

The Internet Marketing Clinic is not just for website owners!

How I capitalized on the information received from attending the Internet Clinic and now make a living without owning a website.

Pat Johnson

Pat Johnson – Background

Previous Businesses

- Excel Academy - Owner/Partner of coed boarding school for “At Risk” Youth
- Careers of Houston – Owner/Operator of Recruiting Firm specializing in Oil & Gas Engineers
- Physician Practices – Consulting service providing practice setup for Physicians and Surgeons

Current Business

- Westmark Associates, LLC - Business & Marketing Consultant
Current contract specific to this presentation is with Stephen W. Bigalow, Author and owner of The Candlestick Forum. www.candlestickforum.com

No Website? – No Problem

Look at what you can do without one!

- ✚ **Affiliate Sales** – Commission sales paying 25% - 50% of sale
- ✚ **Blog** – An easy-to-use FREE website platform
- ✚ **Content provider** - (article writing) \$20 to \$30 per optimized article
- ✚ **SEO Consultant or SEM Consultant** – The top 10 Search Engines deliver over 85% of all traffic – There is a demand for knowledgeable consultants.
- ✚ **Distance Learning through Webinars** – Live internet audio/video presentations, both live and pre-recorded.
- ✚ **E-Book Publisher** – Write that novel or ‘how to’ book and deliver it electronically. Or, sell short E-books through your blog.
- ✚ **Virtual Assistant** – Executive Assistants; work at home and adjust your skills to supporting the growing non-brick and mortar businesses
- ✚ **Programmer**
- ✚ **Graphic Artist**
- ✚ **Desktop Publishing -**
- ✚ **Website Development**

CandlestickForum – Version One

We can view previous Version through Wayback Machine

Found at <http://www.archive.org/index.php>

URL for previous Version of Candlestickforum in Wayback

<http://web.archive.org/web/20050123234520/http://candlestickforum.com/>

Problems

Navigational complaints from members

Required higher technical skills to add content or make changes

Not gaining visitors to site

Stall in product and services sales

No structure to provide 'added value' to paid portion of site

Unable to get the length of time visitor stayed in site to increase

Content pages added sporadically (maybe 1 or 2 pages per week)

Solution

Website revision through [Compass Technologies](#) to allow for additional categories and adding pages or products on-the-fly through their proprietary format. Similar to working with a 'word' document. In a word, magical!

Commitment to the strategies taught in the Internet Clinic.

CandlestickForum – Current Version

Current Website at www.candlestickforum.com

This revision was released in October 2005 – Compare the difference six months can make.

Previous Version **As of Nov. 2005**

Content Added

4 – 8 pages per month

RSS Feed

8 per month

Current Version **End of March 2006**

Content Added

20 – 30 pages per month

RSS Feed

1 per Day

Automated in new system

Community

PHPBB Discussion Forum Hard to Locate
Stock Chat – **not available**
Trading Chat Rooms – **member only**

Links

Manual process
Google Ads

Products

18 Videos
8 E-Books
1 Book
1 Poster
1 Flash Card Set

Community

PHPBB Discussion Forum Prominent Display
Stock Chat – Added live audio/video chat
Open public chat room on Trading Program
Added Public Webinar – Once per week

Links

Automated Process
Incentive Ads placed by Affiliates(free)

Products

Added 3 Package Video Sets
2 additional training videos
2nd Book
New Mouse Pad
2nd Flash Card Set
Additional sales for 'outside' products for 25-50% commission sales for referral

Result Comparison

Income - \$25,000/Month
Unique visitors – 11,278/Month
Average visitors – 30,000/Month

Income - \$35,000
Unique visitors – 18,679/Month
Average visitors – 57,112/Month

Previous Version - Used Google Ads to bring people to our site and Google Ad-Sense for additional income

Current Version – visitor and sales increase without paying for advertising
Increased community drives traffic to our site

Bringing It All Together

Content Is King

- ✚ Relevant articles
- ✚ Word count 600 – 800 words
- ✚ Optimized for keyphrase – In body of article a minimum density of 3% with majority positioned within the first 200 words. Use in Titles and Headings.
- ✚ Begin with lower ranking terms and build up to higher competitive terms
- ✚ Don't forget to include internal page links to new article
- ✚ Be consistent – write often. If your competitors have 300 pages sites, your 30 page site will never compete.
- ✚ RSS – make the most out of your writing efforts

Helpful Links

[Keyword Suggestions](#)
[Wordtracker](#)
[GoodKeyWords](#)
[Keyword Density Analyzer](#)

Links - Expand Your Link Thinking

If Content is King then Links are Queen

We need oxygen to live and your site needs links to survive.

Advertising is a cost of doing business and provides short-term spurts of traffic.

Linking is **FREE** advertisement that lasts for years. It builds a resource of useful websites for your visitors of complimentary businesses. Get visitors coming into your site from other sites. Added benefit of improved Search Engine Rankings.

Traffic is part of the goal but the importance in on Targeted Traffic. Pick your links carefully for Relevance. The more relevant links you have on your website the greater value your site provides. Linking is the equivalent of a popularity contest.

Profile your competitors. Do a 'links' check to see who links to them and target appropriate sites.

Consider your link placements. In the real world, you would reward your best performing sales people – in the Internet world; you should give your higher performing referring URL's a place of prominence. My standard links in the Candlestick Forum website goes to a general [Links & Resources](#) page. My preferred links go to our Home Page category in [Recommended Sites](#). It doesn't hurt to ask for specific placement for your link in other sites.

How to find links

- 1) Directories – Yahoo, Google, Dmoz
- 2) [Alexa.com](#) will do some of the work for you by listing *"People who visit this page also visit.."*
- 3) [AlltheWeb](#) Type link:www.competitorurl.com to see a list of competitor links
- 4) Profile your competitors when checking your keyword rankings.

Start a Spreadsheet -This will get away from you quickly

Keep a spreadsheet of the sites you have an interest in linking.

Mark the date requested your link

Mark the date you verified your link.

Prepare a variety of links

They do not all have to be MYWebsite.com pointing to your home page

The link could be optimized for a targeted keyphrase

Examples

We provide weekly online stock chat sessions, so the title for that link request is: [Internet Stock Chat](#) There are 15,200,000 pages on the internet for this term and we are on the First Page.

We provide a Newsletter. This Popular Keyphrase: *Best Stock Market Newsletters* Is our Link title with the hyperlink going directly to our Newsletter Category

[Best Stock Market Newsletters](#) There are 43,000,000 pages on the internet for this phrase. Imagine how hard we would have to work to rank on this term. Now this key phrase will appear more and more on other websites and guess what? It will point to our site. So much better than, "Candlestick Forum Newsletter"

***A note of caution on reciprocal links – There is a trickle down affect of being banned should a site be considered SPAM. Be careful who you link to.**

Community

You have the King and Queen now add your Family

This area is discussed at many of the clinics and to go into each might take an evening of their own. For continuity, I would like to outline the areas we integrated community building into the Candlestick Forum website. We are no longer dependent on search engines.

Discussion Forum – Message posting bulletin boards

Chat Rooms – live interactive text chat

Webinar meetings – live internet meetings for audio/video presentations and VOIP

Blogs

Customers – Don't forget to reward your loyal customers with discounts, coupons, thank you notes. They are your best work of mouth advertisers.

Usenet

RSS and Newsletters

Trading Clubs








Daily Market Reports – we release these similar to newsfeeds and have a page in our website that is updated every market day.

In summary, I used the knowledge from attending the internet clinics to combine my previous business background into this exciting new field. Now I make a living off the internet but still do not own my own website.

SEO Consultant

Once called Search Engine Optimization (SEO) this industry is expanding into what is now Search Engine Marketing (SEM).

The SEM Consultant covers

-  Search Engine Ranking
-  paid inclusion
-  link building
-  pay-per-click
-  Affiliate Programs
-  Blogger
-  Community Management

Basically, everything this Internet Clinic covers cannot be taught in college. This information changes too rapidly. Any books on the subject are closely outdated by time of publishing.

I am extremely appreciative of all the time and effort Dick Meyers and Jay Mock have put into providing this priceless education. After all these years, I continue to have those "Ah ha!" moments and have yet to come to a class without getting several important tips or reminders.

Other Website Links I Find of Interest

Great information from Google search for your site or competitor research

| | |
|--|------------------------------|
| Indexed pages in your site | site:www.yoururl name.com |
| Pages that refer to your site's URL | allinurl:www.yoururlname.com |
| Pages that link to your site | link:www.yoururlname.com |
| The current cache of your site | cache:www.yoururlname.com |
| Information Google has about your site | info:www.yoururlname.com |
| Pages that are similar to your site | related:www.yoururlname.com |

Language or page translator <http://babelfish.altavista.com/>

Webstats – what does it all mean?

<http://www.boutell.com/wusage/7.1/interpreting.html>

RSS readers

Newsgator

<https://www.newsgator.com/NGOLProductCatalog.aspx>

FeedDemon <http://www.feeddemon.com/>

Sample RSS as seen in newsreader - I use FeedDemon

Commodity swing trading pinpoints entry levels with candlestick signals:

Candlestick signals make commodity swing trading a very high profit endeavor. The more leverage a trading entity has, the bigger the need for candlestick signals.

Today 1:26 PM

Linking to other pages <http://www.pageresource.com/html/linking.htm>

<http://www.pageresource.com/html/index2.htm>

HTML Cheat Sheet <http://www.wdvl.com/Authoring/HTML/Body/anchor.html>

E-book publishing - <http://www.iuniverse.com/ad/ggl/> Write that novel or 'how to'

Copyscape – protect your written work; see if other sites are copying your pages

<http://www.copyscape.com/>

Webmaster Tools Central <http://www.webmastertoolscentral.com/>

Link Popularity Check and Keyword Verification <http://www.marketleap.com/default.htm>

Web Rank Info <http://www.webrankinfo.com/english/>

Google Information for Webmasters

<http://www.google.com/support/webmasters/bin/topic.py?topic=8460>

Great start for RSS Submission sites and Blog Directory

<http://www.masternewmedia.org/rss/top55/>

E-zine Strategies <http://www.ezinequeen.com/index.htm> <http://www.emailuniverse.com/>

Internet Web Rooms - small to large <http://www.hotcomm.com/welcome.asp>






Free online broken link checker <http://www.dead-links.com/search-engines.php>

Website Marketing Bible <http://www.websitemarketingbible.com/?wsnet>

If Time Permits, Or Upon Request – A Closer Look at **Affiliate Programs**

This rapidly growing industry is an amazingly easy way to make money.

Also known as

-  Associate Programs
-  Resellers
-  Commission sells
-  pay-per-leads
-  pay-by-sales

All designed to easily track the point of sale (or pay-per-lead) back to the referring source. Refer a product, service, or website and earn a percentage of the sale, or a set fee for referral. All without the necessity of a shopping cart or credit card processing vendor because the links go directly to the source. They process the payments, handle the product delivery and you wait for your check.

While website owners have the perfect venue for Affiliate Programs it is possible to participate without a website. If you can send an **email**, you can make money through Affiliate Programs. Consider your every growing email database as your starting point. Expand this list to include individuals with similar hobbies, church groups, book clubs, fitness programs, music interests, professional affiliations...you are getting the idea.

If you already have your own **Blog** this is an income stream to consider Affiliate Ads. They can be seamlessly included into articles.

Do you frequently participate in **Discussion Forums**, or **Community Bulletin Boards**? If you pay attention, you will begin to notice them there. (NEED EXAMPLE)

Example of [The Candlestick Forum's Affiliate Program](#).

Example of [Option University's Affiliate Program](#)

[Sample email](#) we sent out that is actually someone else's program and can be done without having a website.