



Wealthy Wal's
**5 Part Step-by-Step Guide
to Making Money
Online**

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Index

Introduction

Why I got online and why I wrote the book	1
Why make money online	2
Scams to watch out for	4

Internet Marketing Basics

Methods of making money	5
Creating a website (Programs, elance, hosting, domain reg, FTP programs).....	6
Affiliate network basics	10
Adsense	12

How to Send Thousands of potential Customers flocking to your sites

PPC Stuff, cover google and overture.....	13
SEO basics.....	13
Keyword research.....	21

Advanced Marketing Strategies

Email Marketing.....	24
Viral Marketing	26
Outsourcing	28
Plan of action/Checklist	29

Conclusion

Highly recommended services and products section	32
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Introduction

It wasn't all that long ago that I was in the same situation that you are probably in. It was the beginning of another year at university but my heart just wasn't in it. I didn't completely hate university, but there was something missing. Being flat broke all the time wasn't cool either. So I decided to take a year off to see what else the world had to offer me.

Making money on the internet had always fascinated me and I knew that other people were doing it, but I had no idea how to actually go about it. So I decided to figure it out once and for all. After being bombarded with dodgy products, I nearly gave up. It just seemed that there were too many people trying to scam me out of my hard earned dollars. Several weeks later, I was still scouring the net when I finally came across some interesting information.

I did some more research and found that thousands of people around the world were doing making money from affiliate programs. I bought some books and learnt a lot, but I still really struggled to make any money. It was tough and there were many times when I considered giving up, but 6 months later I figured out what I was doing wrong* and the cash started to roll in.

I created this book so you don't have to go through the same struggles as I did. Forget spending weeks looking for ways to make money online. I've tested everything thoroughly, so you can be sure that anything mentioned within this book **WORKS!** I really want to help people, so if you have any questions whatsoever, please don't hesitate to ask. You can contact me via the email address on my website.

Also, if you feel this book has helped you, please send it along to anyone else who may find it useful.

Goodluck and remember I'm here to help,

Wealthy Wal

[Wealthy Wal.com](http://WealthyWal.com)

**To find out exactly what was responsible for my change of fortune, you'll want to skip to the last few pages of this book ;)*



7 Reasons You Should be Making Money Online

Reason 1: Income. When it comes to earning potential, you are only limited by your level of motivation and your marketing skills. There are tons of people earning fantastic incomes online and there is absolutely no reason why you can't be one of them. Right?

Reason 2: Freedom. As an internet marketer, you are your own boss. You don't have to answer to anyone. And since all you need is a computer with an internet connection, you can work from just about anywhere. No more long commutes to work everyday. Can you imagine how it would feel to get up in the morning, take your time to really wake yourself up, then stroll over to your computer and get to work? You could even do your work while you were off holidaying overseas.

Reason 3: Lower Risks. Starting your own business in the "real world" can be risky. The high startup costs mean that if running your own business doesn't turn out to be any fun, then you're left with a large debt. However, internet marketing requires very little to get started. There are even things you can do for free (And I'll be going through them in later articles). With \$20, you could get a website up and running and still be left with some change.

Reason 4: It's growing. As more and more people become comfortable with buying things online, more and more money is going to be made by the internet marketer. It wasn't that long ago that no-one had even heard of eBay, but now it is one of the biggest sites on the web.

Reason 5: Relatively easy to learn. If you wanted to become a doctor, you would have to go to university for years. A person of average intelligence, coupled with a heavy amount of motivation, can pick up internet marketing within a few months. I'm not saying that everyone will do it in this time, some are more motivated than others. However, the potential is there for just about anyone. You definitely don't need to be a marketing genius, passion and desire will be enough.

Reason 6: You can target the entire globe. With internet marketing, economical crises in one country doesn't necessarily spell disaster. Since you are able to target anyone with an internet connection, what's happening in one country won't affect you as badly if you were actually in that country, with a bricks and mortar business.



Reason 7: Diversity. There are so many ways of making money out of a legitimate business. I'm going to go through them in more detail later, but here are the best ways of making money online:

- Affiliate Marketing
- eBay
- Product Creation

There are also a heap of people out there trying to scam your money out of you. Read on to find out how these scammers work.



Internet Marketing Scams Revealed

If you've done any searching for ways to make money online, I'm sure you've come across plenty of dodgy sounding offers. While new scammers and new scams are popping up all the time, I'm going to list a few of the more well known scams around. A nice rule of thumb: If something sounds too good to be true, it probably is.

- Envelope Stuffing and Craft assembly. This scam has been around longer than the internet, but it still manages to lure people in. You have to pay to join the company and you "make money" by filling envelopes, or creating some sort of craft thing. However, in the case of crafts, your item has to pass "quality tests" before you are paid. And in most cases, no matter what you do, you are very rarely paid anything. Stay right away from these "home based business opportunities".
- Anything that promises high and quick returns. It's the classic get rich quick scheme. You invest some money and are promised that it will grow in a very short time frame. Well, this is usually a pyramid scheme and you are pretty much guaranteed to lose all your money. This is not to say that all of these methods will fail, but they are very risky. You are much better off creating a legitimate business than gambling your money with these schemes.
- Survey companies that promise to pay you hundreds of dollars per hour just for taking surveys. You always have to pay money to be able to take the surveys, so the company makes a lot of money, but they're about the only ones. What you'll usually find is that you may get paid for taking surveys, but maybe you'll get 15 or 20 cents, rather than the \$30 you were promised. Perhaps there are some legitimate companies out there, but more often than not, you're going to get burned.



Internet Marketing Basics

Legitimate Online Business Opportunities

If you do some searching for terms like “work at home opportunities” or “make money online”, you’ll find all sorts of different methods and schemes. I’m sure you’ll believe me when I say that the majority of these are scams. If you are looking to make money on the internet, you need to focus on creating your own online business. And there are several ways of doing this. You can:

- **Sell stuff on ebay.** This is probably the most well known of all online businesses. Thousands of people are making great incomes, just by selling stuff on ebay. While this is a legitimate business, there are easier ways to get started online.
- **Create your own informational products.** Many multi-millionaires have been created by selling their own products. Is it easy to create your own ebook or CD? Definitely, if you’re creating a crap product! And is it easy to market that same ebook or CD to make millions? Definitely NOT. For someone starting out in the world of internet marketing, the learning curve is just too great. If you don’t believe me, think about how you would go about selling your own book. If you have to actually think about it, then this isn’t for you. Yet :)

But the easiest way to make money online is to:

Sell other peoples stuff! This is known as “Affiliate Marketing” and is the focus of this book. It is the easiest way for a newcomer to make money online. As an affiliate marketer, all you have to do is sell other peoples products. And when you do, you get a cut! The percentage of the sale usually varies from 35%-75%, but some affiliates will give you 200%, because they know they can make even more money out of that customer that you sent to them.

So, forget about ebay, forget about creating your own products. With affiliate marketing, you don’t have to worry about product creation. You don’t have to deal with customer support, you don’t have to deal with wholesalers or worry about where you’re going to store your stuff. All you have to do is send people to your merchant’s sites (The person who owns the product is called a merchant) and sit back and collect the payment cheques that will be rushed to you every two weeks or so.

How do you go about doing this? Well, that’s what the aim of this book is. To get you up and running as smoothly as possible. And remember, I am here to help, so if you are stuck on anything, contact me through my website.



Creating a Website

In order to make consistent sales, you will need a website. Don't worry if you have absolutely no idea how to go about this. I'm about to outline the exact steps you need to take.

- 1. Decide on and register a domain name.** When choosing a name, choose something that's catchy and easy to remember. I hate seeing sites like [www.my-really-cool-site-is-here.com](#). Who's going to be able to remember that? Also, unless there's a really cool .net/.biz etc available, always go for .com. Everybody remembers .com much easier so that's what they will type in. To use the same domain registrar as me, [Click Here](#). I always use them not only because they are the cheapest, but because they are also easy to use.
- 2. Sign up for some web hosting.** Once you have your domain registered, you need somewhere to host it. A word of warning, don't necessarily go for the cheapest host. These cheap hosts will often make your site load REALLY slow and sometimes not even load at all. I've listed a few great hosts in the resource section, because they all offer different things, but the one I have been using exclusively [can be found here](#).
- 3. Create your Website!** This is the part you are probably scared about, but you don't have to be like that. I create websites all the time and I don't know anything about html. I use the best web design software available, called [Dreamweaver](#). This is a bit pricey and if you know absolutely nothing about designing web pages, it can be a little complicated. If you are new to webpage design, I can also strongly recommend [XSitePro](#). It is easier to use and is much cheaper than Dreamweaver.

Another option is to get your page designed by a professional. Now, before you get the yellowpages out, I have to mention a service called [elance](#). It is full of freelancers who all want to do your work. The great thing about [elance](#) is that it has people from all over the world and therefore you can take advantage of the exchange rate. Getting a 100% completed site can cost as little as \$250. To check out [elance](#), [Click Here](#). There are a couple of similar sites to [elance](#) that I have listed in the resources section, although I recommend [elance](#) as the number one site.

- 4. Upload your website.** This final step is very simple and best of all free! To upload, you will need a FTP program, such as [CoreFTP](#). If you are unsure of how to upload your site with a FTP program, you can ask me via my site.



Webpage Design Tips

When you go to design your site, there are some important considerations. You want to attract the user's eyes to the most important info. So where do people look?

One of the biggest questions for website designers is, "Where are the user's eyes looking?" Where do your eyes go when you read articles on the Web? What do you notice and what do you miss?

Well, I've got some answers for you, because this topic has been studied. It turns out that the upper left quarter of the screen gets the most attention, according to the Eyetrack III research of The Poynter Institute, the Estlow Center for Journalism & New Media, and Eyetools. But that's not all. There's more to it than that.

People's eyes have some very common behavior patterns. It probably has to do with our hunter-gatherer ancestry.

First, we do a reconnaissance – or "recon" as the military calls it. Users' eyes flick over the entire screen at whatever draws their attention. And what draws it most? Well, the first hot spots are headlines, photo captions, subheadings, links, menu items and the logo on the page. It doesn't matter if it's a good logo or a bad one, people look at logos.

Then the upper left corner of the screen gets special attention, probably because that's where people expect to find the very best stuff. And the right-hand and lower part of the page almost always gets less attention.

This is info that site developers must know: when you put your most important, vital content outside that critical upper left corner, that important content might as well be invisible when people are making the big decision: whether to stay on your site and read more or go somewhere else.

Yes, people scan a page quickly. But scanning has a purpose: it quickly identifies to a user what they really want to read. The good news is that if you can hook them right off the bat, when they start actually reading a news story on the Web, they read a larger proportion than if they were reading that very same story in the newspaper.



Frontloading the Info

Frontloading means that you start headlines, paragraphs and links with the most important words. The first words should communicate the subject of the headline, paragraph or link. This is not like writing a novel or a story, where you have time to be coy and not get to the point for a while. You've got about a quarter of a second to grab that user's attention or they won't read the rest of the sentence. Make the most of that opportunity.

If you do this, and you frontload your writing, especially at the top of the page, the user's eyes will easily catch the most important info and they'll keep reading.

Here are some examples of good frontloading:

- Foo Fighters release new cd
- Barbeque beef ribs recipes everyone will like
- Tom Cruise stars in a new movie

Here are some bad examples that are not frontloaded:

- New cd is being released, it's by the Foo Fighters
- Everyone will love these great new recipes for barbeque beef ribs
- New movie is coming out and it'll star Tom Cruise

Put Links Where They'll be Seen

If you're putting web links in, make sure they're where people will see them—not in that bottom right-hand Corner of Death! Yes, people notice links in web content. They're usually bright blue and underlined, so people notice them. Many people even read links before they look at headlines.

Now that you know that, make it easy for them to get to your links by consistently presenting them in list form or by slamming them right up against the left-hand margin.

Don't put your links in a sentence or they might end up in the invisible right-hand area of the content. Yes, this means you can't use the old "click here" convention, but for a good reason: it never worked very well anyway.



Here's an example of a good way to put in links:

There are several cool skateboarding sites you might want to check out. They really rock and they've got some great gear you can pick up for not a lot of bucks.

Skateboard.com

Skatefreak.net

Liv2skat.biz

Here's an example of a bad way to use links:

If you want to read about the latest in cool tricks, check out [skateboard.com](#). For the lowdown on which pro skaters are doing what and dating who, you want to see [skatefreak.net](#). And one of my very favorite places to read blog is [liv2skat.com](#).

Don't Hide Headers

Remember how I said people look to the upper left of the page? If you've been centering your headlines and subheadings, do you still think that's a good idea? Well, it's not. Yeah, I know newspapers, magazines and books do it. So do lots of other sites. But that's just not where people want to look first.

They've tested this. Believe it or not, about 10-20% of people just literally do not see centered headlines, particularly if they're in a hurry (and who isn't these days?) They look in the top left-hand corner of the content. And when they do, they see empty space, because the centered headline starts off to the right.

So what do they do? Instead of scanning right, they move their eyes down. And they miss the headlines.

Centered headlines are wasted headlines. If you center them, you've hidden them from 10-20% of your readers. Might as well not have them at all. And don't even think about right-justifying them. Just left-justify them and don't ever worry about it again!

A word about tables: the ideal table online is short, narrow and only used for data. When a table is too wide or too long, part of it is out of the reader's natural field of vision. So when they scan fast, they won't see all of it.



Affiliate Network Basics

Sometimes, a merchant will run his/her own affiliate program. This means that they have to handle paying you themselves. However, most merchants use a third party affiliate network. This means sales and cheques are all handled by a third party. I've listed all the major ones in the resources section, but the two major networks are Clickbank and Commission Junction.

Clickbank



www.clickbank.com

ClickBank is like an online bank that helps you market other peoples' information products (such as books, special reports and collections of articles), get a nice, fat commission from the sale of those products, and track your money.

ClickBank keeps a large number of these ebooks and such in an online marketplace, and when you sign on as an affiliate you act as the seller of these ebooks. Commissions can range from tiny to very large: 1% to 75%. The minimum dollar amount paid on commissions is \$0.25 and the maximum is \$100.00.

Important to know: ClickBank publishers can change their commission rate at any time, so when you pick products to promote, check back with ClickBank frequently to make sure the commission rate hasn't decreased.

To make things easy for you, ClickBank's Marketplace is divided into categories and laid out with ads for ebooks that list the commission right upfront.

As you can see, each product lists its commission rate. If you are looking for a specific product to affiliate to, there are some good clickbank search engines that help you find a relevant product. Try www.clickbank-search.com.



To get started making money as a ClickBank affiliate, you'll need to go to ClickBank.com and sign up for a ClickBank account, which is free.

When you sign up, you'll select your unique ClickBank nickname. This nickname is your unique ID that lets ClickBank track your commissions and credit you money. You use your nickname in all the affiliate links (hoplinks) that you create.

Clickbank offers a number of payment alternatives. Commissions are posted to your account within 2 minutes. They mail out checks twice a month and you can set a threshold value. If you haven't earned as much as the threshold value since your last check, you won't get a check. The default threshold is \$100, but you can set it for anything from \$10 to \$10,000.

Clickbank does have one bad feature, but it's really not their fault. The United States has a law that requires ClickBank to have a Customer Distribution Requirement. What this means is that ClickBank is legally required to hold off paying you your account balance until it contains commissions on purchases by customers who live in four or more different countries, states, or provinces. Usually this isn't a problem on the Internet though.

In order for you, the affiliate, to earn your commission for a sale, the customer has to follow a ClickBank hoplink. The hoplink takes the customer to the vendor's sales page, and then ClickBank automatically gives you credit (in the form of money in your account) for that referral.

Hoplinks look like this:

<http://AFFILIATE.VENDOR.hop.clickbank.net>

and they should be targeted to the top level of the current window.

Commission Junction



You'll also want to check these people out. They're at: <http://www.cj.com/>. Their full name is Commission Junction, and they are a ValueClick company. If you don't want to have to cobble your own affiliate marketing program together piece by piece, CJ offers turnkey affiliate marketing products.

If you're really lazy, or just super-busy, you can turn over the management of your program to them, or use one of their customized search marketing solutions. You can also combine these.



They're a bit like Google AdSense, too, in that you can get paid for putting other people's ads in the categories of your choice on your site.

Advantages of CJ:

- They're the current market leader in affiliate marketing solutions.
- They have more merchants than any other affiliate marketing company I have seen.
- Their system is very robust and has lots of good features.
- One feature puts a big SCORE at the top of your screen so you can see at a glance how much money you've made.
- You can set things up so that people who work for you setting up affiliate stuff can have different security privileges.

Disadvantages of CJ:

- A whole bunch of cookies are involved. It's to the point that text links have a built-in 1x1 transparent GIF with a cookie. If you hate cookies you will have to double-isolate all the links!
- In 2002 CJ jacked up their prices so a whole lot of merchants dropped out. However, as of May, 2005, this seems to have turned around and new merchants are streaming in.
- Commission percentages are extremely low in comparison to other major affiliate sites.
- Affiliate links are provided by cj.com. Meaning that as an affiliate you do not have total control over the appearance of links.

Google Adsense

Google Adsense is a wonderful programme I'm sure you've already seen, even if you didn't know it. It allows you to earn money off you website, without you having to do a thing! It's free to setup and takes very little time. All you do is place some code into your page and Google will put some relevant ads on your page. Whenever someone clicks on those ads, you are paid a percentage of what the advertiser paid for the click. If this sounds complicated, don't worry, Google has setup a great step by step guide exactly how Adsense works. [Click Here](#) to view the Google guide.

If you are getting traffic to your site, then I highly recommend that you use adwords. The only time I wouldn't use adsense is when I want the visitor to buy something, or perform some other call to action. You aren't going to make a sale if the visitor ends up on someone else's page.



How to Send Thousands of Potential Customers flocking to your Site

So you've decided on a topic, you've built your webpage. Now you want to know how to send targeted traffic to your site. After all, without traffic, your site isn't going to make you much money! I'm about to outline exactly how to drive as much traffic as you want to your site, so pay attention.

Pay-Per-Click Engine Basics

Pay-Per-Click or PPC, is a relatively new form of traffic generation. Basically, it allows you to write a small ad, which will then appear on one of the search engines like Google or Yahoo. When and only when someone clicks on your ad, do you have to pay. The amount varies depending on how competitive the keywords are and in Google, on quite a few other factors. There are a few more PPC engines around, but I will only concentrate on Google Adwords and Yahoo Search Marketing, because they are the best.

Getting Started With Adwords



www.Adwords.Google.com

How much is it going to cost? Well, that depends on you -- how much you are willing to fork over to Google and how well you know your target customers. In a nutshell, you need to have a clear idea of where you're headed and be able to communicate that to Google.

They will charge you a one-time activation fee for Google AdWords but it's pretty low. Then all you have to do is tell Google how much you're willing to pay per click and per day.

It's pretty sweet because the way they have it set up, you only pay for clicks on your AdWords ads and you can set a limit so you don't get a huge bill from Google that you didn't see coming.



If you live in the USA, you can activate a new AdWords account for 5 bucks and set your maximum cost-per-click (CPC) to be anything from \$0.05 - US\$100. The higher “cost-per-click” you bid on a certain keyword, the higher your Google ad will rate.

For example, go to Google.com and type “dog aggression” into the “search” box. To the right of the page you will see “Sponsored Links”. These are Google Adwords PPC advertisements. The number one and two ranked advertisements are in prime position at the top of the page. Advertisement ranking is based on advertisement CTR (click through rate) and highest CPC bid price.

As you can see, the two top ranked advertisements are located at the top of the search results and the following six advertisements are to the right of the page. The top two will be the ads with the highest CPC bid price and the highest CTR.

Content Targeting

What’s really cool about AdWords is Contextual Advertising (also know as Content Targeting).

This is where Google places highly-targeted AdWords ads on content pages within their own proprietary network of high-quality partner sites and products. In other words, you’d be getting in with Google’s business partners. While this can be profitable, I highly recommend that you test whether or not it is. While it can make you a lot of money, if you bid too high, it can also burn a hole in your pocket very quickly.

The biggest benefits to Contextual Advertising are:

- 1. Return On Investment (ROI) Performance:** You set up your CPC and then keyword-targeted contextual ads bring you unique, pre-qualified leads.
- 2. Get more traffic:** More people can potentially see your ads and hit your site than you could ever hope for with search advertising alone.
- 3. Efficiency:** Your ads get on the most relevant sites, and you only pay for clicks that you receive.

Google Adwords “Content” ads appear on related websites, e.g if your advertisements relate to “learn guitar”, Google will find web pages relating to “learn guitar” and display your ads. “Content” ads are ranked in the same way as “search” ads, meaning ads with a higher CPC bid price will be shown more frequently.



Google allows you to have separate campaigns for different products or topics your advertisements relate to. Inside your Google account you can have up to 25 separate active **campaigns**.

Within each **campaign** are your **ad groups**. **Ad groups** are used to further refine the products or topics relating to your ads.

E.g. If you are selling a dog training product you would have an Ad Campaign titled “Dog Training”. Within this campaign you may have sub topics (Ad Groups) such as

- Dog Toilet Training
- Dog Aggression
- Dog Eating Habits
- Etc...

6 Tips for Adwords Mastery

Identify Your Target Audience – most importantly, get the language and the country right. It does you absolutely no good to market upscale espresso machines (i.e. American market) to the Congo.

1. Refine Your Keywords as if you were Panning for Gold – because you ARE, in a sense, panning for gold. Test different levels of targeted keywords. There are three levels of targeting for your Google keywords: **Broad match**, **Phrase match** and **Exact match**.

- **Broad match** – Let’s say one of your “dog training” keyword phrases is dog house training. Anytime someone searches for either dog house or training your Google ad will appear. So if someone is searching for fitness training or training my pet fish, your ad will appear. People searching for fitness training are probably not going to purchase your dog training product - therefore you have just wasted 1 Google impression.
- **Phrase match** – To Phrase match a keyword, place quotation marks “.....” around your keywords. For example: “dog toilet training at home”. Every time someone searches for any of these keywords, your ad will appear. For instance, if I search for home toilet training for my dog, the “dog toilet training” ad would appear.
- **Exact match** – To exact match your keywords, place brackets [.....] around your keyword phrase. This will ensure that your ad will only appear when someone searches



for your exact keywords, in the exact order you have specified. For example: If you set the keyword [dog toilet training at home], your ad will only appear when someone searches for any part of your keyword phrase in the exact order. And if someone searches for dog training home, your ad will appear, as all their search terms are contained in your [] keyword phrase. If someone searches for toilet training dog, your ad will NOT appear as their search term is not in the same order as your keyword phrase.

Testing keyword matching options is very advantageous, as the more refined your targeting, the more likely your ad is to be clicked on and your product bought. Targeting traffic specifically means a higher CTR and a lower Cost per Conversion. For more information on keyword matching, visit: www.adwords.google.com

Include targeted keywords - in the headline and in the description of the ad. Google will highlight searched keywords in bold in the ad.

Test this out for yourself by doing a search on “dog toilet training”. When people scan search results, the very first thing they do is to look for the keywords they entered. Searched keywords highlighted in bold grab their attention. Because of this, ads with searched keywords usually do better than ones without.

Write emotional ads that really grab people – admittedly, this gets tricky. This is what the big boys get the big bucks for. But you can do it. First, start your headline with an attention-grabbing word. Then use loaded words or phrases that make people want to get up and take action. Make them laugh, make ‘em cry, make ‘em mad...but make ‘em feel something.

But don’t get carried away – if your ad isn’t specific to the site you’re promoting, Google may reject that ad. (That is, don’t scream, “XXX!” if you’re selling shoes, OK?) Google has strict guidelines about unacceptable language and punctuation, so some attention-grabbing ideas you have may be outside Google guidelines and therefore disallowed.

2. Set whatever you sell apart – this is called a ‘differentiator’. What’s special about what you sell? Does it do something unique? Come in an unusual color? Is it rare? Or are you offering a discount? You need something to set it apart.

3. Make sure to link to relevant landing pages – if your ad is for a specific product or service, take time to create a unique landing page for the ad. Include relevant and useful information to really sell the item or service. A good landing page will almost always



convert more visitors than if you simply sent them over to the home page. Remember: There's no point having a great "selling" Google ad leading to a mundane, uninspiring landing page. And vice versa, there's no point having a riveting, energetic landing page that will never be viewed because of a non-inspiring search engine ad.

4. **Qualify visitors** – you don't want a bunch of freebie hunters clicking on your ad in the hopes of getting something for nothing. You can deter freebie seekers by including the price of the product or service at the end of the ad. Doing this beefs up your overall conversion ratio and lowers your average customer acquisition cost. Sure, you reduce your CTR, but they weren't going to buy anything anyway! Another valuable technique is using negative keywords. If I add "-free" to my "dog training" keyword list, and someone searches for "free dog training guide" my ad will never appear.
5. **Carry out simultaneous split testing** – always test 2 (or more) ads at the same time. This is called "split testing". Determine which one has the best CTR then redo the other ad with new copy. After a week or so, see which ad has been most profitable, or generates the most clicks. Delete the inferior ad and create a new ad to test against the successful ad.
6. **Track ROI Constantly** – "it ain't worth a thing if it don't make the cash register sing." Google offers a conversion tracking option to see which keywords are making you money and which bid prices are most valuable. To set up conversion tracking, go to the "conversion tracking" tool in your Adwords account. Adwords will generate a unique tracking code. Contact the vendor you are affiliating to and request that they insert your tracking code on their "after purchase" page. Whenever a sale is made through your Adwords affiliate link, conversion stats will show up in your Adwords account.

Yahoo Search Marketing (Formerly Overture)



www.Overture.com

Overture offers a similar paid "sponsored search" program as Google Adwords, with a few differences. Overture's search sponsored search listings appear in a few search engines, the main one being Yahoo. The main difference is that the listings are only determined by cost-per-click (CPC). You will only ever pay one more cent per click than the person below you is bidding.



You can find Overture/ Yahoo! sponsored searches at:

The best programs they have are:

1. Sponsored search – which they claim lets you reach 80% of active Internet users through top search engine sites.
2. Search submit – adds your website URL to their database of free searches. This is a useful path to generating free traffic to your site.
3. Product submit – where you can potentially reach millions of motivated buyers through Yahoo! Shopping. Yahoo! Shopping is really nice because they make it very convenient for consumers to spend money by having things like the Yahoo! Wallet, which stores the customer's credit card numbers and such.

If I had to pick one, I'd pick Sponsored Search. Why? Because the more search engines your listings appear on, the more customers you are going to attract. Sponsored Search puts your ads in the search results on eight of the top US search properties: MSN, Yahoo!, AltaVista, InfoSpace, AlltheWeb and NetZero.

Overture's Sponsored Search is the equivalent of Google's Adwords program.

They also have a Content Match program that goes beyond searches. It's similar to Google's Contextual Advertising. Content Match provides additional targeted leads on a pay-per-click basis (PPC), with separate pricing and tracking so you can control expenses and track ROI.

Like with Google, you get targeted traffic, you only pay when they click through to your site, and you can set your CPC.

Using the Conversion Counter

Overture (And Google Adwords) offers a free conversion tracking tool called Conversion Counter. It tracks the number of conversions (sales, registrations, newsletter sign-ups) that come from your Overture listings. You can track conversions for your whole account and for each keyword and match type.



You want to use this tool because it gives you a way to detect how your clicks translate into sales and/or conversions. You'll be able to evaluate how your account is doing and track the performance of each individual keyword and match type. This lets you to optimize your listings and get the most for your money from Overture.

How does it work? When a visitor clicks on one of your Overture listings and hits your landing page, the Conversion Counter puts a "cookie" on their browser. When they go to the sales page, Conversion Counter registers a conversion and ties it to that visitor's previous search. The cookie stays active for 30 days, which lets you track conversions on visitors who go away but then come back later and buy. Getting started is easy. You just sign up for free, cut and paste some HTML from Overture into your web page, and you're good to go.

How to Dominate the Search Engines

Getting free listings in the major search engines is a fantastic way to get free traffic. It takes longer to come to fruition, but once it does, watch your sales skyrocket!

Before I go into how to go about Search Engine Optimisation (SEO), I'll explain how the search engines work. It is the goal of every search engine to bring up the most relevant results for its users. And because of this, the search engines are always coming up with new algorithms to make the results more accurate. Google is winning the race at the moment, followed by Yahoo and then MSN. When someone types in a keyword phrase, the search engine uses it's algorithm to determine which page is the most relevant for the user. While the exact details of the algorithms are top secret, dominating the search engines isn't too complex at all.

There are two main parts to SEO. On page optimisation and Off page optimisation. Let's start with on page optimisation.

On Page Optimisation

While on page optimisation is not quite as important as off page optimisation, it could be the difference between getting on the top page of Google or getting on page 10. The first thing you need to do is choose which keywords you are going to optimise for. I use a paid program called [Traffic Travis](#) to do my keyword research, but a great free tool is one called [NicheBot](#). If you have already chosen your site topic, all you have to do is enter a keyword and it will



give you the top 10 results. It will also show you which keywords have high competition. Another thing to consider is the mindset of the user. Someone typing in “buy garden ebook” is much more likely to buy something than someone who types in “how to get garden ebook for free”. I recommend only choosing one or two keyword phrases to optimise for. So choose your phrases carefully.

Once you have chosen your keywords, it’s time to optimise your page. There are a few things to look out for. The first thing to do is to put your keywords in the title tags of your website. You also need to put them in your meta tags and keyword description tags.

```
<title>These are the title tags </title>
```

```
<META NAME=”Keywords” CONTENT=”keyword1, keyword2 “>
```

```
<META NAME=”Description” CONTENT=”You would put a description of your site in here, making sure that both keywords are carefully inserted. “>
```

The final thing you need to know about on page optimisation is keyword density. Basically, keyword density (KD) is the percentage of text that contains your keywords. For example, if your page had 100 words and 5 of those words were your keyword “gardening”, then your keyword density would be 5%. There is no definitive answer to how high your KD should be, but most people agree it should be somewhere between 2-5%.

Off Page Optimisation

This is where most of your results will come from. In short, off page optimisation is all about getting links to your page. This is because if the search engines see that other pages are linking to your site, then they think that your site must be important. It is also very important to have the keywords you are optimising for in the anchor text. This means instead of having your link look like this: www.gardeningsite.com. The link will look like this: [Gardening Keyword](#).

There are many ways to get links to your site:

- [Link Metro](#): This is a great free service for setting up reciprocal link exchanges.
- [Link Market](#): Same as above. I recommend using both, although I prefer Link Metro.
- Creating content that people want to link to. If the content on your site is so great, people will naturally want to link to it.



- Articles. More on this later ;)
- Website Directories. These are free and paid directories that will add a link to your site so that theirs looks more complete. It takes a bit of time to submit to all the free ones, but it is a great free way to get some links.
- Contacting webmasters of relevant sites. Although this can be a very successful method, it is very time consuming. I use a program called [Traffic Travis](#) that makes the chances of a successful link exchange much higher. If you are serious about SEO, then I highly recommend [Traffic Travis](#). It has saved me an incredible amount of time and helped me achieve great search engine rankings.

There are a lot of other, more advanced, SEO tips and tricks out there. If you are new to SEO, just stick with whats above, but if you are really looking to get the latest info on SEO, then you need to check out [Aaron Wall's SEOBook](#).

Keyword Research



Keyword research is important to both SEO and PPC, although you'll be doing a lot more of it with PPC. There are a couple of really handy free tools you can use and once you become a serious marketer, there is also a great paid tool that will really boost your researching skills.

My favorite online tool for finding keywords and gauging their popularity online is [WordTracker](#)

They have a free trial you can tinker with. It works OK but it's fairly limited. To get the advanced features, of course, you'll have to buy a 1-day or 1-week subscription.

This, of course, ties in with what I've told you about marketing.

Once you're in WordTracker, decide whether you need to use the "keyword universe" or the "full search" option. The "keyword universe" option is best for niche phrases, while "full search" gives a broader range of keywords. Here's a quick guide to using WordTracker.



Notes:

- WordTracker isn't perfect. It's been known to assign high KEI to words with low Count (bad) and very low (or zero) Competing (good). Don't target these keywords. Just go for the ones with high Count (not less than 100) and then look at Competing.
- One thing to know about the free trial is that it only uses MSN to determine the amount of your competition. What you'll want to do is check the competitiveness of your best keywords on Google. Search for each by using an exact match search (i.e. you should wrap the search phrase in quotes, for example, "finding keywords") and write down the number of sites that Google brings back. These numbers are usually much higher than MSN's, and KEIs are thus lower.

Here are some other good sources for sourcing and refining your keyword selection. After sourcing your original group of keywords it is important to keep an eye on the successful keywords as well as the keywords that are costing rather than making money.

1. Use the Google suggestion tool.

Check out <https://adwords.google.com/select/keywordsandbox>. Run your keywords through that tool, and don't just look up specific keywords (which is also a good way to find keywords to add), but also peruse the expanded broadmatch since keywords may show for these terms. And if you see more keywords that aren't related to your product, add a few more. Keep on adding negative keywords with your words in the suggestion tool until everything that you see, period, is related to what you're selling.

2. Site Logs.

Take the time to analyze your site logs (or interface program) to determine the keywords people are searching for that do not relate to your page. Every time you see a query that brought somebody to your site and you don't want to pay for that click, add that to your negative keyword list.

3. Do Your Ad Exercises.

As long as you have the SERPs open, check out the other ads. Do you see ads which are unrelated? Often these ads are similar to yours since you're doing keyword research for your own products. If you see ads listed that don't fit, think about why they're showing, and what you'd add to make these ads not show for this keyword. Also, think about what keywords are more likely to make a good CTR/ROI. Ongoing exercises like this can help you think of more keywords.



4. Overture inventory tool:

<http://inventory.overture.com/d/searchinventory/suggestion/>

Type in keywords and look for queries for which you don't want to be shown. If they come up, then add more negative keywords. I recommend you use slightly more general queries than your actual keywords if you start to see some really small volume numbers just to get a bigger picture of the keyword combinations that can actually occur with your specific keywords.

However, you should always start with the most obvious negatives and have your conversion tracking system in place—otherwise you're shooting in the dark. Make sure you don't dial your exposure down too much—you CAN be too narrow, too selective. There are many profitable keywords that seem like they should be negated out, but if they provide some ROI, then maybe you ought to keep them as comparison keywords instead.

If you start adding lots of negatives and you see your CTR go up, but your total conversions take a dive, then you probably went too far and need to dial it back on negatives. Google gives you a lot of control on exactly what queries bring up your keywords. Use the tools to make sure your keywords get the most profitable exposure possible.



Advanced Marketing Strategies

Email Marketing

Before I mention anything else, I want you to know that I loathe spam. I hate spammers and have no time for anyone who sends out mass emails of crap. I get plenty of it and I'm sure you do too, so do everyone a favour and DON'T DO IT! Only send emails to those who have "opted-in" to your mailing lists.

Ok, now that's out the way, I'm going to teach you the strategies that will boost your sales by hundreds of percent. If you're not creating a mailing list, then you're pouring money down the drain. Simple as that. Why? Well, the fact is, that most people don't buy a product the first time they see it. It's not necessarily that they didn't want the product. Perhaps they did, but they had no money that day. Perhaps they were just tied up with other things. Whatever it may be, that same person is likely to buy off you if you can contact them at a later date. And how do you contact them? You guessed it! Email marketing.

Setting this up is much easier than you probably think. To begin, you need an autoresponder service. There are some free ones out there, but all the top marketers I personally know use a paid service called [Aweber](#). It's the biggest autoresponder service in the world and I've been a happy member for a while now. One you join, you have the option of watching a few videos on how to setup your autoresponder. It's all straightforward, so you have nothing to worry about, even if you are technologically challenged. When you finally set it up, it should look something like the list on my page.

So what is an autoresponder?

It's job is to automate all the work of contacting your email list. You can set it up however you like. When someone joins your mailing list, you can automatically send them out any number of emails, whenever you want. For example, you have a 6 part course that you offer with your newsletter. You can setup your autoresponder to send out the first part instantly, with the following 5 parts sent out at 2 day intervals. There is no limits to how many emails you can put in your sequence, you could setup 1 years worth of emails in a few minutes! This is great, because once you set it up, you can essentially leave it on "auto-pilot".



What sort of opt in boxes should I use?

As you go through aweber, you will realise that there are a few different sorts of ways you can add leads to your list. The way to create the highest percentage of sign ups is through squeeze pages. Squeeze pages are designed to only capture leads. Therefore, any user who doesn't sign up will not make use of your site at all.

Another great way to capture leads is via a pop-in or pop-over. Most browsers these days are equipped with pop up blockers, so if you add a traditional pop up, chances are your visitor won't even see it. So instead, we use a pop in window. This is a window that actually pops up within the existing page and can't be blocked by existing pop up blockers.

The final way is to put the opt in box actually in your page. I'm sure you've seen this on various websites. This has the lowest chance of capturing a user, but the good thing is that it is always there, so whenever a user returns, there is a chance they may be "captured".

How to Entice visitors into signing up

This part is crucial. If you don't give your visitors a reason to sign up, then they won't! How many newsletter opt in boxes have you seen that mention something like this: "Sign Up to my Newsletter". Does that make you want to stop what you were doing and give them your name and email address? Instead, what you need to do is tell them exactly WHY they need to join up. Maybe you have a site on socks, so what you'll need to do is list the benefits of joining. Perhaps it could read something like this:

- Revealed: The socks that will keep your feet warmer
- The 2 reasons you should wear your socks pulled up
- Why only the trendiest people are wearing brown socks
- Etc etc

Now, I know you probably don't have a site on socks, but hopefully that example will give you some ideas. Another great way to entice visitors is to offer a free ecourse or ebook. Something tangible that will really benefit the visitor. And once again, LIST exactly why this ebook/ecourse should be on their must read list.



Viral Marketing

OK, I know that the term “viral marketing” sounds like something that could crash your computer. Not always.

People fear viruses, but actually they have some pretty cool attributes. For one thing, viruses piggyback on other hosts and use the host’s resources to increase the virus’ numbers. Under the right conditions, viruses grow exponentially. They do this by replicating again and again with geometrically increasing power, doubling with each iteration.

Are you starting to see where I’m going with this? What if your marketing campaign was like that? Viral marketing is the old technique of “word of mouth”, “creating a buzz”, or even “leveraging the media”, because those things are completely and utterly free.

A rule of thumb for any business person: when you’ve got other people doing your work for you, selling your product, you have truly got it made.

Thus, viral marketing describes any strategy that encourages people to pass on a marketing message to others, creating the potential for exponential growth in your campaign’s exposure and influence. Think about it—you can literally reach MILLIONS of people this way!

Believe it or not, Hotmail.com became a success because of viral marketing, and what they did is very, very smart.

Watch and learn, because their strategy is simple:

1. They give away free e-mail addresses and service.
2. They always attach a simple tag at the bottom of every message that says: “Get your private, free e-mail at <http://www.hotmail.com>”
3. Users e-mail to their own network of friends and associates who see the message, think, “Hmm...free e-mail...cool!”
4. The friends and associates sign up for their own free e-mail service.
5. All these new users get the message out to more and more friends and associates.



It's pure marketing genius: like tiny waves spreading ever farther from a single pebble dropped into a pond, a carefully designed viral marketing strategy ripples outward extremely rapidly.

Another company that does this is VistaPrint. They offer free business cards. What's the catch? On the back is a small ad for VistaPrint that tells anyone reading that ad how to order their own free business cards.

And VistaPrint isn't giving away the farm either—when you go to their site, you find the free business cards...but you also see plenty of much nicer cards, without advertising on the back, that cost money. See what they do? They lure people in with a legitimate freebie—which does exist—and then make money on the up-sell.

Putting Viral Marketing to Work for You

OK, now we're going to talk nuts and bolts. Here are the steps you need to take to make viral marketing pull in big bucks and tons of customers.

Offer something that has value for free.

It has to have perceived value—you can't just give away crap because no one wants crap. "Free" is the most powerful word in any marketer's vocabulary. The most successful viral marketing programs give away valuable products or services to attract attention.

Think free e-mail service, free information, free buttons, free software programs that do awesome functions--but not as much as the "pro" version. One key point is that cheap things may generate interest, but "free" will get attention much faster.

Viral marketers are the high Zen masters of delayed gratification. They may not profit right now or tomorrow, but if they can generate a building-up of interest from giving stuff away, they know they'll eventually make money. Free attracts eyeballs. Eyeballs then see other cool stuff that you sell and orders start rolling in. Eyeballs bring along e-mail addresses, ad revenue and sales. Here's the rule: when you give away something, you sell something.

Exploit Emotions

Here's an example of evoking emotions within someone through writing. Think about what you feel when you're reading the following piece.



Do you dream of total financial independence? Do you dream of waking up in the morning and going to work because you want to, not just to pay the bills? Quit your repetitive, mundane day job today and join the few living the dream. Click here and you will discover how to achieve your life long dreams!

Remember that people—even smart people online—are only human. Humans have emotions. Why did the “Netscape Now” buttons do so well when the web was young? Because people wanted to be cool. Greed drives people.

People want to be popular, loved, and understood. And they love to communicate, which produces millions of websites and billions of e-mail messages. Design a marketing strategy that builds on common motivations and behaviors for its transmission, and you have a winner.

This is why sites with polls and user forums do so well.

Another facet is that you need to talk to the user like you understand what they’re going through—a little sympathy goes a long way!

Viral marketing is not something to bother with if you haven’t even got the basics down pat, but once you get that sorted, it is definitely something you should put some time and if need be, some money into. Start thinking about how your visitors could pass something on. Maybe a very short ebook would come in handy. Maybe you could create some sort of software that your users would love and happily pass on to their friends. The only limit is your imagination.

Outsourcing

If you are an internet marketer, then your goal is to make as much money as you want. If you are serious about earning big money, then earning as much as you can is determined by how much time you can spend doing what you do best. And that’s making money! The simple rule I use is: If I could make more money doing what I do best, than what it costs me to have Task XXXX outsourced, then it is worthwhile for me to get the job outsourced! For example, if it takes you 2 days to create a website and in two days of marketing, you could make \$400, then whether or not outsourcing would be worth it would depend on if the designer wanted more or less than \$400. Understand?



What Can be Outsourced?

If you go along to a site like [elance](#) you will realise that you can get just about everything outsourced. If you write down every task that you perform as an internet marketer, I bet that you can get just about all of them outsourced. Can you think a couple of years into the future, when you are a successful internet marketer? You will be able to get all the tasks you don't like doing outsourced. Leaving you sipping drinks on a tropical island or hoon around in your latest luxury car, or whatever else you're into.

Wealthy Wal's 11 Step Plan to Online Success

Ok, so by now you have an understanding of how money is made online. But you are probably wondering how it all fits together. I know I struggled with this part for quite some time, so follow the following steps and you WILL succeed. Print this section off and stick it near your desk so you ensure you complete all the steps in the correct order.

- 1. Sign Up to Clickbank and Commission Junction:** You can sign up to Clickbank by [Clicking Here](#). You can sign up to Commission Junction by [Clicking Here](#).
- 2. Sign up to [Google Adwords](#) and [Yahoo Search Marketing](#):** Familiarise yourself with how they work.
- 3. Decide on site topic.**
Register yourself a domain name: I register all my domains [Here](#), it's the cheapest place on the web.
Get your site hosted: There are only 3 hosting services that I would recommend to friends. [BlueHost](#), [HostGator](#) and [Aplus](#)
- 4. Design your site:** If you are inexperienced, I suggest that you either purchase [XSitePro](#), or hire an [elancer](#) to design it for you.
- 5. Start PPC campaigns in adwords and yahoo**
- 6. Begin Optimising your site for the Search Engines:** If you are serious about search engine rankings, then [Traffic Travis](#) will save you hundreds of hours.



7. Open up an [Aweber](#) account and begin capturing emails.
8. Add Google AdSense to your page: Sign up by [Clicking Here](#).
9. Start thinking up ideas for a free viral product. Re-read this book if you need to.
10. Watch commission cheques start coming in! (This is the fun part!)
11. Continually improve your site: Consider getting some work outsourced if you become too busy.

So what was Responsible for my change of fortune?

Ok, if you read the introduction and you have been looking for what changed my fortune so dramatically, here it is. I believe that this has the potential to turn anyone into a successful internet marketer. After all, I'm just your average guy. To find out more, [Click Here!](#)



Conclusion

That's it folks!

I'm afraid this is the end of the book. I really hope you have learnt tons about making money online. While I released this book for free, I hope to be getting something out of it. I love hearing about peoples successes, so if you have learnt anything from this book, please let me know by sending me an email at: wal@wealthywal.com

I also want you to know that if you are struggling at anytime, please don't hesitate to email me for some guidance. I know a lot of people give up in this business, but I don't want to hear of anyone falling by the wayside, ok?

I think I've written enough for the time being, I hope to hear from you soon, but in the meantime, goodluck!

Wealthy Wal

Wealthy Wal.com



Highly Recommended Services and Products

Web Hosting Services

- [Bluehost](#)
Host up to 6 domains for \$6.95 per month plus \$50 bonus for Yahoo Search Marketing.
- [Aplus](#)
Another great hosting service as well as a cheap place to register domain names..
- [Host Gator](#)
Host unlimited domains for \$9.95 per month. Great for heavier users.

Web Design

- [Dreamweaver](#)
The best web page design software available but comes at a price.
- [XSitePro](#)
Excellent software for affiliates and Adsense users. Simple to use and cheaper than Dreamweaver.
- [NVU](#)
Completely free software. Worthwhile if your budget is very tight.
- [eLance](#)
Hire an experienced web designer for a fraction of the normal cost

Search Engine Optimisation

- [Traffic Travis](#)
Software that allows you to optimise your site smarter and quicker.
- [SEO Elite](#)
Similar to Traffic Travis, but with a higher price tag.
- [SEO Book](#)
The most comprehensive book on SEO in existence. Constantly updated by Aaron Wall.
- [Link Metro](#)
Link exchange site. Allows you to find link partners easily. 100% free.

Copywriting

- [Brett McFall](#)
Tons of free reports and articles by Australias leading copywriter.
- [Mr Fire](#)
Another great article site with information from Dr Joe Vitale



Auto-Responders

- [Aweber](#)
The best autoresponder service online. Only \$19.99 per month.
- [GetResponse](#)
Another great paid autoresponder service.

Outsourcing

- [eLance](#)
The best outsourcing site. Whatever you need outsourced, you can get done on elance.
- [Rent-A-Coder](#)
Another great site for outsourcing. Not just for coding jobs.
- [Workaholics4hire](#)
Another site for outsourcing

Screen Capture Software

- [Camtasia](#)
The worlds leading software for screen capture videos
- [Snag-It](#)
The best software for capturing still screenshots. Much easier than hitting printscreen all the time!

Misc. Marketing Resources

- [Affilorama](#)
The most comprehensive guide to becoming a super affiliate there is
- [Bum Marketing Method](#)
Awesome free course. You can do this without ANY money whatsoever. Highly recommended for newbies
- [“What I didn’t Learn at School, but Wish I Had”](#)
A fantastic free ebook by millionaire, Jamie McIntyre. Recommended reading
- [The Reese Report](#)
Monthly report from John Reese, one of the top internet marketers out there. You can download one report for free.

Keyword Research

- [Wordtracker](#)
The best keyword research tool available
- [Overture’s Search Tool](#)
Not quite as good as Wordtracker, but 100% free