

Internet Marketing

FOR COMPLETE BEGINNERS



CHECKLIST

Internet marketing means making money by promoting products online.

First, you will build a website. From there, it is your job to promote it.

This involves the use of the following activities:

- ☐ SEO (Search Engine Optimization)
- ☐ Content marketing
- ☐ Social media marketing
- ☐ Email marketing
- ☐ PPC (Pay Per Click) advertising

From there, you can then also use growth hacks and other techniques.

You can then monetize your website by using:

- ☐ Affiliate products
- ☐ Digital products
- ☐ Display advertising
- ☐ Services
- ☐ Ecommerce

A successful digital marketer can also use sell their skills to clients and big businesses.

Building a Website

First, you will need to find hosting.

Next, you will pay for a domain name.

Choose a name that:

- ☐ Is memorable
- ☐ Describes your business
- ☐ Is a “brand” rather than just a keyword or exact match search term

Install WordPress to quickly and easily create your website.

Choose a theme using a site like Envato Elements or Theme Forest.

You could alternatively pay an expert.

Spend time creating a brand that speaks to your mission statement, that looks professional, and that people will relate to.

SEO

SEO is the practice of getting a site to reach the top of Google.

The process of SEO involves:

- ☐ Identifying key search terms that people are looking for, that are relevant to your site
- ☐ Choosing these terms based on the competition
 - ☐ You can use tools like Google's Keyword Planner, or KeywordTool.io
- ☐ You will then write lots of content that targets some of these phrases
 - ☐ Incorporate the search terms into the content with a "density" of around 1-2%
 - ☐ Include the terms in the headings
 - ☐ Include them in the opening and closing paragraphs
 - ☐ Include them in alt tags
 - ☐ But don't overdo it!
- ☐ You will then make sure the website design is fast to load and mobile responsive
- ☐ You will then attempt to get other sites to link to your content

Social Media Marketing

This is the practice of promoting a website or business on social media.

The main platforms to target are:

- ☐ Facebook
- ☐ Instagram
- ☐ Tumblr
- ☐ Twitter

You should choose the best one for you based on:

- ☐ The type of content you enjoy making
- ☐ The place that most of your target demographic will be likely to spend time

Ideally though, try to be on *all* the platforms, as this will ultimately allow you to be seen by more people.

The key to successful social media marketing is:

- ☐ Post regularly
- ☐ Make sure that each post offers value – this isn't just an advertising platform
- ☐ Interact with your audience – speak with them and help them to feel as though they know you
- ☐ Include social media buttons and feeds on your website
- ☐ Share your best posts

Email Marketing

Email marketing is about collecting email addresses from visitors to your site.

This helps you to establish warm leads.

To collect and manage email addresses, you will need an autoresponder.

Good examples include:

- ☐ GetResponse
- ☐ Aweber
- ☐ MailChimp
- ☐ Drip

Create a form and use a double opt-in.

Make sure to continually clean your list. Good hygiene means that everyone on your list *wants* to be there.

Create content that offers value and that people want to read.

Email regularly.

Think about your subject lines carefully.

Offer a free incentive for signing up – such as an ebook or short report.

Talk about your mailing list in your content. Make it sound exciting and VIP!

Monetization

One of the best forms of monetization is affiliate marketing.

This means selling items that aren't yours in exchange for commission.

- ☐ You can find digital products from affiliate platforms. These include:
 - ☐ WarriorPlus
 - ☐ JVZoo
 - ☐ Clickbank
 - ☐ Commission Junction
- ☐ You can sell physical products from sites like Amazon
- ☐ You can also sell courses, degrees, and anything else.
- ☐ Consider selling a range of different items that you can use in order to appeal to a large and varied audience.

You can then use tools in order to encourage more sales. Two powerful ones include:

- ☐ Genius Link
- ☐ Trackonomics

A simple way to make money from a website is to write “best of” articles. Then include affiliate links on each item. Then conduct SEO to help people find that page.

Other forms of monetization include:

- ☐ Selling a digital product
- ☐ Selling a service
- ☐ Making money from ads