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**Are All Internet Marketers One-Dimensional?**

**By Henry Eldridge-Doyle**

**Are All Internet Marketers One-Dimensional? by Henry Eldridge-Doyle**

If you are using the popular Overture inventory or any of the many tools that mine it for your keyword research, you could be severely limiting your website or PPC traffic, and negatively impacting your potential sales.

The Overture inventory has always been a staple source of words and phrases for pay per click (PPC) advertisers and website builders alike, but it suffers from a very big problem - it's one-dimensional.

If you search the inventory for a phrase like `used cars', you will get back lots of results, but they will all contain the seed phrase `used cars'. That means it's up to you to think of all the possible seed phrases that a web surfer might use in a search engine when looking for your product or service.

Thinking up seed phrases is not particularly difficult, of course, but can you be sure you'll get all the possibilities? People are very different, and they search in different ways, so it stands to reason that everyone will think of slightly different seed phrases to search on.

So what's the answer? Surprisingly perhaps, there is a solution right on your doorstep – your competitors! Websites targeting the same niche as you, that rank highly in the search engines, have not got those rankings by accident – they have already done a lot of keyword research. By examining the keywords used on these sites, most notably in the title, description, and keywords–meta tags, you can find a whole range of new words and phrases related to your topic.

The more sites you examine, the wider the range of words you will find. Obviously this takes time (unless you use a utility to do it for you, such as Keyword Spider from <http://www.Keyword-Toolkit.com>), but it's time well spent because it will put you a step ahead of your competitors.

Once you have your new seed keywords, you can plug them into the Overture inventory, or one of the many tools that mine it, and build hundreds or thousands of new phrases. Using this combination technique you will be able to outgun your competitors and find some real hidden gem keywords in the

## Are All Internet Marketers One-Dimensional?

process.

### **The Minefield to Online Success**

**By Nicholas Dixon**

Becoming successful online has become a reality for many marketers. However the majority of us end up empty handed in the game. This leads many to ask themselves, is success online possible ?

The success rate for online marketers is remarkable. Only 5–10 % of us will make it at the end of the day. What is the reason for this happening ? I personally believe it is a lack of positive thinking and attitude.

"How on earth does positive thinking help my marketing ? " , you may ask. In more ways than you can imagine. It is the spark that lights the way to success.

Online marketing is a fairly new industry. A lot of people have made their names and fortunes using the Internet. However some people still eye us with distrust. They have to be won over by the right positive approach .It's the only way.

The Internet nowadays is fraught with schemes and scams. Many people think that's what online marketing is all about. And they would be surprised to know that one can really make a honest living online.

Then you have some guys who give us bad names. Calling themselves "marketers", they try to con every new player in the game. Even you. They will try to sell you almost anything , making you believe it is the "holy grail" to success.

The truth be told, there is no "holy grail" to online success. But the best chance you have is with a positive attitude. It is a necessity to deal with the inevitable obstacles that will present themselves.

One of the greatest struggles online marketers face is themselves. Yes , yourself. Imagine telling your friends and love ones about your new career and they scoff at it saying it won't work. Your next step will depend on how much you believe in yourself.

Believing in yourself and your dreams will determine how far you will go. Nothing worthwhile in this world comes easy. That's why there are always obstacles on the journey to online success. Just believe , it works.

Becoming successful online has become a reality for many marketers. But are you prepared to cross the minefield to online success ? Think about it.

To your success and mine .....

Nicholas

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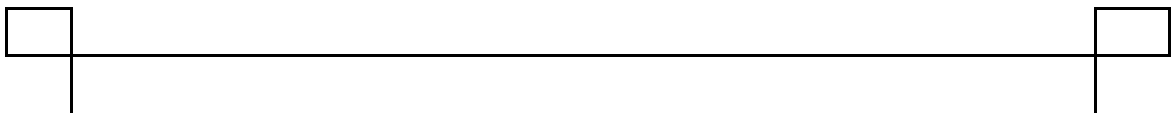
Nicholas Dixon is the CEO/Webmaster of Oceanroc Web Consulting. Visit our award winning website and subscribe to The Roc newsletter.

The Minefield to Online Success  
Affiliate Programs – 7 Red Hot Tips For Affiliates  
In Network Marketing, Do as the Romans Do  
If you can't beat em?  
Future for Internet marketers

Vintage Crochet Patterns Bridal  
The Great Big Book of Internet Marketing  
Leap Ahead  
Web Copywriting Tune-Up Kit  
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