Top 10 Tips To Instantly Boost Your Online Profits

A Quick Guide For Entrepreneurs and Business Owners For Low-Cost Online Marketing Improvements With <u>No Jargon</u> That Will Instantly Improve Your Online Performance - Guaranteed

1. Keyword Research

Keyword research is utterly critical to online success. You simply cannot do enough keyword research. Do not spend a penny on anything else until you have done this thoroughly.

The good news is, you can get started on this yourself for free:

Go to <u>https://adwords.google.com/select/KeywordToolExternal</u>

Type in what you think is the main keyword for your business. Google will then tell you how many searches are made in a month on that keyword, plus all of the other keywords Google thinks are related to the keyword.

The next step is to download these and sort them into groups.

The first group to sort is NEGATIVE KEYWORDS. These are all the keywords google has given you that you don't think relate to your business, but google does. These become incredibly powerful in your PPC campaigns later on, so don't delete them.

Next, sort your keywords into THEMED groups.

For example, if you offer services that cross different geographic regions, group these together.

If you are an architect based in Widnes but offer your services across the 20 different towns/cities, group together all the keywords relating to each town.

The point here is that you will ultimately want to create pages (remember, Google searches pages, not websites) that are specific to groups of keywords so that you can do the next most critical step:

CREATE THE RIGHT MESSAGE FOR THE MARKET

In the case of online marketing, the market is defined by the keywords.

There is no point building a page that nobody is looking for.

P.S. We offer Professional Keyword Research services for between £4k and £8k (depends on the size of the online market) which takes two trained people up to two weeks to complete. If you want more details on this, email me at mark@markattwood.com

2. **Check Your Competition!**

   Before embarking on any online work, you need to research your market.

   It's much better to understand how big the mountain is before you try to climb it.

   One handy tool for doing this is www.marketleap.com

   You can check for link popularity here, keyword verification and search engine saturation for yours and your competitors' sites.

   See who comes top in Google for your chosen keywords and then go and check them out at marketleap to get an indication of the size of the task ahead of you.

   P.S. For a full, professional analysis of your market, email mark@markattwood.com for a quote.

3. **Build some links!**

Links pointing to your pages from other sites account for 90% of all Search Engine Optimisation (SEO).

There are many, many ways to build links. In a nutshell, the best links in the world come from pages that have:

1. Relevancy (no point building a link from a lingerie website back to a skip hire website. Google sees this as irrelevant and give the link less "weight")
2. Age. Google gives more weight to domains that have "age". Go to http://www.whois.net/ to see the age and ownership of any domain.
3. Page Rank. This is the score between zero and ten that Google gives to every page in it's index. It's a kind of Quality Score – the higher the PR, the better. Go to http://tinyurl.com/49s9h6 to install the google toolbar for your browser (by the way, start using Firefox instead of Internet Explorer – it's much better for SEO purposes. You can download Firefox here: http://www.mozilla.com/en-US/firefox/firefox.html)
4. Correct Anchor Text. This simply means the words used to link from one site to another. If you've done your keyword research correctly, you need to be building links using the right anchors.

It is important to understand that Google wants to see links being built naturally.

If a site suddenly gets 50,000 links one day, they'll see this as you gaming the system and possibly penalise you for it. Beware the SEO companies that offer these types of services.

Do NOT submit your site to the search engines. Much better if they find you themselves via links from other sites.

To get yourself off the ground, go to: http://www.addurl.nu

This is a great site that got me started in the whole link building game. It contains a list of high PR, SEO-friendly directories you can submit your site to for free.

P.S. We offer professional link building services. If you want a quote, email mark@markattwood.com

4. **Change Meta Titles, Meta Description, Meta Keywords, Headers and LSI**

There's no point doing Off-Page SEO, if the links are pointing to a page that has no On-Page SEO.

What is On-Page SEO?

Simply put, you need to make sure you are getting your keywords into the following elements of your web pages (these are common to all web pages. Don't be afraid of the technical terms if you've never done HTML – your website designer will know what these are):

TITLE: one of the most important on-page factors is your title. This is the blue headline that shows up in Google search. How many times have I seen web pages with the word "Homepage" in the title! Get your keywords in there now!

META DESCRIPTION: This is the bit that shows up in the search results below the blue title. This is not visible to your website visitors. It's vastly underused in terms of it's marketing potential, so put a "call to action" in there like "Click here" or "Call now" but, more importantly, get your keywords in there.

META KEYWORDS: Google doesn't pay much attention to this element anymore due to abuse by SEO companies over the years, but other search engines do. Use a maximum of 20 keywords in each page for this – you don't want to overstuff it.

H1s, H2s Etc.: Headers are simply subheaders that Google give weight to. Get your keywords into them, but also think about these from the users point of view. "Welcome to Bobs Solutions" is a terrible H1 example. If Bob provide solutions for acne, a better H1 would be "Acne Gone in 3 Days!". This uses the keyword "acne" and give the visitor a solution to their problem in seconds ('cos that's all you've got)

LATENT SEMANTIC INDEXING: A fancy term in the SEO world. Simply put – make sure your keywords are peppered throughout the copy on your web page.

P.S. We offer a website review service at £50 per page. If you want us to analyse your pages for On-Page SEO and send you a list of action points, email the pages you want us to review at mark@markattwood.com

5. **Write copy with the customer in mind**

   Effective copyrighting is an overlooked part of all marketing, not just internet marketing.

   Using the right copy can have profound effects on the success of your web page converting visitors i.e. making them take ACTION – whether that's signing up to a newsletter, buying a product, calling a phone number.

   Whatever the case, you need to start thinking about two basic principles:

   1. *WIIFM?* This is what your visitor is thinking when they come to your site: What's In It For Me? And you've got nano-seconds to tell them. Give them the BENEFIT of working with you, not the features of what you offer. Sell to them based on the RESULT of working with you. It makes me cringe whenever I go to a site and see stuff like Welcome to Bobs Solutions. We have been established for blah, blah, we are accredited with blah, blah. We are proud to…" – see the problem?

      Bob's going on about himself, not the customer. Take a look at your own site and start thinking about what you are saying to visitors in this way. I have achieved over 5000% increase in conversion rates for my clients and my own sites using this single principle.

   2. Think about using EMOTIONAL LOGIC rather than SEQUENTIAL LOGIC. Here's an example of a sequential logic statement:

"I was drinking down the pub. When I came outside, I slipped on a banana skin and fell on my backside."

And the emotional logic version of this:

"My arse is killing me because I slipped on a banana skin after having a skin-full down the pub."

It's all down to the way we were educated. They teach us to write the wrong way. It simply doesn't connect or get an emotional response from the reader.

When was the last time you read a company brochure from cover to cover and enjoyed it? Or a website?

Give it a go. It's rather liberating.

P.S. We offering professional copywriting services. If you'd like a quote, email mark@markattwood.com

6. **Set up or improve your PPC/Adwords account.**

If you don't have a Google Adwords account, go and open one up at http://tinyurl.com/c5gzdl

It is the single most powerful advertising medium on Earth.

(No, that's not an exaggeration).

It also gets misused enormously, and lots of businesses get their fingers burnt. I am a PPC (pay per click) Ninja, and have managed over £1 million on PPC in the last 3 years. We consistently get the highest click-through-rates and the lowest CPC (cost per clicks) compared to my competitors, whatever the market.

Here are some basic tips to help improve what you may already be doing:

1. Set Delivery Method to Accelerated. Why wait for traffic and why give the control to Google?

2. Opt out of the Content Network. In your account settings, Google automatically opts you in to the content network. Opt out. This option costs you more money by reducing your overall CTR. Visitors from the content network behave very differently to search visitors.

3. Choose Rotate in Ad Serving. By choosing this, you will be able to run better split tests to help achieve higher CTRs (Click Through Rates) which in turn decreases your costs and increases your profits.

4. Use only one keyword per Ad Group, and use broad, exact and phrase match by entering the keyword three times: once as is, another with these square brackets [ ] and another with quotation marks around it like "this".

5. Use your keyword in the Ad Title – this means you are delivering 100% relevancy to the user (and Google rewards relevancy)

6. Put the benefits of your offer in the first ad line and the features in the second ad line.

7. Create a second advert to compete with your first. Start by changing simple things like the destination URL. Just taking out the www. Will influence CTR

   P.S. To go into all of the aspects of PPC can take days. If you want us to setup or overhaul your existing PPC account, or if you want us to come to your business and teach you or your staff precisely how to improve your PPC campaign, email for a quote at mark@markattwood.com

7. Create an email collection auto-responder

These are so powerful, it's almost silly.

An auto-responder is simply software that allows you to automatically send email sequences and broadcasts to people that are on your "list".

Here's a very important sentence that will increase your business profits (if you really take it on board):

THE MONEY IS IN THE LIST
You're reading this email, aren't you?

You're in an autoresponder sequence. Email number 7, to be precise. Sent 7 days after you initially signed up. Automatically.

Have you gained any value from the emails I've sent so far?

Hopefully you've applied some of my tips and are already seeing improvements in your online marketing.

Even if you haven't, I hope we're building some rapport, some trust.

Why?

Because I might want to sell you some stuff down the line.

I might want you to join my continuity programme. You might end up being a student or a client of mine. We might even become friends!

How could I do this to hundreds and thousands of people if I had to stand up and speak, or I had to meet you at a party, or at a networking event, or I tried calling you and doing a cold call sales pitch?

It would take forever!

This autoresponder allows me to leverage my list (which you are on) and share a little of what I know to help me build a relationship with you while I'm sleeping, eating lunch, playing with my kids.

It doesn't matter what business you are in, you can do this.

Look how I've done it (profitably) in:

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Portable Toilet Hire: http://tinyurl.com/dxbkva
Skip Hire: http://tinyurl.com/c2cg29
Asbestos Removal: http://tinyurl.com/d58xsv

And many, many more!

We've got targeted lists of double-opted in email addresses coming out of our ears!

But! You need the right strategy to make this ultra-effective. The important thing is to get started.

Think about making the title to the guides you create as enticing as possible.

Think about the guide appealing to your audience. Think about using emotional logic in your copywriting.

There are many different autoresponder services out there, and disagreements between marketing gurus about which is the best.

All I can tell you is that I use this one and love it:
http://tinyurl.com/c9btea

There are video tutorials on there that make it dead simple to learn how to use it.

P.S. You can book a ½ hour autoresponder workshop on the phone with me for £150. Email mark@markattwood.com. I normally need 2 weeks notice and payment upfront.

8. Open a YouTube account with keyword in title

YouTube is more than just a video site and a search engine, it's also a very powerful piece of SEO real estate.

If you run a florists in Accrington, set up a YouTube account based on your main keyword, such as FloristAccrington.

The get your video camera out and start making videos based on...guess what?...Your KEYWORDS!

Never make videos longer than 3 minutes (people haven't got the attention span).

Only spend what you can afford. We use a mixture of hand held digital camera right up to fully-fledged professional film crew – it's horses for courses. The critical thing is getting your strategy right.

What are you trying to achieve?

Have you thought through what the videos need to do from an SEO perspective AND a customer response perspective?

When you've uploaded your videos, make sure your URL goes in as the very first thing in the description of your video. Make sure it's the full URL. YouTube shows this bit first, so it's a great place to put your link.

Then send it out to all your mates and ask them to give it a 5 star rating and some positive comments. This will improve it's ranking potential.

Then send an email out to all your customers with a link to the video.

HINT: try and make the video interesting to the audience. It's not always easy to be funny on video (I should know as a failed comedian:-), but it's worth trying.

P.S. Here's a video of me doing comedy on TV in 1996 if you're interested: http://tinyurl.com/dzt2uz

P.P.S. If you need help with your online video strategy, or need access to our highly experienced internet video crew, email mark@markattwood.com

9. **Open a Twitter account**

You've heard of Twitter. You can't avoid it. It's potential is vast, and just starting to be realized by businesses.

What is it?
Mini blogging.

Does it contain lots of people saying "just went to the bathroom"?
Yes, but don't concern yourself with that.

Grab your spot now. Open an account for free with your main keyword as your username, or your brand, or just your name, or all three – they'll all have different uses down the line.

The use of your keyword as a username is important (if it's still available) because your twitter page becomes a piece of SEO real estate.

Go and Google "mark attwood". See my twitter page? Last time I looked it had a PR4. That's incredible and a great piece of free online territory.

Next, get some followers (make sure you follow me please at http://twitter.com/markattwood :-).

One easy way is to go to the Find People link. If you sell stuff to architects, for example, just type "architects" in.

You'll see that the Architects Journal is in there with 288 followers (correct at time of writing).

Stands to reason that these people will all be architects, doesn't it?

Go and follow them.

At least 30% of them will follow you back automatically.

You've now started to build a crowd of people relevant and interested in what you sell. You're on your way!

(We did this with a test site of ours at http://www.ToxicHealthTV.com and got over 1100 followers with less than 3 hours work at http://twitter.com/ToxicHealthTV.)

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HEALTH WARNING: Although Twitter is exciting and new and growing at a rate of knots, beware falling into the trap of spending so long on there it detriments the rest of your marketing activity. It's a nice tool but the jury is out on exactly how effective it is for real businesses trying to make real money. My personal feeling is that it is going to play a big part, but it's just a tool. It's should not form the basis of your marketing activity!

P.S. I've put up some of my favourite twitter applications here for you: http://www.markattwood.com/internetmarketing/57/

P.P.S. If you ever "Re-Tweet" anyone, always add a "@" before their username. It helps build links for them and helps other people find them really easily.

10. Start blogging!

"Blog" is simply short for "Weblog".

A blog is just a website, designed for people that don't know how to do HTML (Hyper Text Markup Language) or any other kind of web coding.

Blogs are massively underused and misunderstood by businesses.

Search engines love blogs because they are structured in a way that is very SEO friendly.

I use blogs extensively in three ways:

1. Integrated into my "money sites" to help keep them alive and full of SEO and CRO (Conversion Rate Optimisation) content.
2. Stand alone blogs to help build online reputation.
3. Stand alone blogs to help build high-value SEO links to my sites.

If you're going to blog for business, you need to think about the software that you use.

Do not use blogger.com! That is the domain on the angst-ridden teenager.

The best blogging software out there can be found at http://wordpress.com/

But, you need a strategy before you start blogging, and you'll need commitment.

Here's an example of a blog we built for a client that runs a Bespoke Kitchen business in Altrincham: http://www.KitchenDesignExpert.co.uk

This is a stand-alone blog that sets them apart as experts in their field, apart from just trying to sell kitchens. It creates an online reputation. It will help them get in the press. It inspires confidence in who they are and what they do. Could you create a blog like this establishing yourself as the expert in your field?

Here's an example of how I use an integrated blog to help develop my business:

Because I am the publisher of http://www.theskip.net (that site is, in fact, a blog itself) I am seen by journalists as the perfect "expert" to talk to about skip hire.

I regularly get onto local and national radio stations. Last year, I was on the Chris Evans Show talking about the magazine itself. Apart from making sure I namechecked Topskips.com as soon as I could, I also recorded the show and put it on the Topskips blog here: http://tinyurl.com/dnf8fb

I then emailed this blog entry to all our clients and customers. I was not selling anything, just telling them about the show.

This created an emotional response, added credibility to us as a company and in turn increased sales. It took 3 minutes to upload an email and cost nothing but my time. Can you see how useful the blog is there?

Here's another example of how I use blogs to create links. I have a client that sells email marketing services to the wedding industry. We wanted to get her sales page up higher in the search engine rankings for the keyword "wedding marketing experts". Within a week her site http://www.gailsweddinglist.co.uk was on page one for that term (and for "wedding marketing") because of a couple of blog entries I did, including this one: http://tinyurl.com/dmlbqo

We do provide full blog solutions for people interested in professional blogging platforms, or you can just get yourself going for free at wordpress.

There is a lot more to blogging effectively for business, but I hope this has given you a taster and convinced you that you should definitely start thinking about how you can use blogs to make more money.

P.S. Look out for future emails from me about online marketing. They'll only be full of good stuff, and if you don't agree, just click unsubscribe at the bottom of the email – you'll never hear from me again!

P.P.S. I love feedback. Feel free to comment on my blog at www.markattwood.com or email me. Failing that, send a pigeon ☺