say about the said subject.

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There are guidelines in place that ensure quality in the way that entries are developed.

Throughout the years, Wikipedia has grown into the World Wide Web's biggest repository of knowledge. Wikipedia has everything – yes, EVERYTHING – that can actually be categorized as an entry. And every single sentence in its millions of web pages is actually a contribution of Internet users the world over.

Wikipedia is the perfect example of Web 2.0.

Wikipedia actually shows the extent of the potential of Web 2.0 in the changing landscape.

With 5 million people online at any given time, we're looking at a manpower that can rival the most powerful automated systems. 5 million people at any given time! This means that some users can go to sleep and others will take their place. There will never be a shortage of Internet denizens.

And they are just waiting for empowerment.

And such empowerment is provided by the many channels of Web 2.0.

Web 2.0 is the future. If you learn how to harness its potential this early, then you will have the head start that you need to beat your competition.

The early bird does catch the worm.

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Chapter Two

Tags Are The New Keywords; How To Benefit From Them

In the conventional Search Engine Optimization (SEO) field, keywords are the fuel of the game. The success of a particular campaign may very well boil down to the choice of the right keywords.

Basically, if you target keywords that the right people are looking for, then you're in business.

But if you target keywords that no one is searching for, then you should brace yourself for disastrous results.

Keywords have, for so long, been the end-all and be-all of search engine marketing. This is why gurus and veterans in the industry will always tell you to take your time in coming up with the right keywords. Keywords can make or break your business.

As an affiliate, keywords are important as well. The affiliate merchant's products are targeting a particular market, and such a market is in search of particular information represented by particular keywords.

If you use the right keywords as bait, they will come to you and you can deliver to them your affiliate message.

But if you choose the wrong keywords, you will attract nothing but digital flies.

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Keywords = Old School, Tags = New School

You may have encountered tags on popular websites like www.technorati.com , www.myspace.com and the like.

Tags are basically keywords.

What makes them different, however, is that they are keywords that web publishers can choose.

Now tags play a crucial role in user-driven blog directories. Why? Because bloggers can choose the tags under which their blog entries can be classified under. If you have a blog about dog care, for example, you can choose the terms “dog,” “dogs,” or “dog care” as your tags. You won’t have to populate your blog entries to satisfy certain keyword density levels. By classifying them under the tags of your choice, you’ll be able to tell the world that your blog entries are all about the tags they pertain to.

Blog And Ping Vs. Tag And Ping

Now, the usual practice circa 2005 was to regularly publish new posts in your blog, then ping blog directories through services like www.pingomatic.com to inform them that you had new content. This would make the URL to your blog appear in a favorable position in those blog directories. Furthermore, since search engine spiders crawl through those blog directories, they would likewise be alerted that you had published new content.

The problem in 2006 was that direct traffic that could be gained from the blog and ping method had terribly diminished. Most Internet users had migrated to a hipper, easier way of finding the content they needed: tags.

Hence, the advent of the tag and ping method.

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And www.technorati.com , the leading website when it comes to directories that employ tags, is a very vital tool you can use to capitalize on this technique.

So how can it be done?

How can you generate traffic for your website using the tag and ping method?

Simply follow the steps below.

1. Create a blog. It will be nice if you can host your blog under your own domain name.
2. Create an account with www.flickr.com . Upload an image relevant to your online business. It can be a picture of your product, or even a picture of yourself if you're branding your online persona.
3. Hyperlink your URL to your images. Use the tag below:

```
<a href="http://yoururl.com">custom message here</a> .
```
4. Categorize your images under appropriate tags related to your online business.
5. Now, sign up with some social bookmarking websites. We will be discussing these in depth come the next chapter, but for now, simply create an account with www.furl.net then bookmark your website and blogs under their appropriate tags. You can do this for other social bookmarking websites like www.del.icio.us , www.moreover.com , www.blinklist.com and others we will be enumerating in the next chapter.
6. Sign up your blog with www.technorati.com . Choose appropriate tags.
7. Publish a post.

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8. Ping www.technorati.com .

At this point, you will notice that Technorati will categorize your blog entries according to the tags you have chosen.

Every tag has a landing page.

The landing page is arranged in such a way that certain entries will be seen before others, hence the method we have described above. The goal is to populate the landing page with links to your blog, as much as possible.

The Technorati Principle

Technorati will always display the newest entry at the top of the results. Hence, if your blog is the one with the newest updates, it will be the first blog that people will see when they check out the tag. And since Flickr images appear on top and Furl links appear at the bottom, you will be able to monopolize these landing pages quite easily!

Technorati is a highly visited blog directory. Furthermore, many other websites use Technorati's system to display the hottest tags of the moment. These websites will display links to the hottest tags, and if your URL is under them, clicking on these tags will lead to a display of your URL.

The traffic you can derive from it will be immense. And since you have full control over the position that your blog will take, it will be easy to win the visitors your website will need.

Indeed, this tactic requires regular posting to keep the top spot.

But then again, tag and ping is a relatively novel marketing strategy. Not everyone and his mother are capitalizing on this tactic. Hence, it is a channel that is not yet saturated. You can easily find a popular tag that no one is catering to. And you can use that tag to categorize your blog and secure a good position for it while no competition has yet to discover it.

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Additionally, tags are hip. The young generation of today rely on tags when it comes to the information they need. For them, tags are a more convenient and credible option. After all, they are prepared by people who are actually interested in the same things they are interested in.

Tag and ping is hailed as the next big thing in Internet marketing.

Best of all, not a lot of people know about it yet.

Now's the time to hop aboard this tactic and guarantee for yourself some critical steps ahead of your competitors.

Blogs Are Still Important

You must bear in mind that, central to this strategy is the usage of your own blog. It's just like the "blog and ping" method, only, you will be classifying your blog entries under specific tags.

There are a number of resources that can make your blogging experience easier and more enjoyable. [Instant Blog Themes](#) is a service that will give you amazingly beautiful themes each and every month, so you won't have to manually create your own. If you want a more hands-on approach, however, you can use the [Turbo WP Themerator](#), which perfectly manipulates theme possibilities and integrates them with the Word Press blogging system.

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Chapter Three

The Empowering Nature Of Social Bookmarking

You may very well be familiar with the bookmarking feature of your web browser. This is a tool that you use to add a particular URL to a list of “favorites.” It’s a convenient feature, as you won’t have to jot down or memorize the address of a website that you want to visit again and again and again.

The thing with such a bookmarking feature is that it saves the URLs on your hard drive. Hence, if you’re going to use another computer, you won’t be able to recover the web addresses you have saved.

And if your hard drive breaks down, such a list will also be lost.

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Also, there is no way of sharing your list with other people, save for manually transferring it to a distributable medium.

For example, you are a big wrestling fan (I am, by the way; I even consider myself as the biggest “mark” there is.) You have compiled an incredible list of wrestling websites on your “favorites” folder.

Now, you have other friends who are just as big a fan as you are. They’re rooting for John Cena, Edge, Triple H, Batista, the Undertaker and other WWE © talents. They are even into independent stars like Bryan Danielson, Homicide, Delirious, Brent Albright, and the Briscoe Brothers. And they want you to share the informative URLs you have collected throughout the course of your virtual adventures.

But the list is on your computer. You have to manually write them down in a transferable medium to share it.

And if you’re not at home, then your friends will have to wait.

This is a severe restriction to something that is capable of so much. Bookmarking is an empowering feature on the World Wide Web, and if you can share on the fly the URLs that you have bookmarked, then the shift towards user-driven systems will be made so much easier.

Think of it this way... whenever a person, any person for that matter, wants information on wrestling, they’ll consult your list instead of the search engines.

Your list will be more reliable.

After all, you wouldn’t have included websites that offered junk information. They’re on your list because of the quality of their content, and people will trust your judgment on the matter because you’re a human being capable of discernment and not a machine that goes through the process in a mechanical manner.

Bookmarking Online

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Hence, an invention was made that can potentially revolutionize the way people use the Internet.

Nowadays, you can save your bookmarked URLs on the World Wide Web.

Such a process is called social bookmarking.

Social bookmarking websites allow you to, well, bookmark your favorite URLs on the web server instead of your hard drive. What does this mean for the typical Internet user? It's more convenient. He can bookmark any website on the fly via some proprietary systems employed by most social bookmarking websites.

Furthermore, the user can also classify his bookmarks according to tags, which, as we have discussed in the previous chapter, are very similar to keywords.

Want to bookmark www.turbozine.com under the tag "eZines?" Go right ahead.

Want to bookmark www.gamespot.com under the tag "video games?" That is an excellent idea.

Want to bookmark www.pwtorch.com under the tag "professional wrestling?" This will help you go back to the website in the future.

So, what do these things mean for the Internet marketer?

We must also remember that social bookmarking websites allow the users to share their bookmarks with other people, along with the tags they have used to categorize the URLs they have chosen.

Hence, if you have gathered links and indexed them according to their appropriate tags, you can share such categorization with other people, either publicly by allowing anyone to access your list of bookmarks, or privately by sending your list of bookmarks to the people you know.

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Imagine the possibilities then.

It's like having your very own search engine wherein you have arranged the results beforehand!

Eventually, people will prefer social bookmarking websites over their browser's built-in function. Social bookmarks remain on the Web, hence, people can access them wherever on the globe they may be. No need for a laptop or an external hard drive. Simply log in to the social bookmarking website of your choice and you'll be able to review your favorite URLs.

Eventually, people will prefer social bookmarking websites over search engines as well. It is more reliable for all the reasons we have mentioned in the previous chapter.

Let's have a rundown on the important benefits that social bookmarking can bring to your marketing campaigns:

- Direct traffic. Since social bookmarks can be shared, you'll be able to expose your links to more people.
- Best marketing strategy for webmasters who are operating a lot of websites. Social bookmarking will allow them to categorize each and every website they have under appropriate tags. No website will be left behind.
- Increased link popularity. Link popularity refers to the number of websites linking to yours. Off-page SEO techniques are geared towards increasing your link popularity. You can check out your current link popularity by using the free tool that can be found at www.linkpopularity.com. Since other websites can access social bookmarks, they can use the links therein and eventually, you'll find your pages to have more favorable positions in search engine results.

Even established search engines are realizing the growing significance of social bookmarking websites. Yahoo, for example, has launched such a service despite their reputation as a search engine company. [MyWeb](#) is a

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Yahoo subsidiary that will allow its users to bookmark websites through its web server.

Some of the most popular social bookmarking websites are:

www.del.icio.us, www.del.irio.us, www.blogmarks.net,
www.feedmarker.com and www.frassle.rura.org .

Social Bookmarking Made Easy

Last September 2006, I anticipated the rise of social bookmarking as a fantastic technique to further one's Internet marketing goals. It so happened that a good friend of mine (JP Schoefel) also thought the same thing and made a comprehensive study on the matter.

To help him promote such a product, I wrote an article that I sent to the subscribers of my [TurboZine](#) newsletter, where I attempted to simplify the subject. The article was well received, and I have garnered quite a number of praises for it.

Allow me to share the said article with you.

Hi

*Yes, I am back... I'd say: *turbo recharged* with ideas and also with feelings. Plus: with a lot of thoughts about future plans, methods and strategies...*

This message includes a special deal for you through JP and most importantly I am telling you in simple English what "Social Bookmarking" is too. For your information, I had JP explaining to me everything in person when I was in London so I can now answer any of your questions on this.

Why should you care?

Because it is a TREMENDOUS opportunity to generate an automatic traffic to your site. And as you know, traffic is the KEY to this business.

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What if someone tells you :

"Hey I know how you can drive traffic to any of your site...

- without submitting articles to directories*
- without building incoming links or exchanging links*
- without a list*
- without submitting it to directories*
- without blogging*
- without search engines optimization*
- without 1 single visitor coming from search engines"*

What would you think?

"one more scam..."

*But this is in fact one of the beauty of **Social Bookmarking**. It's another TOOL and one of the most effective (at this moment) to easily drive traffic to your sites.*

So how it works:

Suppose there is Site A that runs such a service.

You visit Site A and bookmark your site.

That means:

You include the URL of your site and "tags" for it.

For example, if I bookmarked my turbo membership I'd use:

This URL: <http://www.turbomembership.com>

And these tags (think of the tags as keywords...)

- . Best membership site for Internet Marketers*
- . internet marketing site*

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*. scripts and ebooks for Internet Marketers
. John Delavera's turbo products
...etc...*

So you get an idea.

Now...

*People visit Site A for searching things.
See it like a Search Engine.*

*They see the listings or search them or see the popular sites
and when something matches to their interests, they click the
link. Site A keeps updating all "tags" with the click-rate so...*

*...the more people visit your site
...the more popular your site comes on the directory
...the more people click and visit your site
...the more traffic you get...*

Plus:

*People can include a button to their browser's toolbar, so
when they visit a site on the Net that they think is a good
one, then they click that button and BOOKMARK that site to
Site A's directory.*

Then again:

*...the more people visit your site
...the more popular your site comes on the directory
...the more people click and visit your site
...the more traffic you get...*

One more thing:

*As you can understand, those sites that offer such a service
keep getting traffic from the users that:*

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- a. - Visit the site to search for their preferred listings
- b. - Bookmark a site and add a link to the directory

AND BECAUSE OF THIS (because sites like Site A) are being UPDATED due to the traffic attracted and the new links added to the directory... guess what happens....

Search Engines LOVE those sites!

Can you see the picture now??

- If you ADD your site to sites like Site A
- Or if people like your site and ADD it to sites like Site A

AND

- if your keywords are unique

THEN

Search Engines will CRAWL those keywords and when someone enters those keywords to their searching through the Search Engines, YOUR link in THOSE **bookmarking** sites comes up...

Thus, your site, the one you submitted to those **bookmarking** sites get traffic:

- a. - From people that Visit the site (in our example Site A) to search for their preferred listings
- b. - From people that bookmark your site and add a link to the directory (of site A)
- c. - From people that search through the Search Engines and end up to Site A because YOUR tags/keywords came up first!

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*Powerful?
Yes it is.*

Now, re-read what it has been stated above:

"Hey I know how you can drive traffic to any of your site...

- without submitting articles to directories*
- without building incoming links or exchanging links*
- without a list*
- without submitting it to directories*
- without blogging*
- without search engines optimization*
- without 1 single visitor coming from search engines"*

Can you see how it works??

> - without submitting articles to directories

Yes, there is no need to submit anything there...

> - without building incoming links or exchanging links

No need for this too. All you have to do is to add your link & tags in those directories. It's easy, right?

> - without a list

Yes, you do not need any list at all, but you CAN generate/create a list if you deal with it the smart way.

For example: you can use the traffic sent to your page, offer a report through an autoresponder and build your first list!!! Then you can follow up with subscribers and invest on that communication...

>- without submitting it to directories

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*Yep... There is NO need to submit your site to the Search Engines and/or to directories because as it has been discussed, the search engines CRAWL those sites (aka. Sites like Site A) often *because they are updated often* and your keywords will come up THROUGH the Search Engines!*

> - without blogging

*Correct. No need to spend time on blogging too - while there are some good ways to use blogs with **social bookmarking** (say having visitors to BOOKMARK your blog!)*

> - without search engines optimization

Yes, you do not need to know how to optimize your pages because Search Engines WILL CRAWL sites like Site A ANYWAY (again, the reason is that sites like Site A are being updated often with new content => Search Engines love new content.)

> - without 1 single visitor coming from search engines

This is true too, because while your traffic can be maximized by the visitors you will get THROUGH the search engines (anyway) you can still forget them and have people coming back to your site through the link in those sites like Site A.

Last thing:

*JP has also created a script you can also use and RUN a **social bookmarking** service.*

*REMEMBER that if you do that, if you create such a service then you can have people submitting their sites to YOUR **social bookmarking** service and thus gain the ULTIMATE traffic funnel:*

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- people will submit their sites to your site and you can capture their information (through their registration with your system) so you can follow up with them OR just offer something to them through your **social bookmarking** service.

- search engines will rank your **social bookmarking** service in top listings

As you can see you can really benefit from this modern way to deal with traffic:

- as a user you can use the **social bookmarking** services offered through the Net, add your site & tags/keywords and have traffic back to your site.

- as a **social bookmarking** service's owner you can get a serious traffic from all people that use your system.

I hope I made everything clear for you.

As I told you, JP explains the above in more details. Hey... He managed to explain the above to me. ;)

When I was away he run a special promotion and offered his ebook for \$17 instead of \$47; Again, inside his ebook you will read how the "**bookmarking** system" works and most importantly, you can find the sites where you can BOOKMARK YOUR Sites and thus applies the system in the way JP tells you.

How to get the discount:

--- instructions has been placed here ---

The discount will last for 48 hours only. That promotion was over anyway, so I asked JP to keep that price for my subscribers and customers.

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*Do yourself a favor and explore **social bookmarking** further. Study JP's ebook and take action.*

Sincerely yours,

*John Delavera
- in a turbo Prince's mood again. :)*

Remember: That article was sent on September 2006 ☺

You can reach JP's guide [here](#).

Social Bookmarking And Your Affiliate Marketing Campaign

So... how can social bookmarking help you with your affiliate marketing campaign?

The idea is to drive traffic to your website, with such a website hosting your affiliate links. Remember when we mentioned the importance of having your own website? This is one of the reasons for that. Though you can succeed with affiliate marketing even without a website, you have better chances of benefiting when you have one.

Social bookmarking is one of the great alternative methods of generating traffic for your website outside of the free traffic you will get from the search engines and link exchanges and the paid traffic you will get from PPC and other forms of advertisements.

As we have mentioned earlier, online business is all about the traffic.

The more traffic you can generate for your website, the higher your chances of succeeding in this field.

Social bookmarking demands that you choose the right tags for your website. As we have mentioned in a previous chapter, tags are the keywords

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for Web 2.0. Social bookmarking websites use tags to classify website entries.

If you group your website under the appropriate tag, then you'll have better chances of generating the visitors – the RIGHT visitors – that you need.

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Chapter Four

More Than Friends: The Marketing Potentials Of Social Networking

Affiliate marketing in the real world is often about the acquaintances you keep. It's often about the people you know.

It's called networking.

Suppose you know 5 people and those 5 people know 5 people they can refer to you, and so on and so forth. What you will have is an infinite web of prospects to whom you can deliver your business message. The bigger this web of leads get, the higher your conversion rate will be. After all, conversion rate is directly proportional to how many prospects you have.

So it is very important to have a big network of leads.

The Internet offers both advantages and disadvantages when it comes to networking.

Because of its rather impersonal nature, as communication can only be facilitated through rather indirect methods, building relationships with your prospects can be a little more difficult than it is in the real world. Your leads won't be able to see you. In most instances, they won't even get to hear your voice. They won't meet you face to face to gauge your sincerity.

On the other hand, the Internet is a big place.

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A VERY big place.

It connects the entire world. Hence, you will have a global market at your disposal. You're not limited to a particular territory. You're not confined to a certain geographical location. You are not restricted by boundaries, whether physical, cultural, or lingual. The whole world is your audience, and you can reach them through the proper means and the proper channels.

There is one concern, however.

How, exactly, can you use the Internet to reach this worldwide audience?

The Existing Methodologies

What we have discussed in the previous volume of this work has taught you how to reach the global market through established means.

We have emphasized the importance of a website which will serve as your digital store. With a website, you will have a virtual place where Internet users can actually visit you.

We have discussed search engine optimization (SEO) techniques, which basically tell you how to accomplish two things:

1. Announcing your presence to the World Wide Web; and
2. Making it easy for your audience to find you.

Through the tried and tested methods of search engine marketing, you can ensure good business for your online marketing campaign. The fact that 80% of the traffic that can be generated for your website will come from the search engines is a very telling statistic.

Your network can be built around this methodology.

With a follow-up system in place, you can fully capitalize on the traffic you will garner.

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But, as is the subject of this edition, times are changing. Web 2.0 is upon us, and a review of existing methods, no matter how effective they currently are, is in order.

And a study of emerging strategies is necessary for profitable positioning in this, the turning point of an age.

Social Networking Is One Of The Hottest New Trends

Ever heard of MySpace.com ?

For many, many people, it's the ONLY reason why they log online. MySpace was designed to be a virtual place where online users can hang out. They can show the world what they are about through specifically assigned web pages individually assigned to each member.

They can also befriend other people they find interesting. MySpace's built-in networking system makes this very easy. A member can simply send an invitation to add another user as a friend. If the invitation is accepted, such a user will form part of the member's circle of friends... his very own MySpace network.

This is the essence of social networking in the World Wide Web.

And in recent months, social networking has grown into one of the biggest forces that fuel the Internet.

A couple of months ago, the online world was rocked by reports that [MySpace](#), a social networking website that can even be called an online dating community, has started to garner 2 ½ times the traffic that Google generates.

Yes... THAT Google, the number one search engine in the world!

The news report was published on reputable websites such as ABC News, CNN and Technology Today, so there should be a lot of veracity to such a claim.

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Here is the pertinent portion of that report from the Associated Press (AP)...

MySpace Rises As New Online Star

The Internet has a rising star whose name isn't Google. Just over 2 years old, MySpace now has 2 1/2 times the traffic of Google Inc., and it quickly eclipsed Friendster as the top social-networking site where users build larger and larger circles of friends.

Credit luck and acumen: MySpace learned from predecessors and figured out the right tools to package. And when its founders noticed heavy usage among musicians and fans, MySpace embraced that community with custom features.

This, of course, roused up the interests of veteran online marketers all over the world.

A website that garners more than twice the traffic that Google gets... that's a jackpot of a traffic source waiting to be exploited!

It is for this reason that MySpace has become the focus of many marketing campaigns in recent months. Many online businessmen have seen it as a potential goldmine. And sure enough, for those who tried to "mine" MySpace, they were able to reap a lot of benefits.

However, before you start entertaining grand dreams of getting a share of MySpace's marvelous traffic, please bear in mind the following things:

- MySpace has a dedicated demographic. If you're marketing a product or a service that does not cater to this demographic, chances are, your campaign will fail. Do remember that MySpace caters to an audience in the range of 14 to 25 years old. Of course, there are older members, but they are fewer than the primary market. Hence,

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products and services designed for this age group should be established. Music, video games, fashion, movies, TV shows, gadgets, and the like are sure blockbusters for the MySpace audience.

- Considering the above stated fact, marketing in MySpace will require a thorough knowledge of the culture and lifestyle of the members of such a demographic. You need to speak their language. You need to learn the pop-culture references they can relate to. You need to know the best way to approach them. These will ensure that you will be able to reach your target market without a hitch.
- MySpace, as we will be discussing later on, is not just a source of traffic. It can become a profitable niche on its own.
- MySpace has recently implemented anti-spam guidelines. The strategy we will be discussing shortly should be formulated in such a way that will avoid these built-in spam filters as much as possible. Violations can lead to the suspension of your account.
- Marketing in MySpace isn't as easy as creating your own account. There are a lot of things that have to be done. If you're not down with that, then this channel may not be the right one for you.

If you're selling a product or a service that is tailor-made for the demographic we have mentioned above, then you **HAVE TO** use MySpace to your advantage. The traffic you can gain from this place will be immense. It's too lucrative an opportunity to miss.

Using MySpace For Internet Marketing Purposes

How exactly can you use MySpace to your advantage?

Here are some concrete steps you can take:

1. Create an account. Creating an account with MySpace is easy and intuitive. You will not run into any problems when it comes to this step.

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2. Choose a hip profile name. Since you'll be catering to a young audience, do choose a profile name that they will find cool. One of your primary objectives is to garner as many friends as you can. Hence, it is important to make your profile page as attractive to them as much as possible.
3. Pimp your profile page. MySpace accords you the liberty of using HTML codes to beautify your profile page. You can even integrate streaming audio and video that will enhance the effects of it. Just choose the components that are appropriate for what you are promoting and components that are interesting and exciting for your audience. Do read [My Early Days On The Net](#) and treat yourself to some healthy serving of HTML tutorials.
4. Invite friends – lots of them. The success of this strategy depends on how many friends you're able to garner. To win friends, you have to invite them. Generally speaking, MySpace members are quite receptive to invitations. They often approve such without hesitation. Veteran Internet marketers will tell you that it's easy to invite 1,000 friends per day. If you feel that this is too daunting a task, you can try outsourcing the job. Consult with the [Outsourcing Survival Kit](#) for thorough help on this matter. You can also try the following solutions:
 - MySpace automatic friend inviters. These programs are actually bots that run on autopilot. Just set them up and they will immediately send invites to as many people as they can find.
 - MySpace train submitters. There are already existing MySpace trains, a list of people who are openly accepting friend invites. Having your name in several of these trains will ensure thousands of new friends within a short period of time.

As an alternative, you can always try services that offer to invite friends to your account by hand. Some of these services charge as low as \$20 per 1,000 friends. Another alternative is to purchase

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existing accounts that already have 20,000, 30,000, and even 50,000 friends under their names. Since MySpace allows customization of account settings and profile details, you can instantly adjust the profile page to suit your business.

5. Try to aim for at least 15,000 friends.
6. Now, you may have noticed the “bulletin” feature in your account. This will allow you to post bulletin messages that will be seen by all your friends. So, all you have to do is invite them to check out your main website. Just one send, and they’ll all receive what you want them to receive.
7. Additionally, you can also mass-send private messages to your friends. There are some message senders that will help you out with this, all of which are dedicated to MySpace.
8. Of course, the tactics above are limited to the people in your network. You will want to target people who are outside your network as well. On your main website, you can add a “share this link with your friends” feature that will allow your visitors to automatically send an email to all of their listed friends, telling them about your link. Additionally, there are some scripts which you can use that will allow your users to send your link to all their MySpace friends. This will most definitely increase the number of your MySpace friends for latter harvesting.

Following these steps are sure to drive thousands of hits for your website on a daily basis. But you have to do them regularly. Your quest to gain more friends should be unrelenting. Remember, MySpace has 80 million members, and growing! You want to secure a good portion of that number for your needs.

Also, you must regularly post bulletin messages or send private messages. Make them meaningful. Obvious marketing messages may just be dismissed as spam. To avoid this, try to impart something significant for your recipients. Try to share with them something that will interest them or help them out in some way.

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Chapter Five

Contagion: The Viral Marketing Effect

The techniques we have discussed so far are all part of the new generation of Internet marketing strategies that is starting to shape the world of online business today.

What we will be discussing in this chapter is a throwback to an older, albeit more powerful, tactic.

It's called viral marketing, and it can be that one solid strategy that can quickly propel your business to the next level of prominence.

Basically, viral marketing is the online equivalent of word-of-mouth advertising. You are familiar with how it works. One person totally digs a product and he tells his family and friends about it. His family and friends

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decide to try it out, and they grow to love it as well. They tell their own family and friends about it.

And the cycle repeats itself.

To an infinite loop at that.

This is how potent word-of-mouth advertising is. And in effect, this is how powerful viral marketing can be. Just take a look at the benefits you can derive from this kind of advertising:

- It's cost-effective. You don't have to spend a lot of money to expose your business message to a great number of people. The process is self-sufficient. After the initial "seeding," once the ball is put into motion, everything will take care of themselves.
- It's fast. You don't have to go through a long gestation period, like other Internet marketing strategies. With viral marketing, it is possible to receive results in a few hours.
- It's unlimited. You are not restricted to a finite number of leads that can be generated. Tens can be hundreds, and hundreds can be thousands, and thousands can be millions. The way it works does not call for a limit. Its growth is exponential.

Quite a number of Internet marketers have used viral marketing to great degrees of success.

The Basics Of Viral Marketing

Before we can discuss specific techniques under this field, you must first learn the basics of viral marketing. Viral marketing, you see, can be broken down into five distinct elements. These are:

1. Business message. This is self-explanatory. The business message refers to what you want your prospects to know. Is it about the

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product you're trying to pre-sell? Or is it about a promo that you want them to capitalize on?

2. Carrier of the business message. Your business message cannot be conveyed by itself. It must be enshrined somewhere. It can be in the pages of an eBook or a special report. It can be in the sponsor's page of a software program. It can be on the top portion of a discount coupon. There is no limit as to the type of digital product you can distribute to spread your business message.
3. Incentive for distribution. Your recipients must have enough motivation to actually distribute the product carrying your business message to the members of their respective networks. Quality is the best guarantee for this. Quality ensures their enjoyment, and if they enjoy your product, they'd be excited to share it to the people dear to them. There are other means by which you can encourage them to distribute and re-distribute your product.
4. Primary network. You must target a specific group of people who will get to receive the product carrying your business message. Everything begins from this initial group of people.
5. Initial seeding. The product that carries your business message must actually be distributed to the primary network. This is what will put the ball into motion. This is what will trigger the digital contagion that is called viral marketing.

To illustrate, suppose you want people to visit your website, www.yourdomainhere.info

This is your business message: "visit www.yourdomainhere.info."

You want as many people as possible to know about your URL so that they can visit it. You want to have a lot of visitors for your website on a consistent basis.

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A good viral marketing plan is to prepare an eBook that is relevant to the subject matter tackled by your website. It is important that this eBook possess the following qualities:

1. It must be original.
2. It must be of high quality.
3. It must be highly informative and/or highly enjoyable for the readers.

Passé Methods Of Viral Marketing

In online marketing, the common carriers for the viral message are digital products. They may be in form of information products such as eBooks and special reports, or solutions such as scripts, software programs, screensavers, wallpapers, and the like.

The [Viral Marketing Tutorial](#) as well as [Jimmy D. Brown's Viral Marketing Brainstorm](#) are two of the leading resources on this powerful type of online marketing strategy. You're sure to discover some essential tactics in the pages of these eBooks that will help you come up with successful campaigns.

But let's face it.

How many eBooks have been distributed with their pages populated by links to the online businessman's website?

How many special reports have been given away with their distribution rights to encourage the recipients to spread them to their respective networks?

How many wallpapers and screensavers are being offered for free download, but the typeset of the links is bigger than the images being conveyed?

Don't get me wrong.

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Viral marketing does work if it is implemented correctly. I know this for a fact. Every campaign I undertake, I back it up with sound viral marketing tactics.

But I will have to admit that viral marketing isn't as powerful as it was before.

Well... the conventional viral marketing strategies, to be exact.

You see, in recent months, due to the advent of new Internet technology, viral marketing has evolved into something bigger, something better, and something more powerful.

Nowadays, with the evolving tastes of Internet users, as well as the evolving nature of the World Wide Web, viral marketing has taken on an exciting turn. Ebooks and special reports and software programs and the like still work. But a new breed of viral marketing has emerged, one that is more powerful than its predecessors.

The New Face Of Viral Marketing

I'm talking about videos.

Familiar with the [dancing baby](#)?

The spread of its popularity can be attributed to the viral effect at play. An Internet surfer came across what was then a humorous, unorthodox, and amazing animated gif.

He mentioned it to his online friends who found the said animated gif quite entertaining as well. These online friends mentioned it to their own online friends, and soon enough, every Internet user in the whole wide world was familiar with the dancing baby.

Nowadays, technology has allowed Internet users to publish and access online videos. Instead of a dancing baby, we get an inspirational video about life and the value of time, for example. Or we get a funny video from

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a home movie or from some inadvertent happenings in a TV show somewhere in the world.

These are the videos that spread quickly. They are viral in nature.

When used as a viral marketing tool, these videos will be able to carry the business message at such a rapid pace that other mediums will be put to shame.

Just imagine... what if that dancing baby animated gif carried a message that promoted your website? You'll be receiving thousands, if not millions, of visitors to this very day, six years after the dancing baby animated gif was first developed.

Go to www.youtube.com . Check out the hits that the popular videos there have received. They number by the thousands, if not the millions.

Digital video repositories like www.youtube.com and www.video.google.com have become excellent viral marketing channels, owing to the viral nature of these avenues themselves.

The aforementioned websites allow users to link to the uploaded videos. Hence, a video you submit can be seen in a wide variety of channels other than where you have uploaded them. I'm talking about blogs, MySpace and Friendster profiles, websites, and the like. It's tantamount to having a battalion of people promoting your viral message.

One great example of the potency of this kind of viral marketing is www.askaninja.com . In such a short time, the website has attained a cult status of sorts. It has even received the attention of the news media.

The website www.askaninja.com traces its success to www.youtube.com , where the webmaster uploads weekly episodes of the famous ninja – the mascot of the website – answering a lot of mundane questions in a humorous and witty manner.

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Yes, the videos are rather sophomoric, but they are without a doubt entertaining because of their non-serious approach to answering equally non-serious questions.

And the result? Amazing traffic for the mother website which amounts to 5 digits per day, without any letup!

Creating your own viral video is made easy in this day and age. Do refer to the [Online Video Marketing Manual](#) for some tricks and tips you can use to come up with your own video, without spending a fortune. With the techniques that this guide will show, all you need is a Camtasia or CamStudio program, and you're all set to go.

Just make sure that your URL will be prominently displayed in the footages you will share. Study the existing viral videos today to determine the proper placement for your URL on screen. The best placement, in my opinion, is on the lower right side of the screen, since this is the area that is most immune to ad blindness when it comes to videos.

Be guided by the following points when preparing your viral video:

- Always remember what your target market wants. A viral effect is dependent on the desires of your audience. If you manage to find what makes them tick, then you'll have a viral marketing campaign that will surely click.
- There are many types of videos which you can create. So far, the videos that have had the most potent viral effects are those which are humorous, frightening, inspirational, or informative.
- The main purpose is to lead users to your website. However, the viral video should be complete in itself, enough to satisfy your audience, yet leave them wanting for more. This balance should be attained. Otherwise, if the viral video is deemed to be lacking, its marketing purpose will be made obvious and people might just get turned off.

Videos are the new face of viral marketing.

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There is no denying this fact.

A lot of Internet marketers have even gone to the extent of proclaiming 2006 as the year of videos. This is how important the medium is seen for this new generation of Internet users, given the fast connections finding their way to many households. 20MB, 50MB, 100MB file sizes are nothing these days, especially with video streaming technology capable of compressing data and transmitting them at amazing speeds.

If your viral video clicks, then rest assured that a fantastic amount of traffic will come your way.

Want to know more methods of viral marketing? Check out the [Information Product Creation Manual](#) for some amazing ideas that you can implement for your online business.



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When I started out in this industry, I had a difficult time adjusting. And I was better situated than most people, at that.

You see, I studied hard to learn HTML even before I jumped into the Internet marketing bandwagon. I wanted to become the best online businessman that I could ever be, and I always believed that to achieve such, I had to learn the web's language, which is the aforementioned HTML.

I chose the right affiliate programs.

I chose the perfect products.

I created my own websites.

I wrote my own stuff.

Yet, I still found it hard to generate the targeted visitors that I needed.

Yes, I was getting some traffic, but 99.9% of them weren't converting into successful sales.

It took me a while before I realized (discovered, actually, as that period was part of a rather long learning process) that I was generating the wrong visitors – visitors who were not interested with what I had to offer in the first place. And why was that? I was looking for them in the wrong place.

This was when I learned how to choose and use the right keywords. If webmasters are fishermen who are trying to lure as many fish as they can, then keywords are the bait and search engines are the oceans.

With the right keywords, I was able to lure the right people to my web pages.

My conversion rate soared!

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During that time, placing high in search engine results was just a matter of how many times you use your keywords in one page. If a web page of yours contained 99 mentions of a particular keyword, but your competitor's web page had 100 mentions of that same keyword, then he'd have a higher position in the search engines.

Of course, one cannot simply bombard his web pages with keywords. Content will otherwise be compromised, and content was as important then as it is now.

But there were ways around it, the most popular being using a separate layer composed of keywords in transparent font, with such a layer integrated into the background. This way, the search engine spiders would be able to pinpoint them, but visitors wouldn't be able to see them.

Clever, eh?

Times were simpler back then.

And I must admit, times are quite simple right now.

But, as we have mentioned in the beginning of this article, times are changing. A new age is upon us, the age of Web 2.0.

With the things you have learned in this guide, I am perfectly confident that you now have what it takes to survive and flourish in the era that is to come.

I myself have been preparing for the coming change, and I have offered my friends and subscribers the chance to make the most out of the new things that are in store for Internet marketing.

Primary of my preparations for myself and my fellow online businessmen is, of course, my award-winning membership website, TurboMembership.com. Perhaps you have heard of it before, as it is the ONLY membership website that offers you EVERYTHING you need to make your online business outstandingly profitable.

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I invite you to check it out, dear friend.

In recent months, I have taken to heart the shift to user-driven systems that is becoming more and more apparent with each passing day.

And I do predict that along with user-driven systems will come a demand for more interaction between the users and the webmasters.

Why?

Because Internet users will come to expect more. Empowerment can be very addictive. They will be empowered to chart the destiny of many websites. They will demand a voice.

Hence, there is a need for an avenue where they can air their voices.

Because of this, I invented some online tools that I believe will prepare online businessmen for the changes ahead. These are:

1. [Turbo Feedback Manager](#) – to get the pulse of your prospects and visitors anytime you please.
2. [Turbo Form Generator](#) – you can create an on-the-fly FAQ with this amazing utility.
3. [Turbo Quiz Generator](#) – you can make your web pages more fun by incorporating fun trivia quizzes that people can answer.
4. [Turbo Tell A Friend](#) – a unique referral script that will catapult your viral marketing campaign into overdrive!
5. [Turbo Syndicator](#) – Publish content across multiple platforms with so much ease with this baby.

These are just some of my inventions. There are more, and there will be more.

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It's how I have decided to deal with change: by grabbing the bull by its horns and riding it towards the Promised Land.

And I sincerely pray that I will meet you there, dear friend, so that we can both enjoy the bounties that lie ahead.

Cheers...

...to the success of your affiliate marketing campaigns...

... to your success...

... to the future!

John Delavera & {--your-full-name--}

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