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MORE WEBSITE TRAFFIC**

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BY UNDERSTANDING THE ART & SCIENCE OF KEYWORDS

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Punch Up Your Profits With More Website Traffic

By Understanding The Art and Science Of Keywords

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HOW TO ATTRACT TARGETED VISITORS

You began your online business in order to make money, right? Well, it's probably apparent you'll have a greater chance of making more money from individuals who are interested in the kinds of products and services you sell.

Let's use the example that you run a website that promotes a product or service, which helps people lose weight.

So, the types of people you want to find and visit your website are those who are interested in becoming thinner.

Conversely, if a visitor to your website isn't particularly interested in losing weight (but is instead searching the Internet because they're interested in video games or gardening), then it's unlikely that they're going to convert into a paying customer right?

Of course!

This is the concept of a "targeted visitor" – a person who is already in your website's topic before they find your website and see the products and services you offer.

It's not hard to see why the most successful web business are those who get traffic comprised of individuals who are already interested in the products or services offered by that business. So it's essential to your success that you build your individual website pages to contain and focus on the individual keywords that relate to your products and services.

In addition, it's likely that your appearances on a given search results page won't be limited just to pages on your own website. The search engine is likely to find and list many "external" resources, too. These will include marketing-type materials that you may publish through other websites.

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Go ahead and pretend your looking for something on the web by typing a phrase into your favorite search engine.

Chances are that near the top of the natural search results there will be links to sites like YouTube and EzineArticles. This is something that you want to emulate as well.

So in order to make sure you're driving the greatest number of targeted visitors to your website as possible, you first need to create a site in which each web page is focused on the particular search term or phrases that you'll identify. Second, you'll support this by creating promotional materials (again, using the relevant search terms and phrases), and making sure these are properly distributed on the Internet.

Finally, once your website is live, make sure to submit your web address directly to the major search engines. Each search engine has a page that permits you to do this: Google's is at (<http://www.google.com/addurl/?continue=/addurl>), Yahoo's is at (<http://searchmarketing.yahoo.com/srchsbsb.php>), and Microsoft's is at (<http://www.bing.com/docs/submit.aspx>).

The search engines would eventually find your pages, of course, but using these quick submission forms helps the process move forward more quickly.

But don't do it yet wait until you get your page right before you submit it.

UNDERSTANDING HOW SEARCH ENGINES WORK

One of the biggest mistakes that new online business owners make is thinking once their websites are up and running on the Internet and submitted to search engines, they just need to sit back and watch the customer inquiries and orders roll in.

This is a mistake because if no one knows your website exists, or can't find the website when they're searching for the type of product or service you sell, then you're never going to make any money. Even if you have a top-notch web store, if potential customers can't find it then they can't buy from you, and your business is likely to fail.

To avoid this unfortunate situation, it's vital that take these issues into account as part of the process of building your website, so that the Internet search engines know about your site and will show it to potential customers.

If Google[®], Bing[™] (Microsoft[®]'s current search engine) and Yahoo[™] don't know that your website exists, or what type of business you conduct, then they can't include links to your website as part of a search results page. To make sure the search engines consider your website in the way you want, there are a couple of steps you need to take.

First, you should identify the search phrases that are most appropriate to your products and services. Think of them as being the words and phrases potential customers would type into a search engine if they're looking for your products or services.

Second, you'll need to build each of the website content pages around those phrases, and make sure the search engines will be able to "find" the pages you've made. Search engines use computer programs called "spiders" or "robots" to review millions of web pages every day, in order to

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determine what type of information is contained on those websites. (You might also hear this process referred to as “crawling”.) This information is reported back to the central database of that search engine, where it is then categorized.

Each search engine uses a different technique to determine which individual web pages are most relevant to any particular keyword phrase.

The exact algorithms are secret, and it is thought they change over time. Since search engines are businesses themselves, they’re always trying to provide the best service to their users.

If you take the necessary steps to optimize your website, the search engines will be able to drive large numbers of targeted visitors to your website, especially if a page of your website appears near the top of the natural search results.

Search engines provide results in an order; meaning the web pages which are considered by them to be most relevant and helpful to the phrase searched for, will be the ones to appear at the top of their results list.

Since most of us tend to consider and click the links near the top of the list first, it’s important to not only get your web pages properly indexed to desirable search phrases, but also to get your web pages near or at the top of the results page.

Accomplish this and your business is destined for long-term success and profitability!

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INTRODUCTION TO KEYWORDS

Once you've decided to start your own online business, you'll first want to get a firm grasp on how your potential customers use the Internet. In particular, you'll need to learn what exactly they use the Internet for.

It would certainly be great for your company if every person who logged on was doing so because they had their credit cards in hand, and were looking to buy precisely the kinds of products and services you offer.

But of course this isn't the case.

Rather, **most people use the Internet just to get information.** That search for information often takes the form of trying to answer questions that these individuals have been unable to find answers to elsewhere.

So how do people tend to go about finding answers to their questions?

As you might guess, these days most Internet users tend to rely upon search engines like the aforementioned Google, Bing (Microsoft's new search engine) and Yahoo.

While most Internet users will have heard of (and probably used) at least one of these three search engines, there are also hundreds of other search engines available. However, those other search engines generate far less traffic than the big three and Google alone garners over 2/3 of the Internet search traffic,

So for now, we'll focus our attention on the big ones.

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As you probably know, a person uses a search engine like Google by typing a word or phrase into the search box. This specific word or phrase is the “key” to your business success, because the word or phrase indicates exactly what that person is looking for.

Let’s say, for example, let’s again assume that the individual is interested in losing weight. If they type the phrase “weight loss” into Google, the search results page will provide two things, paid and organic search results. Go ahead and Google “weight loss.”

Notice that there is a yellow box at the top of the page, and the narrow column that runs down the right side of the page. These are paid search results – companies have paid Google to have their text (and links to their company websites) displayed whenever someone searches on the term “weight loss”. Not surprisingly, you can see that these companies appear to be selling weight loss and diet products and services.

The majority of the page displays the so-called “organic” search results. This means that the Google search engine determined these web pages to be most naturally (or “organically”) related web pages to the phrase we typed “weight loss”.

The phrase “weight loss” is what we refer to as a **“keyword term”**. You can see the importance of the keyword term by the fact that the phrase “weight loss” is highlighted throughout both the organic search results and the paid search results.

In order to maximize your business opportunities, you’ll need to research and identify the terms and phrases that potential customers will use when they look for the kinds of products and services you are selling.

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After identifying those keywords, you could certainly launch a paid advertising campaign like the ones in the search we did.

This should be an easy way of driving lots of relevant traffic to your website, right?

Unfortunately, because of the level of competition for the attention of prospective customers, it's very easy for beginning advertisers (and even some advertisers with more experience) to end up spending a lot of money but have very little to show for it.

New web business owners will probably want to wait to do paid advertising until they are more firmly established, and instead focus on getting the very best organic search results placement for their website on the search engines.

You can do this by using keyword research skills and optimizing your website accordingly.

AN INTRODUCTION TO KEYWORD RESEARCH

Once you start doing your own research on where to begin, you may come across advice that could seem contradictory.

The fact that there is so much advice out there (some of which is sometimes contradictory) shouldn't be surprising to you.

Keyword research is as much an art as it is a science, and each Internet search engines that use keywords has very complicated (and their own proprietary) processes for determining which web pages show up in their search results, and in which order.

Although some of the inner workings of search engines are not made public (which leads to a number of different "experts" claiming that they have discovered the secrets), it's generally accepted that one of the immutable truths for search engine success is the importance of keyword research.

And despite the cacophony of viewpoints, keyword research, and the entire keyword optimization process, is a skill (or ability, depending on how you look at it) that **anyone can learn**.

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THE KEY COMPONENTS OF KEYWORD RESEARCH

Keyword research is ultimately designed to help you find highly targeted traffic, position yourself well in search engine results, and find a niche market that you can build your business around. Key components of keyword research include understanding:

1. The definition of keywords and keyword phrases in the context of Internet search engines
2. How Internet search engines use keyword phrases to provide the search results to their users
3. The concept of “targeted visitors”, and how this is an essential part of your keyword research process
4. Finding a niche market to focus your keyword research efforts
5. The concept of competition for search engine traffic
6. The various tools that you can use to perform quick, accurate, and generally free research
7. Promoting your business and website by using the basic keyword concepts

In a nut shell, keyword research means finding the things necessary to give your prospects the ability to find you when they’re searching for valuable information.

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Done right, the search engines will position you in the top pages of their results.

Done right, your competition will be sidestepped, and eventually shoved aside, and you'll be able to build a profitable business from "organic" targeted traffic the search engines deliver to you instead of buying advertisement.

Done correctly, you can avoid throwing the metaphorical spaghetti at the wall to see what sticks, and losing money along the way.

Keyword research, when conducted with a specific strategy, can **lead you to a online business that sells.**

It doesn't matter what your business model is, what you're marketing or who your audience is, you and your business will profit when you integrate keyword research into your business building strategy from day one.

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USING KEYWORDS TO FIND YOUR NICHE

If you've been researching keyword phrases and popular keywords you've likely found that many popular potential markets are quite broad. When you brainstorm and research to come up with ideas for your new web business, it's likely that the first ideas you identify are likely to be in one of these broad markets.

It's generally better to try to identify market niches (or submarkets of the broader market) on which to build your business. Trying to compete with other business at a broad market level would require a substantially larger amount of time and effort, and financial resources.

Instead, you can increase our chances of success by identifying a smaller market niche.

Again, using the "weight loss" market example, you might focus on keyword terms such as "fat burning foods" or "low carb diets"?

By targeting a market niche like one of those would likely make it so that you had to compete with much less competition from other businesses.

You'll have a greater chance of bringing targeted ready to pay visitors to your site alone. And this, of course, is the first step in making lots of money from your website.

If you don't already have a niche market in mind, one of the best ways to find one is to consider the things you're already interested in – your own hobbies and activities. Think about the hobbies and interests of your friends and family, too – from these, are there any niche markets on which you can build a web-based business?

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By identifying market niches in this way, you can cut down on the amount of time that it takes for you to learn about the market itself. If you already know a lot about a niche (or at least more than the average person), then you'll be able to get your business up and running much more quickly than if you had to start from scratch and take the time to get up to speed on the subject.

If nothing comes to mind right away, there are a couple of brainstorming tools that you can use to help. First, you can try the ever-popular Google Keyword Tool (<https://adwords.google.com/select/KeywordToolExternal>) to help you generate ideas, based either on words and phrases, or by the content of existing web pages.

Another great way to get ideas is to see what shoppers are actually searching for when they're already on a shopping website. If you go to the Search Compare page (<http://www.mysimon.com/compare-top-searches>) and click one of the categories listed.

You'll then be taken to a page that lists the terms that people have searched for within the category you clicked. This can be a great way to see the plethora of different concepts that exist (and what people are searching for) within a particular product category.

Don't be afraid to surf around the web exploring different possible market niches. This kind of exploration can help confirm for you that people are actually looking for these types of products (and are willing to spend money on them). This is a critical consideration when you're determining in which market niche to launch your business.

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USING KEYWORD RESEARCH TO GAUGE YOUR COMPETITION

Keyword research is an essential tool to find a profitable niche market to build your business around. For example again, if you type the phrase “weight loss” into Google’s search engine, you’ll have roughly 100 million links returned to you. Even if you search the longer phrase “how to lose weight”, you’ll still come up with well over 20 million web links.

Google will show you in the blue bar at the top of the search result page the amount of competition by stating that the results page are one of ten and that there are approximately 100 million for weight loss and the amount of time it took to search for you.

On one level, this is great news; you’ve begun your research and planning by selecting an area plenty of people are writing about. You can infer that there are a lot of people interested in this particular topic because of the amount of competitors on the field.

Yet on another level, with so many other web pages out there competing for attention, you’re going to have a difficult time getting a prospective customer to visit your page.

What you’ll need to do is identify those keyword terms and phrases, which are still related to your website, but for which there is much less competition. This is a bit of a balancing act, of course, because these keyword terms and phrases still need to be terms and phrases people actually use when they are searching for relevant information.

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If your website gets lost amongst all the competing websites, then your well-prepared website and articles aren't going to get much of an audience. For your first web business concept (and any future businesses, too) you'll need to get in the habit of always asking yourself "what's my competition?" A decent business idea with marginal competition is almost always better than a great idea with an overwhelming amount of competition.

Your initial way of researching competition individual keywords is the search engines themselves. Simply type the keyword phrase you're interested in into Google or Bing or Yahoo and see how many pages come up. Keep track of the numbers each search engine returns, and work to refine your keyword phrases toward those which have much less competition.

Keyword research also provides you as a business owner the foundation for a strategy. You can focus on optimizing your website for the relevant keywords with less competition, fewer competing websites optimizing for the same word. As your business and website grow and you climb your pages towards number one, you can begin to optimize your website for those more competitive keywords.

Keep In Mind

Keyword research is a powerful tool, use it to build your business, to attract prospects and customers, and to position yourself above your competition, now and ten years from now when your business is still thriving and growing strong.

PROMOTING YOUR BUSINESS WITH KEYWORDS

Once you identify the best keywords and keyword phrases relating to your business, it's important to use them in your promotional and marketing activities as well as on your website itself. There are a number of relatively simple ways to do this.

First, you can write articles about topics relating to your business (making sure to include the appropriate keyword phrases within the article text), and submit them to publication directories like Ezine Articles (www.ezinearticles.com) and GoArticles (www.goarticles.com). This can be a great way to get additional exposure for your website, because these kinds of websites get very large amounts of traffic every day.

Be careful, though. If you've already published an article on your own website, you shouldn't spend any time submitting the same article to a publication directory. Internet search engines ignore "duplicate content" from or linked to a particular website. You can always rewrite, modify or update your previously-published articles, of course, and as long as they are sufficiently different from the original, to get them to help your original sites search engine ranking.

One key part of the submission process is that you can upload a short biography of yourself to go along with the article itself. In this biography, you can include a couple of links directly to your website. One of your links will likely point directly to the webpage that you want the reader to go to immediately after they read your article.

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Make sure that when you first create your user profile on the article directory site, you add a professional-looking picture of yourself if that option is available. Having this picture included in your biography at the end of the article can go a long way to creating a more personal relationship between you and your prospective customers.

A picture also draws attention to the biography, which makes it more likely that a prospect will click on one of your links (which is ultimately the entire purpose of submitting the article to the directory).

Another great way to use your keyword phrases is by associating them with online videos. Online video is rapidly becoming one of the most effective ways of business promotion. Take a little time to create a simple video that somehow relates to your business, or to your market niche. One popular format is the "how to" video – depending on how much time you're able to spend, you could also do a series of "how to" videos to keep drawing in potential customers.

Your goal is to upload these videos onto popular sites like YouTube (www.youtube.com) and MetaCafe (www.metacafe.com), and as part of this process, you'll need to come up with a title, description, and list of tags for each video. Not surprisingly, the title, description and tags will all be based upon (or contain) the keyword terms and phrases that you're targeting. You can also use free tools like TubeMogul (www.tubemogul.com), which is a bulk video uploader, to make sure you're getting the widest distribution and viewership as possible.

Once you get into the habit of preparing and distributing promotional articles and videos that use your target keywords, you'll find it much easier to do so on a regular basis. This will lead to an increase in the targeted traffic that comes to your site, which in turn will boost your website's bottom line.

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INTRODUCTION TO “WORDTRACKER™”, AN ESSENTIAL KEYWORD TRACKING TOOL

There are a number of tools available to help you research and track potential keywords phrases to focus on. One of the first tools continues to be one of the most popular with online marketers; the Wordtracker keyword research tool (www.wordtracker.com).

While the full-featured paid version of Wordtracker is extremely powerful, there is also a very useful free online version that you can use (freekeywords.wordtracker.com).

When you use the free keyword suggestion tool on the phrase “weight loss”, you’ll see the top 100 keyword phrases related to the weight loss market.

The Wordtracker results are meant to mirror Google search traffic, so according to this search, there are approximately 31,000 Google searches performed each day with the term “weight loss”. (Some industry experts believe that this data underestimates the volume of Google traffic, and that the actual volume may be several times the amount shown in Wordtracker.)

Not surprisingly, the most obvious terms are searched most often. In the example above, the term “weight loss” is itself searched about 9,500 times each day. With almost 100 million web pages relating to weight loss, there is a significant amount of competition for each of those 9,500 searches.

Your goal is to find keyword terms where you have a chance to get a top 10 search ranking for keyword terms and phrases is a relatively small number of competing websites. If you can find a keyword phrase that returns less than

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10,000 web pages for the exact phrase (i.e., where the search is done with the entire phrase inside quotation marks), then you've found a great phrase.

If you find a relevant phrase that generates more than 10,000, but less than 30,000 competing pages, you still have a good opportunity to get your own website into the top 10 ranking. Even if you find a phrase that generates less than 100,000 competing pages, it can still make good sense to develop a website page around that keyword phrase.

Take a look at the Wordtracker results page. Review the list of terms and try to find a "well-grouped" collection of keyword phrases. For example, visit freekeywords.wordtracker.com enter "la weight loss" and take a look at this portion of the results list, which has a common thread of "la weight loss".

With 754,000 on Google, the direct competition for the exact phrase "la weight loss" is likely too great to reasonably address.

In general, the longer a keyword phrase is, the less competition there will be. Take a look at the following two examples:

"Does la weight loss really work" shows 3170 results in Google

"Does la weight loss work" shows 4680 results in Google

Also, check how the results for these keyword phrases fare in Google PageRank (which is Google's proprietary technique for ranking relevant pages within search results). Go to (<http://www.seochat.com/seo-tools/pagerank-search/>) and enter your keyword phrase. Look for keyword phrases where the top results have a PageRank of 4 or less (click the initial results page to sort by "Relevance"). This means that with the proper effort you'll have a good chance to land a natural search results ranking in the top ten.

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Using Wordtracker in combination with Google and a few other keyword research tools to build a list of potential keyword phrases will help you gain plenty of raw organic traffic. But Wordtracker is the most popular tool for a reason. Learn to use it to build your business, to target niche keywords and traffic, and to optimize your website for maximum results.

ADVANCED WORDTRACKER KEYWORD RESEARCH TOOLS

In this chapter we're going to examine some of the more advanced Wordtracker features that are available only in the paid version of the tool. But don't worry – using the paid version still might not have a direct impact on your budget because Wordtracker offers a seven-day free trial of the full-featured version.

So, after you sign up for the trial or paid version and log into your account, click the link labeled "Keyword Universe" on your dashboard page. Next enter the keyword term you're researching and click the "Proceed" button. Wordtracker will then collect all Google keyword phrases related to your search term. You can then review these new terms and add any of them to your "basket"

Then return to the table of results on the left side of the screen and generate another list of keyword phrases you generated with your original search. Do this as many times as necessary. The Wordtracker software will filter out duplicates that are added to your basket, so don't worry about overlapping results within the individual searches. Once you are satisfied with the number of new terms in your basket, click the "Click here for step 3" link at the bottom of the page.

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You'll be taken to a page that lists all of the phrases in your basket, in decreasing order of popularity. This is only the first step in our process, however, because we still need to figure out how much competition there is for each term. Remember, a slightly less-popular term with far less competition is most often the better one for a new business to focus on.

So next you'll click on the button labeled "Competition Search." You'll choose the search engine you want to evaluate your keyword terms against (it's probably best to start with the most popular search engine – Google even though Wordtracker gives you more options), and click the "Proceed" button. You'll then see a table with the competition statistics included.

You'll see a column labeled "KEI Analysis". This number is calculate by dividing (a) the number of times the search term appeared in Wordtracker's database over the past 160 days, by (b) the number of competing web pages that already exist. For our purposes, the higher the KEI Analysis number, the better.

If you are serious about competing you should definitely take advantage of the seven-day trial. If you have done your preparation in advance of signing up for the trial, you may be able to do all of the necessary research before the seven-day period ends. You may even want to make a list of a few dozen niche markets before signing up, and then spending as much time as necessary to complete the research process described above.

By spending the better part of a week doing this research, you'll collect an incredible amount of valuable information that you can use to make your business a success.

*NOTE: If you would like to see instructions with screen shots.
Please see the full ebook*

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SIX ADDITIONAL FREE KEYWORD RESEARCH RESOURCES

Even though Wordtracker will likely be the foundation of your keyword research, there are a number of other free tools that you should take advantage of.

#1 SEO BOOK KEYWORD SUGGESTION TOOL.

Interestingly, the SEO Book Keyword Suggestion Tool (tools.seobook.com/keyword-tools/seobook/) uses data from Wordtracker. This tool also uses information from Google, Yahoo and Microsoft all in one interface.

#2 NICHEBOT CLASSIC.

Another free resource that incorporates Wordtracker data is NicheBot Classic (www.nichebotclassic.com). One of the key features of NicheBot Classic is that you are presented with a single comprehensive view of search data from all three of the major search engines.

You'll also be able to access the "competition" numbers from each search engine by clicking the links on the left side of the table. When you click on one of the "plus signs" that's next to the keyword phrase, a box will pop up and let you check a number of other keyword research resources.

#3 KEYWORD DISCOVERY TOOL.

The tool at Keyword Discovery (www.keyworddiscovery.com/search.html) collects data from hundreds of different search engines across the world. This makes Keyword Discovery one of the most accurate keyword research tools available.

The free version of the tool permits you to build a list of 100 related keyword phrases. As with most of the tools that we're discussing, there is a paid

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version of the tool that has more features available; in this case, a chart that shows the keyword's search popularity over a twelve month time period.

#4 KEYWORD MAP.

Keyword Map (www.kwmap.com) is a great tool that creates a visual representation of the keyword phrase you enter, and different keyword terms related to your phrase. If you click any of the related terms, a new graphic will be shown, with the term you clicked in the middle of the new graph. This kind of freeform research tool can take you in directions that other keyword research tools may not lead you.

#5 MIVA.

While Google is certainly the biggest pay-per-click advertising program out there, it's certainly not the only one. Miva (www.miva.com) is a supplementary (or perhaps alternative) program that you should keep in mind as part of your keyword research tool arsenal.

You can run a search on the Miva website to see how many searches were done on your keyword phrase within the past 30 days, and suggested alternative keyword phrases.

#6 IOTAWEB.

As you might expect, many new online business owners start by trying to build one or more websites that monetize with Google's AdSense advertising. This can be attractive to business beginners because in order to earn money, visitors to the website do not actually have to buy any products or spend any money. The only thing they need to do is click on the advertisements that are placed on your website by Google once you sign up for the AdSense program.

The disadvantage of using AdSense™ is that the process sometimes yields results somewhat slowly (or expensively) if you're missing some key information, like which keywords are most valuable to advertisers.

This is a situation where Iotaweb (www.iotaweb.org) can really help. Iotaweb is a keyword research tool that lets you see precisely how much advertisers are paying Google and Yahoo to advertise with specific keyword phrases. This will let you focus on the highest paying phrases.

Keep in mind that the keyword industry continues to develop and change, so you should periodically renew and refresh your personal knowledge base. There are and will continue to be more wonderful keyword tools available, both free and paid, to help aspiring internet entrepreneurs build and grow their online businesses.

In this quick report you have been introduced to Keywords and some keyword tools along with some information on how to use them to get your pages ranked higher so that it can be more successful at generating the income you expect.

If you would like even more information to give yourself even more of an advantage over your competition, may I recommend that you check out the following publication at

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The full ebook works hand in hand with this report you have just read. It covers some of the same concepts but expands on them with even more valuable information and full color screen shots of the process! If your truly serious about burring your competition. This is a must have publication for your library.

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