

DOWNLOAD FREE EBOOK

BOOST YOUR ONLINE SALES

with *SEO & Social Networking*



By Poonam Motiani

Hi.

I hope this book finds you in the best of Online marketing tactics; the book intends to give you clarity of Search Engine Optimization & Social Media Networking, the benefits and tips. It even covers an overview of Online Marketing Channels.

Happy Reading :)



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Hi, it's important to understand **what is Online Marketing?**

Thus, I will first begin with Online marketing - then take you through the **pro's of SEO** & we will **end it off with Social Networking** !
So let's get going.

What is Online Marketing ?

" Online Marketing is the promotion of your business using your website and associated marketing tools. Internet Marketing is an integral part of any online business wishing to capitalize on their most valuable asset, their new and existing customers "

"In simplistic terms, online marketing is the promotion of products or brands via one or more forms of electronic media. Online marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time."

"Online marketing refers to the techniques available to a business to market, promote and advertise their products, services or brand on the World Wide Web. "

There are two main sub channels of online marketing that utilize different angles to help a business promote themselves online :

Pay per click advertising (PPC)

Pay per click is a form of inbound marketing where by advertising is used to promote businesses via advertisements alongside organic search results. Each ad is triggered by a search for a particular keyword and the advertiser only pays when their ad is clicked and user visits their website - hence the name, pay per click. Pay per click advertising is available with all the major search engines including Google, Yahoo and Bing as well as with smaller search engines and websites.

Search engine optimisation (SEO)

Search engine optimisation aims to increase the visibility and traffic to your website by achieving higher rankings in search engine results. The process of search engine optimisation refers to making improvements to your website, ensuring that it is attractive to the search engines - both in regards on-site content and coding as well as off-site web presence. The more search engine friendly your website is the more likely it is to appear higher in the organic search results for selected keyword phrases.

Online marketing is the general term used to describe SEO and PPC together as a single marketing strategy. Many companies will undergo both pay per click advertising for immediate results and search engine optimization as a long term strategy - this can be considered a completed online marketing campaign.

Online Marketing will allow you and your business to...

- Build a brand
- Sell your product/service
- Reach international prospect
- Talk directly to your current/previous customers
- Connect with personal and business contacts
- Respond to customer queries/complaints
- Manage PR stories
- Recruit staff
- Get referrals from people who have used your business

Its, important to know the Online Marketing Channels

- ✓ Core & Support Channels
- ✓ Website
- ✓ Mobile site
- ✓ Apps
- ✓ Face book
- ✓ Twitter
- ✓ LinkedIn
- ✓ Email Marketing newsletter
- ✓ SEO : Search Engine Optimization
- ✓ PPC : Pay Per Click
- ✓ Affiliate marketing
- ✓ Banner advertising - Digital Display Marketing
- ✓ Social Media advertising
- ✓ Group deals
- ✓ Location based advertising

#

**So, LET'S GET TO THE
MEAT OF THIS BOOK -
SEO & SOCIAL MEDIA**

By the Way, **I Decided to
START WITH SEO first, cause
it's like watering a plant to
make it into a tree, **slow and
steady!****

FOLLOW ME



WHAT IS SEO?

SEO is the activity of optimizing Web pages or whole sites in order to make them more search engine friendly, thus getting higher positions in search results.

SEO is sometimes also called SEO copyrighting because most of the techniques that are used to promote sites in search engines deal with text.

- SEO Stands for Search Engine Optimization.
- SEO is all about optimizing a web site for Search Engines.
- SEO is the process of designing and developing a web site to rank well in search engine results.
- SEO is to improve the volume and quality of traffic to a web site from search engines.
- SEO is a subset of search engine marketing.
- SEO is the art of ranking in the search engines.
- SEO is marketing by understanding how search algorithms work and what human visitors might search.

The **role of SEO is to legitimately influence the process of improving rankings**. There are few genuine guarantees of a top placement, particularly for highly competitive search terms. Good SEO will improve a web site's ranking across a range of selected terms.

However, any process whereby a search engine is illicitly manipulated in order to guarantee a high placement is referred to as spamming. The successful execution of a search engine optimisation project requires skills in the areas of analysis, research, planning, copy writing and communication.

*A comprehensive search engine optimisation project is divided into the following **FOUR** interrelated SEO phases : -*

1. Pre-site activities – The research and planning activities undertaken before an existing or new site or page is actually touched or built.

- Understanding your organization's online business strategy
- Researching your market category, customers and competitors
- Keyword research and selection

2. On-site activities – The activities directly involved in the content and design of web pages.

- Writing the title, description and keyword meta tags
- Writing content – Body copy, titles, image tags, outbound links that reflect and enhance keywords.
- Building internal links – Helping the search engines navigate the site
- Site design and construction - Ensuring the web page utilises design and code that can be properly crawled and indexed by the search engines.

3. Off-site activities – Building a portfolio of quality inbound links to your web site.

4. Post –site activities – Analysing and responding to site traffic and user feedback once a web site has been optimised. Effective SEO is a continuous activity.

If you plan to do some basic SEO, **it is essential that you understand how search engines rank** and which items are **most important in SEO**.

How a Search Engine Works?

Search engines have one objective – to provide you with the most relevant results possible in relation to your **search query**. If the search engine is successful in providing you with information that meets your needs, then you are a happy searcher. And happy searchers are more likely to come back to the same search engine time and time again because they are getting the results they need.

What is Search Engine Rank ?

When you search any keyword using a search engine then it displays thousands of results found in its database. A page ranking is measured by the position of web pages displayed in the search engine results. If Search engine is putting your web page on first position then your web page rank will be number 1 and it will be assumed as with a high rank.

SEO is the process of designing and developing a web site to attend a high rank in search engine results.

What it Takes to Rank?

It is not difficult to get your website to index and even rank on the search engines. However, getting your website to rank for specific keywords can be tricky. There are essentially 3 elements that a search engine considers when determining where to list a website on the SERP:

1. Rank
2. Authority
3. Relevance.

*** SERP - Search Engine Results Page**

What is on-page and off-page SEO?

Conceptually, there are two ways of doing SEO

- **On-Page SEO**- This includes providing good content, good keywords selection, putting keywords on correct places, **giving appropriate title** to every page etc.
- **Off-Page SEO** - This includes **link building**, increasing **link popularity** by submitting in **open directories, search engines, link exchange** etc.

Benefits of SEO : Conclusion

- Search engine optimization is the process of Internet marketing and is the most cost-effective means of marketing to your target visitors.
- 90 percent of the web users turning to search engines to search information online, so it is very crucial that your website rank within top 20 results if you want to be found.
- A successful search engine optimization will bring qualified customers and prospects to your website.

**Now, LET'S Use the
POWER OF THE
INTERNET TO
SOCIAL NETWORK
Follow me**



| UNLEASH - THE POWER OF SOCIAL NETWORKING |

What is Social Networking ? **Super question*

A social media site or network is a site which enables its users to participate and interact within a group of friends, colleagues, or even strangers.

Social media sites don't have their own pages of content, beyond a contact page or registration page. **All the content is created by its users.**

WHO USES SOCIAL MEDIA NETWORKS ?

Everyone !

You think Grandpa is too old for social media? Not so.

According to Mark Zuckerberg, founder and CEO of Facebook, the amount of information people are willing to share online doubles every year. This is known as Zuckerberg's Law. As people become more familiar with social media, they become more comfortable with sharing more and more about their business and personal lives.

When you add the number of new people signing up for social media sites each year to the doubling of information existing users are willing to share, you are looking at exponential growth.

So, that's the opportunity

- By working your way through this book, you will become one of a very small tribe of people who truly understand social media, & how to use it.
- You gain a deep understanding of how to tap into this roaring river of activity, you will also learn how to monetize that new knowledge in a number of ways.

As a social media marketing expert, you can:

- Establish yourself as a social media marketing consultant.
- Add social media as an additional service within your existing freelance business.
- Better promote your own freelance or consulting business.
- Increase the number of visitors to any sites of your own.

But, before you read any further ...

Sign up on these four social media sites.

- ✓ Twitter.com
- ✓ Facebook.com
- ✓ Google+
- ✓ LinkedIn.com

If you've been trying to grow your business by attending as many “meet and greets” as you can, you'll be happy to discover a better way: social networking.

Online social network sites, whether they are networks like Facebook or Twitter, or news sites like Digg, offer a myriad of **opportunities to meet and greet people all around the world, instead of just your little corner of it.**

These days, **getting online can help you market yourself by increasing your business exposure** and helping you create core groups of friends and acquaintances online without having to even gas up your car.

You can **build a demographic of people interested in your products and services**, the power of the Internet can work exponentially to build exposure as people start to gather online and network virtually.

TOP TIPS



1. MAKING CONTACTS

- The backbone of a good marketing campaign is the **contact list**, and it's no different on the Internet. **Without a contact list, you don't know who is interested enough to buy your products.** Typically, the list can be composed of people who have already bought your products, or who expressed interest in your business by being put on a mailing list.
- Online, your email manager can hold your contact list, and on social networking sites, it can be your fans or friends that join you or follow you online. It can be anyone within your demographic who has a potential to be a customer later too.
- Unlike a list that people sign up to in a retail store, [online people are going to look at your profile first to decide whether they want to befriend you or subscribe to your blog.](#) You have to have some way to sell yourself online, and that's typically through the profile and content of your website. And, you have to make it easy for them to sign up.

INTRODUCE YOURSELF

Before you can even start to network or create a contact, you have to introduce yourself. **In real life, you would look someone in the eye as you firmly shook their hand, and told them who you are. Online, you have to try to do the equivalent, except that you don't actually meet the other person.**

It's all virtual.

So, you want to make a good impression, even when you are not online, because you never know when someone will stop by.

For that, you need to put some careful thought into your profile and always include a picture of yourself.

(Just the way I put my image)

You wouldn't try to meet a prospective customer with a bag over your head or a picture of a cartoon pasted on it in real life, and doing that on the Internet just makes it seem you don't want to be genuine.

Authenticity on social networks is highly valued, and the more you project the image of who you really are, the better chance that you will link up with people who share your values and interests. This is particularly important online, where anyone can become your friend, even if they may have no interest whatsoever in who you are, or what you do. **So, you need to focus your profile information and anything that you put online to develop the demographic that you want.**

2. DEMOGRAPHICS

You want to make sure everything you do helps you to tie into the demographics that are most likely to help your Internet marketing, if that's your aim.

*For that, you have to already have a good idea of who has an interest in your products and services. **Then, increase your exposure with that crowd by joining groups, attending online events, and befriending these people.** Go where this group goes and make your presence felt online by commenting, adding a link, and being personable.*

3. NETWORKING

Once you know you're attracting the right people into your fold, you can start to network some more online.

- 👤 You can join blogs or create your own blog.
- 👤 You can create a sales page on Facebook.
[Business page on Facebook is FREE]
- 👤 Every year, you can end up making more and more contacts, just through the sheer power of inertia, in that something that you put in motion will stay in motion until a greater force stops it.
- 👤 But, this doesn't just happen all by itself. In order to network successfully, you have to adopt a strategy that is going to get you noticed.
- 👤 You have to be consistent in posting and keeping up with people who comment, fan, befriend, or follow you online.
- 👤 When you are first starting up, it is going to take some time to promote yourself online, but once you start getting the hang of it, it becomes easier and easier.

4. PROMOTION

Online promotion is as hard or as easy as you make it.

Having a little money to start can significantly reduce the amount of time you spend promoting your content and yourself online.

Otherwise, you will have to be the person adding information and keeping up with everything. But, even then, promotion online is far easier than promoting yourself in a real life situation, because the power of the Internet increases your visibility.

SOCIAL NETWORKING EXAMPLES USING SOCIAL NETWORKING SITES

Now, that you understand what you are trying to do when you are on a social networking site, let's offer some specific examples.

Just keep in mind that we won't be able to cover every possibility as the permutations are endless and limited only by your creativity.

Every day, someone thinks up a new way, using a new social networking site, that enables them to boost their traffic stream exponentially and then the crush to the exit door is on. It's like a fire has been set and Internet marketers around the world seem to pick these strategies up almost telepathically!

So, let's start with some very quick examples on very well known social networks and give you a few that aren't as well known to get **your creative juices flowing**.

Pretty soon, you will understand the basis is always the same, and you can do it with any site.

To recap,

1. Create a landing page for your offer or website,
2. Creatively market to get contact information,
3. Promote your link on social network sites,
4. Try to get others to promote for you too, for free.

FACEBOOK MARKETING

www.facebook.com



facebook

You can set up a profile fairly easily on Facebook and hook into all the people you know just by downloading your email address book. They will be invited to friend you and once they do, you have a good basis to start generating more friends.

So, create a compelling and attractive profile that falls in line with the demographic you are trying to attract.

Then, once you have a core group of friends, so you don't look socially inept, you can start to try and figure out how to get more contacts within your specific demographic so that you can start promoting your offerings.



- One key to making more friends is not to put up a profile that labels you as an online Internet marketer right away. Make your profile authentic, but be more casual, friendly, and less business oriented.
- Okay, you've joined and now you want to start building exposure.
- Again, the key is to get more contacts into your contact list. You'll be limited to 5,000 in Facebook, so make it good, but there are other ways to go beyond that limit and remain on Facebook.
- One thing you don't want to do is ADD TOO MANY FRIENDS AT ONCE. This is a red flag to the Facebook administrators who will ban your account for being a spammer.

So, let's repeat:

When adding friends, choose only 20 or 30 a day so as not to get yourself banned!

HOW TO START BUILDING FOLLOWERS ON FACEBOOK

Here are few ways to start building contacts in your demographics to increase your online exposure:

1. **Join the right networks** – When you first start, Facebook will ask you to pick a network(s), which will either be a school or a geographical location. Pick an area where you are thinking of doing the most business, or where you have the most contacts. Once in that network, you can get friends from there by browsing profiles that area available for people within that network.
2. **Leverage friends of friends** – So, you've signed up, gotten a few friends, and noticed that (wow!) one of your friends has thousands of friends. Take a look at the friends list and see if you know of any or if they are in your network. Then, ask them to friend you. Remember to keep it slow and steady, less than 20 or 30 a day.
3. **Join groups** – Join groups and then post to the wall. Befriend group members in the same group. There are even groups for people with no friends who want more friends, but that's not targeted to your demographic. You should pick a group that is targeted to your demographic.
4. **Have fun!** - Set up applications and join fun games and activities that expose you to more people online. It's best to pick an application that has something to do with your niche, so that you are attracting the right core group. So, if you were interested in marketing green products, you might join the L'il Green application to meet more people there by maintaining their online plants.

LEARN TO PROMOTE YOUR OFFERINGS ON FACEBOOK

Whether it's a website landing page, a blog or any other type of product or service you want to promote, you start with the contact list. Then, you use the features of the site to help get the word out by starting to use the features that tend to be more “newsy” and viral.

For Facebook, these features start the ball rolling quite nicely:

Status updates – There is a feature where you get to broadcast to your friends what you are doing. You can also add links there to different pages on the Internet. Try to include valuable information and not just a link to a sales page, because it can get you some unwanted notice from the admin.

Comment on other people's updates – What's the point of sending out information only to your own friends? Why not hook into other friends and add a link where appropriate? When you comment on the status, it goes into the newsfeed and their friends see it too. It also gets put on their wall. Just don't spam or solicit overtly and you should be fine.

Share a link, post – Like some web post you saw online? Why not share the link or post on your wall? Your friends will see it in the newsfeed and it will stay on your wall too.

Upload photos and comment – Photos tend to gather much more attention than text. So, add some good photos and link them to your niche or market. If they get commented on a lot, **they can go viral fairly quickly.**

Promote a blog on Facebook – There are a number of people who have set up blog networks on Facebook and can be a great way to network your blog with other bloggers, create more friends from subscribers, and promote the heck out of your blog. If your blog has advertising on it, you can even make some nice change.

TWITTER

Twitter is the nanobyte social network for people with attention-deficit disorder.

:) Seriously, jokes apart, it is a very curt way to keep in touch with people by sending 140 character messages that can be “followed” by interested parties all over the Internet.

This may seem like the weirdest form of social network, but it has landed people jobs in a matter of hours in a tight economy, and in some cases, given people a virtual peek at a mass media event from a first-hand up-to-the-minute account of serial messages aptly labeled “tweets.”

How do I BUILD CONTACTS ON TWITTER ?

In order to build your contact list on Twitter, all you have to do is either add your email list to search for them on Twitter, or you can search by name. You can also just start with one friend you know, who knows mutual friends & then start following them.

Generally, when you follow someone, they do you the courtesy of adding you to their follow list too. But, if you don't know anyone on Twitter, & you only have a few friends there, how do you expand your list, and more importantly make it targeted to a specific demographic ?

The answer isn't obvious because Twitter has no groups or categories that people join. You can use the search box at the top right corner of Twitter to search for locations, words, or names that might show up in a Twitter profile, but not everyone really goes as far as to make a good profile.

Another way to do this is to use a tool called **TweetScan**. There you can search topics, people, places, and everything. This looks for these items within the tweets and so you can find better demographics this way. And, if you're not sure, when you add a person, whether they're a friend of a friend or found through some other tool like TweetScan, all you have to do is follow conversations for a while to figure out if they really are in your demographic.

HOW TO PROMOTE YOUR OFFERINGS ON TWITTER ?

Here again, you can't spam people. You're going to use some of the same strategies, though, to get more exposure. Exposure here would be the number of people following your tweets, not the number of tweets you follow.

So, to promote yourself, you have to join the conversation! You want to start posting some interesting conversation related to the demographic you are trying to target in 140 character chunks. The more people who get interested in your feed, the more people follow you.

There are groups that you can join also outside of Twitter that get many of their members from Twitter. This would be a perfect example of getting into an area where you can harvest followers. All you have to do is find such groups, join them, and then get them to follow you too.

Since there are no obvious groups on Twitter, you can find some that specialize in grouping Twitter feeds by category topic or location, and they also allow you to add your URL there too! That's a perfect way to promote your Twitter feed. Once such place is a wiki called Twitter packs and is located at <http://twitterpacks.pbwiki.com>

Since you're limited to 140 characters, it becomes even more important to make the links you post in the tweet as small as possible. You can do this using services like <http://www.tinyurl.com> which converts longer URLs into more manageable links. This is indispensable if you are tweeting about some new post or site you've updated with your marketing offerings

To automate some of your promotions, you can use tools like TweetDeck and Tweetlater, at <http://www.tweetdeck.com> & <http://www.tweetlater.com> respectively. These tools will allow you to schedule your tweets, shorten your URLs automatically without going to tinyurl and they can help you manage your followers by sending out autoresponder direct messages and following anyone automatically who follows you !

SOCIAL BOOKMARKING

Often, people don't understand the power of social bookmarking. They think it's rather strange to sit and submit URLs to bookmark sites. They don't see the point, until those sites start to bring in readers and traffic back to the original URL. Then, the light bulb goes on, and they are trying to locate as many social bookmarking sites out there as they can and trying to tag and submit whenever possible. Here we'll discuss some of the great social bookmarking sites out there AND also how to automate the process for you and your readers, so that you put your online exposure into hyperdrive.

Here are some of the best social bookmarking sites out there:

Digg

This is a social news site where you add content that is rated by other people online. The higher your rating, the more likelihood you land on the front page of Digg and get massive Internet exposure. And, it never hurts to get just a few thumbs up on your content either. This is located at <http://www.digg.com>.

Top 5 Social Book Marking Sites :

<https://delicious.com>

<http://slashdot.org>

<http://digg.com>

<http://stumbleupon.com>

<http://squidoo.com>

HOW TO BE A SUCCESSFUL ONLINE PROMOTER ?

Things to remember when you
are an ONLINE PROMOTER :

BE AUTHENTIC

Social networks are not for putting out a fake marketing image. That quickly gets you disrespected and dropped as a friend. Put up a good photo of yourself as next to no photo, icons and cartoons, tend to also draw very little attention. It makes it seem as if you're hiding behind a mask and people relate better to images of other people instead of pictures that have no personal meaning.

KEEP THE CONVERSATION TONE CASUAL

This isn't a marketing presentation, nor a slick sales trick. It's a relationship between you and another human being. So, keep the conversation style friendly and casual. By all means, do not post or write anything that is going to reflect badly on you, no matter how irate someone else might be. Instead, you do have the option to drop people who are flammers or trying to bait you into arguments.

MAKE YOUR LINKS INTERESTING

Your links are what are going to drive traffic back to your offerings, so make them interesting. Don't just say, "Click here." No one is going to do that. Instead, comment briefly on the link in a casual, conversational, tone and let people find out for themselves if it's what you think. For instance, you can say, if you are selling mortgage loans, "Top 10 reasons you're decline for a mortgage" and then offer the link. If you do this in a status update, you will find that people having this issue will click into it. And, if your page also has a program they can join to fix their credit or get approved, hey, that's great, right? You've just solved a customer's problem and made some money too !



SHOW OFF YOUR EXPERTISE

It's funny, but in real life, you'd be the bore of the party if you just spouted off everything you knew or offered URLs to places with pithy information. **Online, you become the party hound with this style because people are HUNGRY for relevant and timely news that provides real solutions to their life.** They wouldn't be on there otherwise. **If you can prove that you are the expert in your particular market niche, people will come to you when they have a problem, look things up in your blogs, your website, your social networking profiles or email you directly.** So, be sure to be accessible and be sure to show off your expertise too.

APPEAL TO IDENTITY

Lastly, **the #1 reason people like social networks is because it appeals to their identity.** They get to talk about who they are, what they like, and what makes them tick. Exploit that and really listen to what your friends and connections are saying to you. You can even set up polls to get their input on what they like best about their cars, if you are selling cars online, what feature of health drinks are the best (vitamins, taste, exotic, minerals) **& offer them a free discount coupon on the next purchase** of you Acai berry juice that you sell online. **The trick is to get them to start talking about themselves and then offer** some way to tie that into your market niche.

CONCLUSION: *Doing that, you will have tons of people lining up to give you not only valuable market feedback, but probably taking you up on your offer to buy a can of your health drink too. And, they will love you for it too.*



With best wishes & lots of success - Poonam Motiani
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