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The Simplified Profundities of Internet Marketing

By Joe Bingham

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People make things way too hard to understand on the Internet. I mean, come on, marketing CAN'T be all that complicated. So, it's about time someone, like say me, cut through all the crap and just plain offered some SIMPLE answers to the most commonly asked questions.

Now, you must realize, however, that just because these answers are reduced to the simplest form it does not mean they are not profound answers that should be not contemplated upon.

In fact, you should always contemplate my simplified profundities. Why? Because how profound will they be if they don't get contemplated?

Anyway, below are some of the most common questions asked about Internet marketing and the simplified profundities that answer them.

QUESTION: What is the best business or marketing opportunity?

SIMPLIFIED PROFOUND ANSWER: Mine.

I know that sounds very simple, but think about it. Have you ever met an Internet Marketer that didn't tell you his or her business or opportunity was the best? Of course not!

Now you see how the simple profound answer works? On to other questions.

QUESTION: What is the best way to get traffic to my web site?

SIMPLIFIED PROFOUND ANSWER: Take it from somebody else.

Traffic is not this vast, endless group of mindless idiots being led around by marketing strategies. They are people and while there are a lot of them, they are not limitless. They all start somewhere when they log on to the Internet, their home page, and only move from that page in one of two ways. One, they enter a search in a search engine. Two, they click on a link in an email they received which is either an ezine, personal email, or bulk mailing. From there, they move from sites they visit to other links listed on that site OR they go

back to their email or search engine.

That tells you what you have to do to get traffic. Either you take your traffic from someone's search engine, someone else's site, or you take it from someone else's email list. From there, if your smart, you will build your own.

QUESTION: How do I get targeted traffic?

SIMPLIFIED PROFOUND ANSWER: You target them.

Guns have sites and good marksmen use those sites. Shooting from the hip only works when done by someone who has practiced many thousands of shots in that manner.

So, either you take thousands of pot shots from the hip until you figure it out by trial and error, or you stop, take a look at what you are aiming at, and target it.

Targeted traffic is not achieved by chance. It takes some research and effort to find sources that relate directly to what you are advertising. Simply blasting at huge numbers is not targeting.

QUESTION: How can I make money on the Internet?

SIMPLIFIED PROFOUND ANSWER: Sell something that is worth buying!

No explanation should be needed with this one, but yet this is a most profound statement when considering some of the worthless junk touted as valuable around the Internet.

QUESTION: Who is the BEST writer on the Internet?

SIMPLIFIED PROFOUND ANSWER: Me.

Hey, writing is my business. What am I supposed to tell you I'm not the best? What kind of marketing would that be? I'm out to make a living here. If I don't stand up for myself and say, 'Look here! See what I have to offer', who will?

This is a BIG Internet with a LOT of players. You absolutely have to find your best and put it out there. Don't make false claims, but certainly don't be shy in standing up and showing off the abilities you do have.

Well, there it is. Simplified Profundities. Who but the BEST writer on the Internet would have thought up such a novel concept?

Internet Marketing Made Simple

By Jason Tarasi

Have you ever felt like you've gotten in way over your head? When you first embark on an internet marketing venture, it's perfectly normal to be overwhelmed. There is so much to learn, so many different things you can do to market a business online, and so many "experts" that claim they've got the "secret" to making money online. It can really be mind boggling at times.

So, what's the secret to internet marketing and making money online? Well, let me tell you, there is no secret. What there is though is information overload. There are tons of strategies for various types of internet marketing techniques and what works great for one business, might not work at all for another.

So, rather than trying to "master the art" of internet marketing, it is best to get a quick overview of internet marketing techniques, decide which one (or two) you want to try first, gain the knowledge and skill you need to pull off the technique, and see how it works. Of course you need to do some research to identify your target market and create a marketing plan, but your internet marketing plan doesn't have to be extensive and doesn't have to be set in stone from day one. You can review your stats, see what is working and what isn't, and tweak your internet marketing campaign as you go along to strengthen it and make it more effective.

When you get started in internet marketing, it is good to have an understanding of various types of internet marketing techniques, but the primary ones to concentrate on in the beginning are search engine marketing and pay-per-click search engine marketing. On average, over 80% of the traffic that comes to a website finds the website through the search engines, so search engine listings are vital to internet marketing.

Search engine marketing consists primarily of optimizing your website using targeted keywords, filling it with relevant content, building relevant incoming links, and submitting the site to the search engines. With pay-per-click search engine marketing, the process of internet marketing through the search

engines is simplified a bit because you bid on keywords that will provide results for your particular website and your search engine rank is based primarily on your bid rather than relying solely on site optimization which can be quite challenging.

Rather than focusing on a variety of internet marketing techniques at once, you'll find it is much more effective to pursue internet marketing options one at a time. After perfecting one strategy, you can move on to the next, continually strengthening your internet marketing efforts.

Jason Tarasi publishes the reciprocal links newsletter "Elite Links" Learn HOW thousands of other Elite Links members generate FREE traffic and increase their search engine rankings by swapping links. Grab your free lifetime subscription now at:



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