

- IMPORTANT INFORMATION -

“Internet Marketing Tips To Boost Your Web Site Ranking”

Here are a few tips to consider creating or upgrading your web site:

1. Keyword Ranking

Having top ranking requires placing the right keyword in the right location on your web site. Many of the key words use by web site owners aren't necessarily what web surfers are using. How do you find the right keys words? There is several software and/or services you can use, a simple search will provide a list of potential options. For those web site that our team creates we provide a report, and analyzed search engine user-friendly strategies.

Do you want to be a big fish in a little pound or a small fish in a big pond? The big fish strategy can gain your web site top position but slim picking when it comes to hits. On the other hand, the small fish target highly sought after keywords but competes against companies with deep pockets paying for those words. The key is to locate the pond where your potential clients are surfing for what you are offering. Here are several points to consider on targeting your market niche.

- Focus on key words that receive more than 1,000 hits per month
- Balance your key words throughout your page
- Use keyword combinations

2. Search Engine Optimization

Search Engine Optimization is very important to having your web site visible or lost it get lost cyberspace. Just having your web site on a search engine isn't enough, you need top 10 ranking and that is achieve by having the right keywords strategically placed on your web site. This will help search engines find you once have your web site uploaded on their server. Here are seven keys to search engine optimization:

Key #1 Employ right key words

Keys #2 Create a dynamic title stuff keywords

Key #3 Include keywords in your Meta tag description

Key#4 Include Meta tag with keywords in the body section

Key #5 Use H1, H2, H3 tags

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3. Affiliate Program

Affiliate program are a free source to get higher ranking and web traffic. When an Affiliate placed a link on their page it helps your ranking. Search engines determine that when a web site has many links attached to it, it must be important. Therefore,

How much do you offer affiliates? The amount varies depending on what's being sold. For example, we offer 50% revenue sharing programs. One of our products cost \$295 and we pay our affiliates \$147.50 every time someone they referred purchases our entrepreneur kit. Not all programs offer such a high commission rate, but we know that it is worth the partnership.

There are many companies out there that offer an affiliate programs that you can utilize on your web site. I did a simple search of "affiliate programs" and found a great company that I have been with for many years. They offer my affiliate a host of options but here are just four:

Using their server, we can send notifications to our affiliates and they provide a deliver report of those notifications.

- Tracking capabilities by product, affiliates or both sales by affiliates
- Real-time statistics

4. Social Networking

Today, millions are using social networks to communicate. Web site like Face Book, My Space, Linkin and Twitter is an excellent source to attract new customers. However, many of these web sites have marketing restrictions so how can you market your product/service without being flag as a spammer?

The top web marketers use smart marketing techniques. By smart marketing I mean, make sure what you are offer doesn't look like something you are selling. Here are just a few guidelines you can use:

- a. Make your message helpful and don't push your product/service
- b. Keep it short -- maximum two sentences
- c. Solve a need and/or create curiosity
- d. Place a link at the end of the message

Where can you find a good web site to post your blogs? The Web Suite 4 kit provides a host of links to help save you time and money.

5. Relationship Driven

- a. Follow up with all your customers and opt-in users
- b. Ask your visitors to register for a free gift, newsletter, etc. After you have their contact information, use the sequential e-mail marketing to stay in touch with them.

What is a good conversion rate?

- 1 in 100 visitors – Excellent rating
- 1 in 200 visitors – Fair rating
- 1 in 300 visitors – Poor rating

So how can you receive an excellent rating? Many guru's use a technique called, Reverse engineering marketing. Reverse engineering marketing is working backwards to a solution for your niche market. In other words, identifying your client's needs and structuring your marketing strategy accordingly. Traditionally online marketers create product/solution and offering to your potential clients without conducting a need analysis. Our team will research your industry and provide the top keywords for your entire web site package.

Hope this help and we look forward to serving your internet needs.

Much Success

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