Premier Internet Marketing Workshop

<u>**Module 1**</u>

Advanced Search Engine Optimization (SEO) & Link Building

Search engine optimization (SEO) is the act of tweaking a site using both on-site as well as off-site optimization methodologies so that the site comes up higher in the natural (organic) search results of major search engines.

This module on search engine optimization and link building will show you exactly how to implement both on-site and off-site optimization methodologies so that you can start achieving free hits from the natural search results of the major search engines. Best of all everything in this module can be done at either no cost or nominal cost to the Internet marketer.

Please find the module 1 outline below:

I. **Keyword Development**
   A. Generic keywords vs. long tail keywords
   B. How to gage the "real" traffic you can expect from the numbers projected by the various publically available keyword tools.
   C. Tools that allow you to "spy" on your competitors and get the list of keywords your competitors are using.
   D. Tracking tools so you can determine which keywords convert the most, which pages on your site have the highest bounce rate and need to be improved upon, and what is the typical path your visitors follow on your site.

II. **On-Site Optimization - Proper Application**
   A. Title tags
   B. Meta keywords and meta description tags - meta keywords are ignored by Google
   C. Robot tags
   D. Title attributes
   E. Alt tags
   F. Perfecting keyword to content ratio
   G. Sub-directories vs. dashed/underscored filenames
   H. Keyword sprinkling a URL
   I. Mod rewrites – database driven pages
   J. Navigation architecture – to ensure all pages are indexable by robots
   K. Anchor text
   L. Traditional sitemaps
   M. Sitemap.xml
   N. Avoiding over-optimization – can have an adverse affect on rankings if you do
   O. Sticky site - getting visitors to stay longer on your site

III. **Off-Site Optimization - Link Building**
   A. Press release writing – triangle links
   B. Directory links – only a few left that still pass link juice
   C. Blogs links – nearly dead, but still pass some link juice

      D.   Link-baiting – proven methods that work

      E.   Wheel links – when properly done it's extremely effective

      F.   Widget links – work like a charm if done right

IV.   **How to Get Higher Rankings on Google Place (Local Maps)**

      A.   How to get listed properly on Google places – above the natural search results

      B.   Keyword and description optimization for higher rankings

      C.   How to get reviews to get better placement

V.   **How to Keep Penalties at Bay**

      A.   How to keep Google's Panda update, and others, from negatively affecting your site

      B.   How to recover from any penalties your site may currently have.

Module 2

Affiliate Marketing

Affiliate marketing has grown exponentially over the years. Imagine having an army of affiliates selling your good and services 24 hours a day, 7 days a week! What's more, they are working for you and want to be paid only when they get you an actual sale. Who can ask for more?

This lesson will cover affiliate marketing from the perspective of both the advertiser and publisher.

Advertisers will learn everything from affiliate program implementation to affiliate recruitment and promotion. This lesson includes extensive information on landing super affiliates.

Publishers will learn which programs pay the best and how to drive loads of traffic to their websites.

Please find the module outline below:

I.   **Creating Affiliate Programs**

      A.   Determine your affiliate strategy

            1.   Build your own program; or

            2.   Established affiliate networks – we will cover 5 of the top ones

      B.   Tools you need to provide your affiliates

            1.   Banners

            2.   Coupons

            3.   Data Feeds

            4.   Share Tools – go viral using Facebook, Twitter, LinkedIn and others

II.   **Tracking & Commissions**

      A.   Advanced methods of tracking – cookies vs. super cookies

      B.   Payment methods

III. Affiliate Recruitment
    A. Where to recruit affiliates
    B. How to recruit super affiliates
    C. How to motivate affiliates

Module 3

Shopping & Deal Sites – eBay, Amazon Stores, Yahoo Stores, Shopping.com, Groupon, Living Social

Shopping search engines and deal sites make an excellent distribution channel for the Internet marketer. Sites like eBay, Amazon Stores, Yahoo Stores are leading the pack and providing consumers reviewed products, and make it possible for Internet marketers to bring their goods to the marketplace at relatively affordable prices.

As for deal sites like Groupon and Living Social, most service based businesses like restaurateurs, personal trainers, hair salons, tour operators etc. can bring their services to the marketplace at limited risk, but the key to success via deal sites is getting repeat business. This module will show you how to convert your "deal" based coupon purchasers to long time customers.

Please find the module outline below:

I. eBay Stores
    A. Setting up an eBay store
    B. How to effectively market your eBay Store
    C. Pricing – the key to success
    D. Optimizing your eBay store for search engines
    E. How to identify products that sell – applies to all shopping search engines

II. Amazon Pro Merchant Store
    A. Setting up an Amazon store
    B. How to effectively market your Amazon Pro Store
    C. Pricing – the key to success
    D. Optimizing your Amazon store for search engines

III. Yahoo Stores
    A. Setting up a Yahoo store
    B. How to effectively market your Yahoo Stores
    C. Pricing – the key to success
    D. Optimizing your Yahoo store for search engines.

IV. Shopping.com
    A. Setting up a Yahoo store
    B. How to effectively market your Yahoo Stores
    C. Pricing – the key to success
    D. Optimizing your Yahoo store for search engines.

V. Optimization Shopping/Data Feeds

A. Best practices that result in the highest conversions and the lowest per click fees
B. How to streamline all your shopping/data feed into a centralized location

VI. **Groupon and Living Social**
   A. How to run a cost benefit analysis
   B. Preparing for the day of the campaign
   C. How to utilize key data to ensure repeat business from customers

Module 4

Blog & Forum Marketing

Blog marketing and forum marketing are excellent ways to drive loads of traffic to your site and create buzz that can last for years. This module will show you how to identify the right blogs and forums, and how to promote your site on them without violating any of their rules. In addition, this lesson will show you how to recruit others who will do the posting for you.

Please find the module outline below:

I. **Creating & Promoting Blogs**
   A. Choosing the right blogging platforms
   B. Optimized content for your blog
      1. Writing content in-house; and/or
      2. Outsourcing content development – where to find quality writers for cheap
   C. Little known linking methodologies that improve rankings on search engines
   D. How to effectively market your blog

II. **Identifying Relevant Forums**
   A. Creating profiles & signatures
   B. Outsourcing your posting needs
      1. Finding the right topic posters
      2. Writing topics that generate real buzz and traffic
   C. How to drive site traffic from relevant forums

Module 5

Social Networking – Facebook, Twitter, Google Plus, LinkedIn, YouTube

If you were to ask every person you have ever known if they have a Facebook, Twitter or LinkedIn account, you will get a very clear picture of the sheer volume of people that are using these highly trafficked social networking sites. However, the real trick is to reach the different audiences each networking site possesses and to market your products & services without annoying people.

This module will show you step-by-step how to promote your products & services and get tons of organic direct traffic, as well organic search engine traffic using social networking sites like Facebook, Twitter, Google Plus, LinkedIn, and YouTube.

Please find the lesson outline below:

I.   **Social Networking Sites**
   A.   Facebook fan page customization
   B.   How to get fans/subscribers on Facebook
   C.   How to get followers on Twitter
   D.   How to invite people and create "circles" with Google Plus
   E.   How to promote your company on LinkedIn
   F.   How to get more subscribers to your YouTube channel
II. **Social Networking Tools**
   A.   Social networking tools you cannot do without
   B.   How to minimize work and maximize results
III. **Improving Search Engine Rankings**
   A.   How to use social networking sites to improve your search engine rankings
   B.   How to get traffic from organic direct visits and get ranked higher on search engines

Module 6

Pay-Per-Click (PPC) Marketing – Google Adwords & Microsoft Adcenter

This lesson will cover how to generate the most cost effective traffic from both Google Adwords, which covers Google, AOL Search and other partner sites, and Microsoft AdCenter, which covers Bing, Yahoo, and other partner sites.

Please find the module outline below:

I.   **Keyword Selection**
   A.   Highly trafficked generic keywords vs. long tail targeted keywords
   B.   Broad keywords vs. exact matches
   C.   How to determine which keywords will convert on a shoestring budget
   D.   Save money with negative keywords
II. **Ad & Creative Development**
   A.   Writing text ad copy that converts
   B.   Creating high conversion banners for image ads and how to determine best placement on partner sites
   C.   Best practices for search, partner sites, device specific and video promotion.
III. **Ad Copy Testing**
   A.   Statistics and conversion tracking
   B.   A/B & multivariate ad testing
IV. **Landing Page Optimization**

     A.   Landing page "must have" features that make a site sell
     B.   A/B lading & multivariate testing
 V.   **Content partners**
     A.   Partner tracking
     B.   Removing partners
     C.   Lookout for click fraud
 VI. **Budgets**
     A.   How to squeeze out more clicks with and still lower your budget
     B.   How to properly identify best days and times to promote your ads
VII. **Conversion Tracking Tools & Statistics**
     A.   Google Analytics
     B.   Piwik

Module 7

Permission Based Email Marketing

Opt-in email marketing works. In some instances if the email list is a carefully targeted list and the product or service is well priced, email marketers have achieved as high as 11% conversion rates. However, there are lots of pitfalls when it comes to email marketing, as you do not want to get into the world of spam. This lesson will show you where to find targeted email lists, how to send and track your email marketing campaign, and how to drive up your conversion rates.

Please find the module outline below:

  I.   **Compiling Your Email List**
     A.   In house email list creation – how to collect a very large list of targeted emails yourself for free
     B.   Purchasing targeted email lists
 II. **Email Operations**
     A.   Writing copy that sells
     B.   Measuring open rates, clicks and conversion
     C.   Following strict anti-spam laws - "Remove me" list management and more
     D.   Pros and cons of handling mailings in-house vs. outsourcing email operations
     E.   Generating repeat orders

Module 8

Review Sites Marketing - Yelp & CitySearch

Learn the secrets of using Yelp and CitySearch to generate all the business you can handle. In addition, since a business can never please all of the people, all of the time, this module will cover how to handle negative remarks people leave about your business.

Please find the lesson outline below:

    I.   **How to Get Traffic from Yelp and CitySearch**
        A.   How to effectively use Yelp to market your business
        B.   How to effectively use CitySearch to market your business
   II.   **How to Handle Negative Reviews**
        A.   Follow this protocol and you will be able to keep a great majority of people happy most of the time
        B.   How to use search engines to bury negative reviews when unfair negative reviews cannot be rectified

Module 9

News Media Marketing

Writing a good press release can get you lots of direct visits, get in-bound links pointing at your site, and you may even get some media coverage, although that is quite rare. This lesson will show you how to write optimized press releases and where to distribute them to generate the most traffic for your site.

Please find the module outline below:

    I.   **Identifying Press Release Distribution Channels**
        A.   Free vs. paid press release distributions channels
        B.   How to get your press release on the news pages of Google, Bing and Yahoo
        C.   How to identify and reach out to reporters that cover your sector
   II.   **Writing Effective Press Releases**
        A.   Press release formatting
        B.   Press release optimization for search engines and getting in-bound links

Module 10

Creating & Maintaining Websites That Sell

This lesson will explain in detail how to design and test websites quickly and cost efficiently. Many people are under the false impression that having a website means people will automatically buy from them. They spend tens of thousands of dollars on building their site, yet have a fraction of that budget set aside for marketing. In essence they prescribe to the false notion that assumes if you build it they will come. That is simply not the case. Building or re-building a website takes proper planning, testing, and maintenance and this module will show you exactly what you need to do to make your site successful.

Please find the module outline below:

I. **Identifying Web Hosting Solutions**
   A. Shared hosting
   B. Dedicated hosting
   C. Colocation hosting
II. **Merchant processing**
   A. Your own custom merchant processing solution vs. using third party solutions
   B. Best order form practices for obtaining the most sales
III. **Creating Your Website**
   A. Template solutions
   B. Custom web design
IV. **Pitfalls of Web Development**
   A. Proper budgeting
   B. Hiring the right web developer(s) – the right questions to ask before you begin a project

Location:

The Cosmopolitan of Las Vegas
3708 Las Vegas Boulevard South
Las Vegas, NV 89109

Speaker:

Raffi Sosikian, MBA

Dates:

12/3/11 – 12/4/11

Times:

9A -6P Each Day

Fee:

$1,195